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- And much, much more...

A video of this webinar is archived on the Better Future website and in the Training Podcast by Friday of each week.



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Dianna Miller

FaceBook Post of the Week



Scour Off post

Matt had a great idea this morning: a little Saturday morning cleaning of the outside of our stainless steel All-Clad pans! Shaklee Scour-Off is one of our favorite multi-purpose cleaning products and a gift that we give to anyone that orders a Get Clean kit!

<http://www.shaklee.tv/introducing-get-clean-from-shaklee>

This stuff saves money, works ridiculously well, is biodegradable and non-toxic and smells great! Dr. Shaklee introduced Basic H in 1960 when chemical cleaners were all the rage. Always working in harmony with nature, he was a pioneer in the green movement before it was cool. Now our products are used in the White House and are one of Oprah's "favorite things" and more! And look at how clean our pan is!

[#whyishaklee](#) [#healthyhome](#)
[#shakleeworks](#)

FaceBook Post #2

"Just finished my 700 tablet bottle!



Have you ever realized the amazing health benefits of alfalfa?

Alfalfa has a wide variety of nutrients. Its taproot stretches down as deep as 20 feet, searching for vitamins and minerals deep in the soil. Its leaves collect sizeable amounts of chlorophyll through the process of photosynthesis.

Alfalfa is high in protein and incorporates eight digestive enzymes.

Nutrients identified in alfalfa include calcium and phosphorus, chlorophyll, bioflavonoids, trace minerals, and vitamins A, C, E, & K.

Alfalfa is one of the best nutritious foods known.

Shaklee uses special harvesting equipment to make certain the greatest concentration of vitamins and minerals are maintained. They also use no fungicides, bacteriocides, growth regulators, special hormones, or other chemicals.

You want to be sure the alfalfa you use is wholesome and toxin-free. This is another reminder that you must differentiate natural from synthetic supplements.

Alfalfa has to be natural.

What types of health issues can be helped by alfalfa?

Tons! Here are a few of them: pain & stiffened joints, arthritis, ulcers, stomach disorders, colon problems, gas pains, hiatal hernia, water retention, swollen ankles/feet, sinus problems, allergies, hayfever, gout, body odor, stinky feet, and bad breath.

Alfalfa also enables body detoxification and is an all-natural antihistamine – thus the help for allergy and asthma sufferers.

It is an organic diuretic, digestive aid, supplies fiber & chlorophyll, is a rich source of trace minerals, aids diabetics, lowers cholesterol, and offers anti-tumor and anti-bacterial activity.

You can swallow them as whole tablets or crush them for a natural and refreshing tea.

Think of alfalfa as a high-powered vegetable. The health benefits are endless! I love my Shaklee alfalfa!!"

Legacy and Leadership Spring 2015

Session #11 Mar 26, 2015

Key Elements of In-Home Events



Senior Coordinator
Katie Odom



Senior
Executive Coordinator
Lisa Anderson

Objectives for Session # 11

Key Elements of In-Home Events

- To understand the value of in-home events in developing a Shaklee business
- To learn the skills of inviting, presenting, closing and following up for successful in-homes. katie



- To review a few tips to make our events productive.
- To review a few dialogues that may be helpful.
- To offer resources to help us with the content of our meetings.

4 Objectives for Any Contact or Meeting

- To build relationship
- To make a sale
- To obtain referrals
- To identify potential business partners katie



Value of In-Home Meetings For Our Business

- Build relationships -- meetings often are the beginning of relationships ... That will grow into friendships ... And into lifelong customers ... And even business partners.
- Vehicle to help fulfill our mission -- of teaching others about building or restoring health and respecting the planet.
- A tried and true method for building Shaklee businesses...
A venue for sharing the value of Shaklee products and business.
- Source of referrals. .. By offering incentives for guests who book gatherings in their home or refer friends.
- A great way to advance to next level of your business because it is one of most efficient ways to expose people to all aspects of Shaklee at one time ..



Popular Topics for In-Home Gatherings

- Women's Health – topics to be discussed PMS. Energy, Mood Swings, Cravings , kicking the sugar habit, etc
- Children's Health –
- Healthy Home, Healthy You (Get Clean & Nutrition)
- Sports Performance, products to protect joints, hydrate, repair and build muscle, etc
- Staying Healthy Through Cold & Flu Season
- Shaklee 180 Tastings – Preparing for Swimsuit Season
- Product Showcases---a full exposure of all our products,
We are doing a Spring themed one this month
- Moms on a Mission
- Happy Healthy Moms and Babies
- Spa Nights
- Everything You Want to Know About Energy but Were Too Tired To Ask
- Grand Openings (What the Heck is Shaklee)



katie

Resources

"Build Your PV Base with Shaklee Nutrition"

then scroll down,

on the right hand side is a link to click on called "download
[First Step Guide to Getting Started with Shaklee Nutrition](#)"

