

8 Weeks To Director Shaklee Business Training 2018



Identifying Business Partners
Week # 5
October 9, 2018

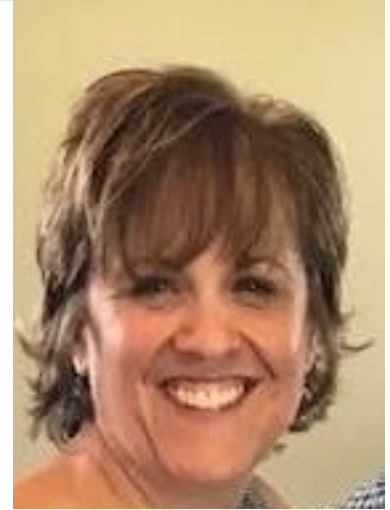
Our Training Team



Master Coordinator
Harper Guerra



Master Coordinator
Barb Lagoni



Executive
Coordinator
Becky Choate

Goal of the 8 Weeks to Director Training is to help everyone attending achieve rank of Director over these 8 weeks

Objectives for Week 5 ..Identifying Business Partners

To understand the process of identifying business partners to join our teams...

- where we find them
- what we say in conversation
- what materials we use
- our role in exposing them to additional stories, meeting our colleagues, etc... until they have moved from being interested ... to being committed.

In other words . **Be Prepared !!**

There Are 2 Approaches to Identifying Business Partners ...

Direct – Business Conversations and Presentations

1. Make list
2. Invite people to learn about Shaklee business benefits
3. Follow up as you guide people from interested to committed

Indirect – Product events that include personal business stories that highlight a few of the benefits of a home business.

Either way .. Developing business partners is a **process** a **series of touches** and **exposures** and **building of relationship**

barb

In our organization, 90% of business partners were members first ...some for a month before becoming a distributor .. And some for years.. But increasingly, interest in home businesses and the desire for more financial options is starting to change that.

Approaching Directly .. It is all about Connection & Attraction

The business conversation will have 4 elements ...

- most important will be sharing **WHY** we chose Shaklee as our business and/or career.
- learning what is happening in their life and what is important to **them** ..
- listening for needs: financial, mission, community, health
- invite them to simply “take a look”

becky

And there is one more element to a business conversation .. And that is **BEING** the kind of person people will want to do business with – therefore, we work on personal development so we are always getting better.

Resources for “Taking a Look”

- Shaklee.TV videos
- Business presentations online, (The Shaklee Effect Monday Presentations) or in-person
- 3-way calls with upline, mentor or colleague
- FaceBook events, etc...
- *The Four Year Career* book (Order the Shaklee version)
- BetterFutureStartsToday.com/_____ your upline’s name becky

Before We Start Approaching Potential Business Partners ..
Let's Examine Our Mind Set
and Level of Our Belief As To What a Shaklee Business Can
Mean for Us ... and more importantly ... for Others

- Get clear about how you feel about the importance of what we do.
- Believe we have something very special.. That is good for people ... not just us.
- Once we learn how to invite people to the table and have a conversation about the business opportunity...

Remain unattached to the results

harper

You Won't be Convincing Until You are Convinced

Dr Shaklee said .. “What you think ... you look
 What you think .. You say
 What you think .. You are.”

So .. What do you think about the Shaklee business?

On a scale of 1 to 10, how strong is your belief that you can develop a successful business?

On a scale of 1 to 10, how strong is your belief that people you meet can develop a successful business?

If not quite a 10—

How will you raise your confidence, your understanding, your belief? (Health Chats, archived trainings, conference calls, area meetings, Global Conference .. To hear the stories and see the success)

harper

Richard Bliss Brooke letter 2018 Introduction to *The Four Year Career*

The sales leaders featured in the back of this book (*The Four Year Career*) all chose to build their empires in one particular company. Because we do not have permission, I won't name the company, but the person who gave you this book is probably marketing their products.

I first tried their products in 1977 ... my first year in Network Marketing ... in fact, the same week I launched my Network Marketing business in a different company. The company I chose made a lot of flashy promises. I bought their promises.

Had I been wiser and more experienced, I would have chosen to build in this company...the one these leaders chose. Why? Because the company I unfortunately chose went out of business in 12 years after I had spent 9 years building my empire. It was heartbreaking and very expensive.

Decades later, I had the opportunity to spend time with the current owner of the company in this book: a true Renaissance Man with a crystal clear vision and the resources to lead this company to be one of, if not THE most successful, respected and admired Network Marketing companies in the world.

