

# Monday Wellness Webinars

Feb 8 – Essential Nutrients for a Healthy Heart -- Rusty Ost

Feb 15 -- Adulteration of Vitamin Supplements in the Marketplace -- Dr David Colby

Feb 22 – Stress and Adrenal Fatigue Pam Cary

Feb 29 – A Walk Through the Product Guide

March 7 – Kristen Jakubowski Story and Review of Benefits of Shaklee Business

March 14 -- Nutritional Support for Cancer Patients Dr Steve Chaney

March 21 -- Lyme Disease -- Martha Willmore

March 28 -- Walk Through the Product Guide

April 4 -- Presidential Master Coordinator Gary Burke presenting benefits of a Shaklee business

April 11 – TBA

April 18 – Hormonal Imbalance – PCOS, Endometriosis



Home &gt; My Business &gt;

## Quick Links

## HELP CORNER

Save time with our indepth FAQs

## Gift Catalog

Send a free gift to anyone in your personal group

## Send a Gift

## Choose a gift to send

Please Choose One...

continue &gt;

Please Choose One...

\$10 Off of Shipping & Handling  
\$5 Off of Shipping & Handling  
#00015 Basic H2® Organic Super Cleaning Concentrate  
#00255 Dish Wash Liquid Concentrate  
#00295 Dish Wash Auto Refill 32oz  
#00302 Get Clean Basic H2 Cleaning Wipes  
#00322 Germ Off Fragrance Free Disinfecting Wipes  
#20144 Herblax 60 ct  
#20158 Shaklee Energy Chews  
#20288 Vita-Lea With Iron 120 CT  
#20496 Shaklee Performance Orange 19 oz  
#20497 Shaklee Performance Lemon Lime 19 oz  
#20601 Stomach Soothing Complex  
#20613 Shaklee DR  
#20656 Stress Relief Complex  
#21214 Shaklee Vitamin D3  
#22030 Shaklee 180 Energizing Tea Pomegranate 28 Sticks  
#22061 Shaklee 180 Snack Bar - Assorted Pack  
#22073 Vitalized Immunity

## BUSINESS LEADERS

We can now send \$5 and \$10 off shipping through gift fulfillment!!!

## RECIPIENTS

1

all

## Strategies for Customer Rewards

Gift Fulfillment – coupon -- Shipping Discounts:

- 1. Post on Facebook – take a picture of your products and share your excitement about the Shaklee product(s) and tag me in the post. If you do this, I will give you up to \$10 of free shipping off your next order!
  - A. Attached is an example of a Facebook post – just be sure to tag me so I know to give you the discounted shipping 😊 If we aren't Facebook friends yet, you can find me at: Becky Miller Choate.
- 2. Write up a testimonial that I can use in our team newsletter and receive up to \$10 of free shipping off your next order! Three to five sentences is just fine 😊
- 3. After you complete the Earn and Learn program, you can continue to learn about our products and get up to \$10 of free shipping – see sheet for details!
- 4. Christmas in July – Lisa
- 5. Listen to webinar, write a few notes and I will give you \$5 off your shipping.
- 6. Attend our event and I will give you \$10 off your shipping on your order. becky



## Customer Appreciation Gifts Ideas & Strategy

Discuss with your post office  
Bumpy packages

Vivix sample hint

all



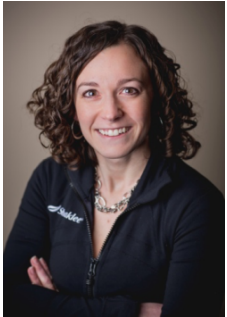
# 8 Weeks To Director

Shaklee Business Training 2016

Inviting & Closing  
Week # 4  
February 18, 2016



# Our Training Team



Senior  
Executive  
Coordinator  
Harper Guerra



Senior  
Executive  
Coordinator  
Lisa Anderson



Senior Executive  
Coordinator  
Katie Odom



Executive  
Coordinator  
Ashley McDonald



Senior Coordinator  
Becky Choate



Master Coordinators  
Barb Lagoni & Jo Coogan



## Time to Launch -- Week 4 Inviting

### Preparation –

- By now, we have set up our businesses, our websites and mobile app.
- We have learned some skills around how to better connect with people in conversation
- And we have reviewed some ideas to help us guide new customers into choosing the best supplement program and dietary improvements for them and their families...

lisa

Now we are ready to launch our businesses ..  
And that begins with inviting friends and family to  
events, meetings and appointments



## Objectives for Session #4 –Inviting and Closing

Our objective of this course is to help all distributors attending generate 2000 PV/month or more over the next 8 to 10 weeks... by...