(download from MyShaklee.com)

Resource -- Wellness Webinar power points at

www.BetterHealthin31Days.com,

BetterFutureStartsToday.com

Shaklee Effect (MyShaklee.com)

Shaklee.TV (learn stories to share or play at your presentation)

Shaklee Product Guide

Nutrition and You Booklet

Simecka Nutrition Presentation Charts

Your upline sales leader

lisa

4 Skills to Learn for Successful In-Homes

- The inviting process
- The presentation
- Closing .. Recommendations and options
- The follow up process – next steps with guests who attended & those invited but did not attend.



FYI – that follow up process .. Also happens to be your Business Development Process ...

We contact people.

We learn their needs.

We offer information.

We give great service to customers.

We give great training and support to leaders

Tips for Successful Inviting

How we invite determines, in part, who and how many attend. --

It is hard to advance your business with a great presentation ... if there is no one to hear it !!

Here are 4 proven steps to help increase attendance:

- 1) Call to let them know that you are sending an invite.
- 2) Send invite.... Mail/ email/Evite./FaceBook ... 2 - 3 weeks prior
- 3) Follow up 1 week later to see if they can make it, answer any questions, but most important , let them know **why you are inviting them** and why you feel this information is so important .
“I thought of you because...”
- 4) Call all confirmations or maybes the night before to get final count
(see dialogue next slide)

lisa



Lisa's Invitation Call

"If you are not sure you can make it, that's ok. It might be best for you to just plan on coming next time because I only have space for a limited number of people.

Or maybe you and I can get together at another time that might work better for you.



ALWAYS SAFE ALWAYS WORKS ALWAYS GREEN

Over 100,000
tests each year

BEFORE THE EVENT

Send pre-event materials

- Send invitation (use slide of Always Safe, Always Works, Always Green as E-vite)
- Shaklee Difference video

Call to confirm they are coming – Ask “ Is there anything in particular you would like us to discuss?”

lisa

In these Conversations ...
It's a Good Time To Remember to Practice
The Elements of Conversation that Connect Us

- Tell me about
 - Acknowledge
 - Sharing WHY you are having the event ... and why you think it will be of interest to them.
- katie





In the Invitation Call ...
Let your guests know what to expect.

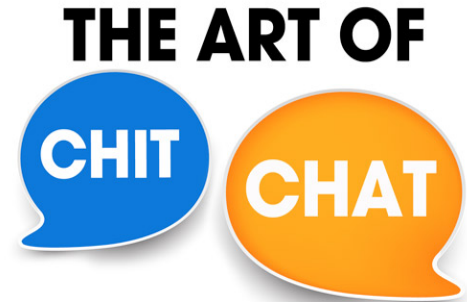
- Let them know that the focus is on education and that you think they will find it really relevant & interesting.
- Not a typical “sales” party. .. Feel free to come with questions about health topics important to you.
- Share your experience with the products.
But don’t over do it. Be brief
- Give a reason to come .. what’s in it for them
- Ex --“ I thought of you because...”,”I think this topic will be right up your alley. “I’m always so impressed with how conscientious you are about your family’s health.” (say what is honest)
“I’d love to have you here for your input .” lisa
- Paint picture of the value of the information they will be receiving.

Outline for Your Event

- Greet people at the door ...
 - bring them into the kitchen,
 - introduce to others,
 - ask them to help cut up bars, make smoothies
 - ask someone to make name tags.
- With clipboard or tablet, ask each guest what in particular they would like to discuss at the event.
- Social time – tasting healthy snacks for kids,
(Peanut Butter Oat Bites, Peanut Butter Fudge)
Bars, Smoothies in dixie cups, etc katie



Conversation Starters for first 10 minute social time



- How do you know(the Hostess)?
- How long have you lived around here?
- How old are your kids?
- I love your name, that is so unique!
Where does it come from?
- Have you ever heard of Shaklee before?
- I love your necklace! You have the cutest shoes! 😊

I am looking for a special way to compliment and connect with them. I want to make them feel good and valued

3 Parts to A Meeting

1. The Beginning -- Your story
2. The Middle -- the Content -- the presenting section
 - content can be you presenting a topic
 - or your upline presenting
 - or you teamed up with another leader or 2
 - or using an archived webinar to present
 - or using a video
 - or Skype or screen share with your upline
 - FaceBook event
3. The End – Close and Next Steps

katie



Opening a Meeting

AGENDA



Thank hostess and people for their time... for allowing you to share something you are passionate about.