This company has proven itself for over 60 years to provide immensely valuable products and a culture of ethical opportunity that has resulted in extraordinary wealth and freedom for those who had the vision and courage to build it.

I offered to create this edition of *The Four Year Career* featuring some of the most successful sales leaders in the company because I believe in the integrity, products, mission and wealth-building opportunities this company provides.

Only you can decide if they are for you. But this I can promise: this company will not let you down. They will not embarrass you. They will inspire you with their cutting edge, scientifically proven products and a destiny that will bring chills.

I am not part of this company... I just admire it.

Richard Bliss Brooke

becky

Example of High-Level Belief

Katie Odom developed 12 Directors in her organization in the first 3 ½ years of her business... Let's observe her mind set.

“ So many different benefits Shaklee offers..

Somebody always wants something.” quote from Katie Odom

- *After I learned about Shaklee, I realized most people are looking for something like this. It was the perfect fit for me.*
- *Therefore, I always let people know how much fun it is to have a home business
If they express an interest, I send them information ..*
- ***But that is only effective if I follow up with live meeting if local. .. Or live phone call if at a distance.***

Gary Burke --When listening to a speaker, don't just listen to what they say
...listen for how they think”

becky

Choosing Our First Leaders

In the beginning, we will want to invite the strongest leaders we know to join our team.

The reason is ..

There is room in Shaklee for everyone .. People who come with good people skills and communication skills and others who don't but are eager to learn.

When we have strength at the center of our businesses, we will attract other strong leaders and then we will all learn from each other.

Shaklee is not a race. We all grow at our own pace.. But we all grow best when we help one another.

harper

Skill Sets Beneficial in a Business Partner

- Self-driven – goal-oriented, good work ethic
- Friendly and likable
- Good communication skills, people skills
- Works well in a team
- Honest with themselves and others
- Curious and eager to meet others

becky

The Probability Quiz --the more boxes you check as true for you, the more likely you are to succeed in your own business.

- ___ I DO have some things YET to do in my life... things that may be a stretch for me.
- ___ I DO have some things YET I want to have... that also may be a stretch for me.
- ___ I DO have some things YET I want to be... smarter, stronger, kinder, and more generous.
- ___ I CAN choose on most days, to be happy, positive, and grateful.
- ___ I KNOW in my heart that I am responsible for where I am in my life and do not blame others.
- ___ I ENJOY other people and find I am naturally curious about their lives.
- ___ I LISTEN more than I talk... or at least I would love to learn how to.
- ___ I generally KEEP my word. If I tell someone I am going to do something , they can count on me.
- ___ I FIND the time to do what needs to be done to achieve my goals.
- ___ My integrity, reputation, and relationships are more important to me than more income.
- ___ I WANT more out of my life... relationships, love, fun, adventure, challenges, and learning.
- ___ I BELIEVE in myself... not all the time, but often enough.

becky

Opportunities to Discuss/ Mention Business Benefits

- Health chats, product events (share our stories and why we are developing a business)
- Interest sheet at close of an in-home event
- Business opportunity events
- Individual meetings/conversation
- Anytime the need comes up
- Social Media
- New Member Appointment / Member Update Appointment
- With customers you enjoy and would like on your business team
... often customers who have become friends
(more details on this next week)

harper

Business Benefits and Financial Needs

- Remember the value of our business financially ...
 - financial freedom
 - out of debt
 - help cover expenses
 - save more
 - give more
 - tax benefits

People are looking for Shaklee everyday.

- Access to business training (helps people feel more comfortable and confident in their ability to succeed)
- Don't say no for people Lindsey Wolski story

harper

When Prospective Business Partner Is “Interested or Curious”

Understand “interested” is not “committed”.

Consider them in the Evaluation Period ...

It is our job to continue to introduce them to various aspects of Shaklee..

The products, the people, the science, the stories until they have moved from ...interested .. to committed

Stay in active communication during the evaluation period ... not only for exposing them to different aspects of Shaklee .. But to get to know them better and build a relationship.