1. Developing a customer base of 20 to 30 members
2. And identifying potential business partners

2 skills that are key to developing a successful Shaklee business ...  
Inviting and Closing

- We will review some of the most effective events, meetings and appointments to which to invite guests
  - We'll review principles of inviting
  - And discuss the role of the leader in offering options at the end of the meeting or appointment.
- becky

With learning this .. We now set our businesses in motion



## Most Effective Events/Appointments to Which to Invite Guests

- Individual appointments ( in –person and by phone )
- Webinars
- Conference calls
- In-home events ( Grand Openings, Healthy Home Healthy You, Smoothie Workshops)
- FaceBook events
- 3-way call
- Area, Regional and Global events
- Vendor events

ashley

For most events that we will be conducting, we will want to include ... no matter what the primary topic ...

Our objective for the meeting

Our story

Shaklee products and science

Shaklee Difference

Business benefits

Close to action – deals we are offering, etc



## Create a 2000 PV Plan

In creating our  
2000 PV Plan to  
Director,  
it is helpful to  
attach estimated  
PV so we know  
how many activities  
to schedule

ashley

### Activity

4 to 5 group events

### Estimated PV

1000 PV

### Individual Appointments

Mary (Product Guide Presentation)

100 PV

John ( 3-way with upline )

100 PV

Jane ( Business Info- Gold Plus Kit)

500 PV

Ruth

100 PV

Jess (3-way with upline)

250 PV

Sally and Tom (Business Presentation)