Agenda-state your goals and plan for the meeting.

"I will tell you how Shaklee came into my life .. And talk about the company ...who we are and what makes us different.

*I will share why the products are so important and what they can do.
Then we will explore the products together.*

*Finally, I will show you some options of where you can go from here
with Shaklee if you are interested.*

lisa

My over all goal is to inspire and encourage you toward better health."



Sharing Our Story

Stories.
Connect.
People.

- How you found Shaklee.. your life before Shaklee ... and how it changed
- Choose the part of your story that is most relevant to the audience that you are in front of.
- 2 to 3 minutes
- Most important ... Why you are developing a Shaklee business
- How you feel about the importance of what we are learning about health...
- And /or teaching people about how to start their own Shaklee businesses ...
- *“One of things we do is teach people how to build their own business and as we are going through the meeting if you find that this might be a good fit for you or if you or someone you know might be interested , let me know...”*

Lisa

Example of How To Share Your Story

Lisa and Dave Anderson



"I found Shaklee for the supplements. I was desperately searching for quality supplements to help my four children stay healthy.

I quickly found that I had an option to build a business with Shaklee that allowed me to be a full time stay at home mom and still earn the money we needed.

When the economy tanked our Shaklee business came to the rescue and by doubling our business that year and the year after we were able to not only survive the economy but increase our overall income.

One of the things I absolutely love the most about my Shaklee business is that I can pass it on to my children, and that my great, great, great grandchildren will benefit from what I am doing today.

I am so thankful that Shaklee came into my life and has become what I needed it to be when I needed it."

Content



- Why people need Shaklee....
the problem
i.e. Decline in nutrition in our
food, our need for supplements
- Household chemicals and how they affect us and our world
- Why Shaklee products are different, special and superior to
other products,



- Shaklee history, science and research
- A collection of products to start with
Lisa
- Share stories and testimonies
- Offer clear options of how and where to
start with Shaklee

When presenting

***Share stories and testimonies...** Share product & business stories, starting with those attending

***Validate and affirm input & questions**

Engage your guests, encourage questions, affirm them, , value their input, (“ that is a great question” If you don't know the answer, tell them that you will do a little research and get back to them .

***Be prepared -- practice, practice, practice**

Practice out loud and time yourself.

You are building relationships with your guests.

This is just the beginning!



“Closing” a Meeting – Guests Are Looking to You to Present Options & Next Steps

- Interest sheet – or Symptom Assessment
 - Captures their information
 - Identifies their interests for follow up
 - Handed in for drawing for door prize (Vita D, Scour Off, Basic H, Wipes, Multi Purpose Cream)
- Follow USE, SHARE, BUILD dialogue
(see Shaklee Opportunity presentation... see next slide).
- Offer direction. Be clear about next steps and options.
- Use Ways to Join form from My Shaklee website
- Possible additional materials – Product Guide, Shaklee Difference , Landmark Study , Product information sheets for the topic.



katie

We Can Create Conversations Around The 3 Ways to Engage With Shaklee

Some people make Shaklee their **career and feel passionate about being part of wellness movement.**

Earn Career Income

Use the Products

Some people want to use the products to have a healthier home and family

At the heart of Shaklee is a dedication to health and wellness for the planet & its people.

Casual Distributors

Some people become **casual distributors** who share with a few friends to get their products free

katie

“And now we are going to give you options and ideas of where you can go from here. “

“Many people choose to **use** Shaklee’s products because they are such high quality and get such good results. As a Shaklee member you get 15% off the retail price and can order the products and have them delivered directly to your house. Also, membership with Shaklee means you can order when you want, no monthly requirements.

A lot of people find that **sharing** these products comes naturally. As a referral partner you can get a thank you-bonus check from Shaklee. We find that a lot of people love to share this way to pay for their products.

And some people choose to **build** a business and create something substantial. If you are finding that Shaklee’s philosophy is a good match for you, and if you know that if you use these products and like them you will tell share them with others this would be a great option for you. We have several awesome Gold Packs with good product collection and a lot of other benefits built in. This is the best way to make use of the full compensation plan in Shaklee.”

lisa

Tips to Make Your Event Productive

- ☐ Involve guests in the discussion
- ☐ Start & stop on time
 - Shows respect for your guests and host-
 - also helps to keep guests from leaving before you close
- ☐ Be calm, happy, warm and enthusiastic. Reflect your passion for these products and this special company
- ☐ Be prepared- create an agenda, make list of items to bring, ie packets, catalogs, products, samples for tasting and demos, etc...
- ☐ Ask hostess about each of the confirmed guests before the meeting. Learn their names (use name tags)
- ☐ Be aware of posture and interaction (stand/sit). Stand up if group is three or more, sit down if less