1	2	3	4	5	6	7	8	9	10
Interested									Committed

See 100 Days to Amazing #5 From interested to Committed barb



Example of the Business Building Process

Senior Executive Coordinator Kristen Jakubowski

- Began building her organization 5 years ago
- Now 9 Directors in her organization
- Used all the reach- out methods just mentioned ..
 - *In-home and online presentations on benefits of a home business (called Your Best Year Yet, Your Best Life, A Day in the Life of a Shaklee Distributor, A Slice of Shaklee -Pizza meeting),
 - *Face Book posts about how Shaklee fits into her life
 - *Shaklee.tv videos
 - *3-way calls with uplines
 - *Individual appointments and conversations

“Live Your Shaklee Business Out Loud”

- Gently expose people to your business.
- Let people know how important it is to you to be a part of work that is significant.
- As you post on Face Book stories and pictures about your life, people will see snippets of what a Shaklee life and Shaklee business look like.
 - When you or someone you know gets a new Shaklee car.
 - Going to Jump Zone, the Zoo, shopping, etc during the day when it isn't crowded
 - Photos of you working from your deck
 - Photos of you working with your team.
 - Photos of your kids cleaning with safe products, etc
 - Photo of your scale and the shakes that got you to your goal weight
 - Not having to drive in the snow

harper



Letter .. Or invitation

A Day in the Life of a Shaklee Distributor

- 3.5 years ago I was nervous, scared and had no idea what the next few years would hold when I began a home business. I was worried I wouldn't have the time or the experience to grow a business. I was looking for something with flexibility and greater freedom for our family.
- Fast Forward to now and I can tell you I am extremely thankful I gave it a try! The community of like-minded, encouraging, people is not something you find everyday.
- I am asked frequently what I do? Because of this I am hosting a Facebook event to learn more about what Shaklee could do for you on Monday night. If you have ever been curious why we all love what we get to do come take a sneak peak on Facebook! harper

Outline for A Day in the Life of a Shaklee Distributor

- Flexibility and freedom -- how we fit it into our everyday lives
- Why Shaklee - How network marketing is the wave of the future and Shaklee products are in the fastest growing industries in the US (nutrition-beauty-green cleaners- and weight management)
- The variety of ways you can build your business- mostly using your phone
- The benefits of a Shaklee business including extra income for your family, car payments and traveling for free

harper

Caution When Posting on Business Benefits

Do...

- Our freedom, flexibility, "how we fit Shaklee in" are all a beautiful picture of our story. Why not share that on social media?
- May seem silly and small but even a picture of your laptop and working from your bed while the kiddos nap- shows how we can do this anywhere
- Or a picture of how excited you are to "plan your week".

Don't

- Post blanket invitations to try to recruit distributors. harper

Becky' s Business Development Process

4 of her 5 leaders Were Members First

- Home or online event (mostly Zoom) on health topic closing with her business story
- Learn and Earn Program
- New Member Benefit Appointments
- Follow up and servicing customers, continually building relationship
- As we service customers, we learn their needs and interests

(Kari Heller story)

becky

One of the #1 best places to identify business partners is among our customers ..

Build Relationships with Members

- Periodically send a free product.
“Thanks for being such a great customer and supporting my business. Choose a free product from this list and I’ll send it to you with your next order.”
(Set up under gift fulfillment on My Shaklee.com)
- Send a thank you note to each customer and some information on one of the products they ordered
(recipes for Shaklee 180 .. Or list of uses for Basic H, etc)
- Insert a Dream Plan brochure with a note only to people you would really like to work with and feel they have the ability to develop a successful business...
“Shaklee has been a wonderful opportunity for me. If you would ever like to know more about a home business, I’ll be happy to send you some information.”

becky

Tuck Shaklee Business Into Conversations

When you call customers who really loves the products...

**“If you are ever looking to earn additional income or to get your products free (like I was) ... let me know and I can tell you more about that side of Shaklee . Shaklee has been such a blessing to us... Greg and I were able to replace my income as a Speech Pathologist years ago, go on all expense paid trips and have the flexibility of time to visit our grown kids and aging parents.”*

**“Thank you so much for your referral of Anne! She is loving the products that you recommended to her. You can see how easy it is to share with your friends. Would you like to take a look at how our business works?”*

** “Melissa, I have noticed how you easily refer people to Shaklee and you are very influential in your circle of friends. Would you like to learn more about how you can earn your products free and \$500/month?”* *becky*

Finding Business Partners Among Customers

Follow up with new customers...

*“Checking in to see how you are doing with your products. Any questions? I love hearing feedback of how well the products are working. **That’s one of the best parts of this business is knowing how the products are improving people’s health. Share another story. “ A few days ago, a friend was telling me” I just love that about my Shaklee business.**”*

becky

Using 3-Way Calls To Introduce Possible Business Partners to Your Upline

If there seems to be an interest in knowing more about home business...

1. Send links to learn more
2. Set up a 3-way call with your upline... *"If you would like to know more about the business, I'd be happy to set up a 3-way call with Tammy Johnson. She is an amazing teacher and very successful in Shaklee and she could tell you more about how this all works and could answer your questions better than I."*
(edify upline, edify downline) becky

Survey – People who grow the fastest in Network Marketing utilize 3-way calling the most.

Action Steps Session 5

- Make a list of people you would like to have a conversation with regarding home businesses.
- Share your excitement for your new business on FaceBook by posting your personal experience with the products.
- Read through the Addendum here of many word tracks and dialogues to help us prepare for those conversations.
- Choose an idea discussed today to begin identifying your business partners (posting on FaceBook, having a conversation about home businesses, inviting to a webinar, conference call, FaceBook event, appointment, 3 way, etc)
- Consider doing a blitz of business conversations this month... can start with New Member and Member Update Appointments
- Discuss with your upline setting up informal half-hour Business Stories Conference Calls and zoom events. barb



Next Session #6 – Serving Our Customers Creating Raving Fans



Addendum – Word Tracks, Dialogues,

lisa

Examples of Phrases that Reflect Your Confidence and Belief in the Importance of the Work You Do And How Much You Love Your Association with Shaklee.

- People like you appreciate companies like Shaklee because of their commitment to science (or quality standards, or the environment, or teaching people about health, etc) “ Did you know Shaklee made the first biodegradable cleaner Basic H? “
- Acknowledge them – Why you think THEY in particular would want to know about Shaklee
- Why we know from experience that people with their personalities, or energy, or commitment to natural living, etc tend to do very well in the Shaklee business... If that were ever to interest you.

Phrases to Make Your Guest Comfortable

- This might be a match for the things you want
- I don't know if this will be a fit for you or not, but I'd love to get your feedback
- I'd like to see what you think
- I'd love to share some of my favorite products with you. Maybe you will fall in love with them, too.
- I'm Ok with "no",...however, in your case.. I really want a yes! (smile)
- I'd love to show you what I do
- It might be something for you to think about

Business example

You hear –” I’m thinking about getting a new job “

You – Oh yeah .. Tell me about that ?

What drew you to that job in the first place ..?

What do you like about it ?

What are you looking for now ?

As you are considering options ... you might want to take a look at what I do .

I love what I do .. Because I wanted the same things you are mentioning you are looking for .. Etc Or share a story of someone else...

My colleague Jan had the same struggle.. She is also a nurse but the hours were becoming so difficult, that she needed something that was more flexible and she could work around her kids schedule. ...

Ask Permission to Send Information, Invitations, etc Occasionally When We First Sponsor a New Member

Eric Worre dialogue ..

“ If I gave you a link to a website with a complete presentation, would you check it out?”

“If I sent you a couple stories of people who have been successful in our business, would read it?”

If I invited you to a special “Invitation Only “conference call,(or webinar) would you listen in?”

If yes, ask “ When do you think you could watch it?

so if I called you Wednesday morning you would have seen it for sure?

What is the best number and time for me to call ?”

Examples of Authentic Honest Reach Out Conversation

- Hey! I am at this event for my business & you have come to my mind several different times. Your love for health & fitness just totally resonates with everything I am hearing & I would love to get your opinion on some things. Let's grab a coffee! I am free after 3 pm Tuesday & Thursday – what works for you?

(NOTE – offer 2 options for meeting time)

- So I have to admit something to you. You are on my chicken list! I honestly think it's because I really value your opinion & look up to you as a person.

to
kick
free

Anyhow – I am sitting at this event & it just hits me that I can't keep this myself anymore. I don't know if this will interest you or not, but I would myself for not letting YOU be the one to decide. Let's grab a coffee! I am after 3pm Tuesday & Thursday – what works for you?

When in doubt ... Tell the truth .

- Hi _____, I just watched this amazing webinar & you came to mind several times. It's all about women's health & talks about some of the same topics we were just discussing! **This may or may not interest you** but I thought I'd reach out & see if you'd be interested in watching it?
- Hey friend! I am not sure if you noticed or not but I recently embarked on a new business adventure that I am so excited about! I have decided to build my own wellness business due to my love & passion for health & nutrition.

I would love to share more about this new venture with you & get your opinions on it all – I am so nervous/excited! Can we grab a coffee or phone date? I am free after 3 pm Tuesday & Thursday – what works for you? ashley

Conversations About Home Businesses

Example # 1 Neighbor “ Your husband told me you are leaving your job..
Tell me about that... how do you feel about that?”