Lisa

Follow up After a Meeting -- Your Business Development Process

Your business development process has 4 components

1. A way to meet new people (in-homes, referrals, etc)
2. Establishing a relationship and offering good service
(newsletters, invitations to webinars and conference calls,)
3. Introducing members to all aspects of Shaklee (each product line, benefits of home businesses, the fun of working in a happy, supportive team dedicated to greater good & one another's success)
4. Training for business partners.

katie



There are 2 Groups With Whom to Follow Up

1. Those Who Attended
2. Those Who Did Not Attend but might still have an interest of need

- For new members – set up new member orientation See Session #13 & 14- Skilling Up 2014..
- For people who did not become members, get them the information they checked on the interest sheet.
- I like to send them an email the night of or morning after the meeting thanking them for attending and letting them know I will be checking back (use Shaklee.tv videos)
- I call in 2-3 days after meeting with appropriate info, offer to answer any questions, get more info etc... lisa

For Those Who Cannot Attend An Event...

If people are unable to attend a Shaklee 180 Party or a Children's Health event or a webinar or whatever you are inviting them to... understand that most of whom you invite WILL probably NOT be attending ...

Part of the process of inviting is knowing that you are going to be making multiple contacts and following up. Here are 3 options for follow up:

1. Make an individual appointment to review the topic with them.
2. Call and share a story that relates to a topic important to them (Begin with “ tell me about “ so you will know what's important to them)
3. View an archived power point with them on a screen share
www.join.me or live in a meeting.

katie

Word Track For Follow Up With Folks Who Did Not Attend An Event

“Sorry you couldn’t attend the webinar. But I took really good notes and I have the slides ..

I was thinking of you as I was watching .. I think you are going to find this interesting.

So, I was thinking, let’s get together.

The kids can play and I’ll share with you what I learned .. Really good information for those of us with children.

or

“Sorry our meeting didn’t work out for you ... (tell a story of someone who had success..)

My friend Janeen was there .. And she has had amazing results with her 10-year old son who had autism and ADHD.

He has advanced 3 reading levels since starting on a vitamin program and changing his diet . I am having another meeting next week .. Will that work better for you? “
katie

Other Meeting Options

- A Virtual In-home using Join.Me or skype
allows you to share your screen with viewers... then you present the meeting. Use a power point from Wellness Webinars or your own library.
- Monday Night Wellness Webinars –
 - Invite to a live Monday presentation at your house or theirs .. Or select one in archive at BetterHealthin31Days.com
- Conference call meeting—keep this to 20 – 30 minutes
- A FaceBook event (see Legacy and Leadership # 8) katie

Learn how to promote events and webinars.

- Have a conversation with people you invite and share why you are hosting the meeting.
- Connect the meeting topic with why it would be important for them
- Follow-up with the guests after each event. Do NOT wait for them to call you!



Jenn Hart's Story

Teddy ~ 10 years old

Nate ~ 7 years old

Makenna ~ 3 years old

- Introduced to Shaklee through Get Clean in 2008. I never thought about toxic chemicals in my home and we were taking what I now know as ineffective supplements. Teddy and Nate have asthma and Teddy had an asthma attack every time we cleaned.
- May 2009 – Nate had been on antibiotics for 12 straight months, developing allergies to each one, with chronic ear infections. Started him on the pre/probiotic system and saw immediate improvement. Last ear infection and antibiotic was May 2009!
- Pregnancy #3 was supported by Shaklee Nutrition and after 2 premature deliveries, Makenna joined our family as a full term infant!

What makes our Spa Event so special and successful?

- This event is like a membership appreciation meeting but also a prospect meeting
- Usually the week before Valentine's Day
- Handwritten invitations
- Follow up with a phone call
- A reminder text/email or call
- Chocolate Cake and Wine
- Hand massages
- We "get ready for bed"
- While the attendee's have the mask on we talk about Nutrition and how it affects your skin
- We also talk about cleaning kit (quick 5 min) and usually sell more cleaning kits at this event than any other.
- Always close with a little info about the business



Shaklee's Enfuselle Skin Care line

Action Steps for Session #11

In-Home Events

- Set up 4 in-home events -- each typically generates 250 PV ...thus generating 1000 new PV.
 - Set up 4 in-home events under each of your distributors .. Thus generating 1000 PV under each of them.
 - Offer incentive for customers to set up an in-home event in their home ... maybe \$10 off their next order for every guest attending ... maybe adding free shipping for more than 5 attending... or free products.
- katie

katie

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