Days later –

“ **I was thinking about our conversation** last week. I just received notice about a special meeting on starting a home business ... and wanted to ask you if you have ever thought of doing something from your home ?

If I were to send you some information... would you be able to watch it by Sunday ? “

(acknowledging Your reason Using third party information)

Action Step –

Sent her information to evaluate (see list next slide)

Invited her to a 3-way call

Invitation to Conference Call on Home Businesses

"Hi Joy, this is Lisa Anderson. I remember you mentioning that you are working on saving for your retirement, and I thought of you and wondered how that is going ... Tell me about that.

We have a conference call coming up that might be of interest to you. We will be discussing options for retirement including home businesses I have a feeling you might find the information of value. The call is about 30 minutes. Would you like me to send you some information on the call.?"

"Hi Brenda, this is Lisa Anderson. I was thinking about you the other day because I have been working with a number of young moms(or I have been listening to a number of young moms talk about) who have found that a home business is the perfect fit for them .. They are working with other moms, they are at home with their kids .. And they are bringing in some nice income. So that's why I was thinking about you, Brenda, because it occurred to me that you might want to hear about this .. And you might have friends who might want to hear about this ...

Outline for Business Stories Conference Call

Facilitator welcomes everyone, introduces themselves and the first speaker.

First Business Leader shares their story of what attracted them to Shaklee and a Shaklee home business.

Then 2 or 3 additional speakers talk about specific benefits of the Shaklee business that were important to them.

Close with directing guests to contact the person who invited them to answer their questions, to review additional materials and to learn about next steps.

“ Always let people know there is a business opportunity “

Example – High School Acquaintance – Harper reconnected with on FaceBook

Harper -- “ Do you miss working?

Stephanie -- Yes .. But want to be home with the kids

Harper – We need to talk . I just left a meeting with wonderful like-minded moms in my Shaklee business ... and we were talking about how much we love the work we do . One of my business partners just got a check from Shaklee for \$500.

(sharing a story about your reason, responding to a need)

Action Step

-- Sent links to learn more

-- Followed by LIVE phone call

“ I saw your FaceBook post...

Looks like your business is going well.”

Example -- Met friend of a relative at a wedding.

Harper “ Tell me about what you are doing now.”

Friend “I want to go back to school, but don’t know how to fit that in with working full-time.”

Harper -- “ Hmm .. Don’t know if this would be of interest to you or not ... But maybe you might like to look at starting a home business like I’m doing ... I know people who develop home businesses and the business generates money for school, but is lots more flexible than a full-time job.”

Action Step

- Sent links to learn more about Shaklee and home business benefits
- Followed with a **live** phone call

More dialogues and word tracks

- When they decide to develop their own business, we go to work for them.
- You become a part of our team .. And we all work together.
- If they say .. “ I’m not a sales person, response.. I’m not either. This is more of a teaching and training business.
- Teachers and educators do very well in this business

Network Marketing is a True Profession



Dr. Charles W. King, Professor of Marketing at U of Illinois at Chicago, Harvard Doctorate in Business Administration. Academic authority on NWM and first to teach NWM to undergraduates, college and graduate levels.

The New Professionals...The Rise of Network Marketing as the Next Major Profession

“Highest level of professions looking at Network Marketing... doctors, dentists, pharmacists, chiropractors because economy is changing. Word of mouth is the most powerful way to communicate ideas and change behaviors in the market place.”



Go Pro 7 Steps to Becoming a Network Marketing Professional

Eric Worre

“The New Economy is moving toward a performance economy and away from a paid for time economy. You will be paid for your performance. To thrive in the our new economy the best way is Network Marketing.”

Shaklee has been turning a
profit for sixty years

\$8 Billion in commissions has
been paid out

Total Industry Global Sales for 2013

- The NFL: \$ 9.5 Billion
- Music Industry: \$15 Billion
- Video Gaming: \$76 Billion
- Movie Industry: \$88 Billion
- Natural Foods Industry: \$90 Billion

*Network Marketing Sales -
\$178 Billion*

Forbes Magazine

Believes MLM Is One Of The Most Significant Solutions For Retirement September 1, 2014



In today's world,
**working for
yourself is actually
the safer route,**
and working for a
corporation has become
the riskier proposition.

Paul Zane Pilzer



“Network Marketing gives people the opportunity with very low risk and very low financial commitment to build their own income-generating asset and acquire great wealth.”

Robert Kiyosaki