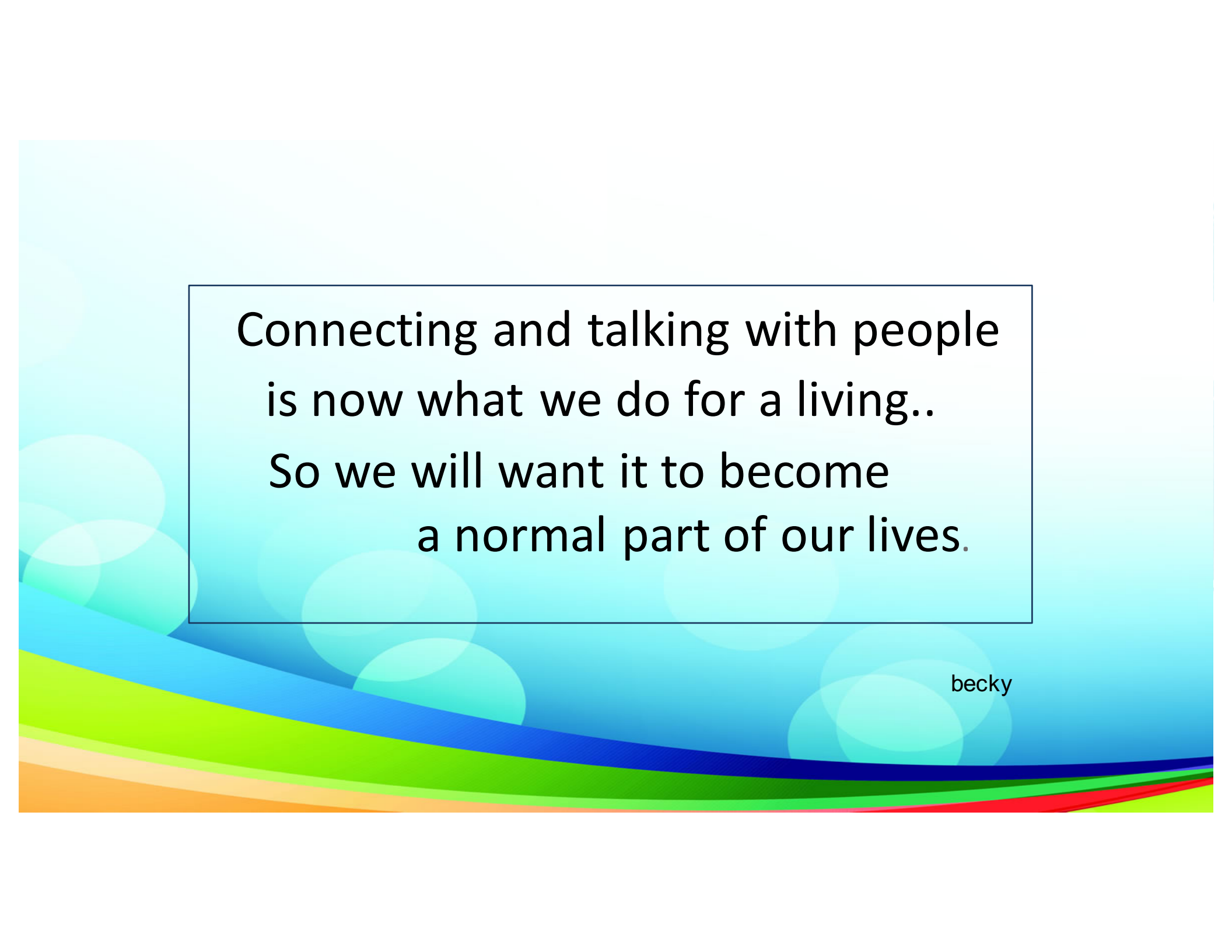
250 PV

Guests Taken to Area Meeting

8 Guests invited to Product Conference Calls or Webinars

X 50 PV each etc. 8 X 50 PV = 400 PV



The background of the slide features a series of overlapping, wavy horizontal bands in shades of light blue, medium blue, green, and yellow. A central white rectangular box with a thin black border contains the main text. The text is in a black, sans-serif font and is centered within the box.

Connecting and talking with people  
is now what we do for a living..  
So we will want it to become  
a normal part of our lives.

becky

## Principles of Inviting ...Love Them Where They Are

- Watch our language – no “shoulds , have to’s or need to’s”( judgmental )
- Give people space –“I don’t know if this would be of interest to you or not. “  
“ This may be of interest to you, or someone you know.”  
“ May I show it to you and you can decide.”
- Avoid offering a solution until a problem has been acknowledged.
- Ask ?’s to discover needs, wants, interests, concerns.
- Practice “active” listening.
- Use 3<sup>rd</sup> party resources – webinars, Shaklee.tv, success stories, product testimonials, (“ I was listening to ... I was reading... I heard a story ... )
- Use stories
- Ask permission – to share information

becky





## Avenues For Inviting – Hierarchy of Touch

- FaceBook/ Instagram post
- Email
- FaceBook Messaging
- Personal text message
- BEST OF ALL ... phone call or personal live face-to-face conversation

You will likely want to use ALL these avenues. ash

People respond to WHY we are inviting them ...  
more than WHAT we are inviting them to.


## 5 Step Process for Inviting to Events

1. Ask permission to send invitation
2. SEND invites (Phone Call, Text message, FaceBook message, Email, AND in-person conversation )
3. Get their RESPONSE or
4. Make multiple contacts and/or send a “teaser”
5. REMINDER the night before



A Teaser can look something like this ...  
A post about Shaklee quality, or personal photo

"Number one difference in  
my opinion between  
Shaklee and other health  
and wellness  
companies...see what I  
mean by safe and pure?"



**350**  
tests on every botanical  
ingredient for harmful  
contaminants

**100,000**  
quality tests a year  
to ensure purity and  
potency

**240**  
more tests for pesticides  
than required by the United  
States Pharmacopeia

**Always Safe**

Safety is paramount at Shaklee, and our standards are unsurpassed. We take nothing for granted.

Before any ingredient goes into a Shaklee supplement, it goes through an incredibly stringent screening process—even beyond the pharmaceutical standards set by the United States Pharmacopeia (USP). We conduct thousands of tests a year, and our own purity and potency standards are the toughest in the nutrition industry.

So when we guarantee that every Shaklee product is 100% safe, you can safely assume it is.

becky

Posted photo of her children  
... “ You probably can’t take  
your eyes off my cute kids to  
see my gleaming floors  
behind them .. Squeaky  
clean AND non-toxic!  
Shaklee Basic H Cleaner...  
best ever.. Learn more about  
it this week on FB event“

becky





## How We Apply Communication Skills to Inviting

Use the 3 elements of meaningful authentic conversation so the invitation is about meeting THEIR needs not filling chairs at an event ” ..

- **Tell me about** -- “ Mary, I want to ask you something about allergies ... Could you tell me about who comes to mind whom you know who may have family members with allergies . “
- Include **why** we’ re inviting them. “ The reason I’m asking ... “  
-- Often helpful to use a **third party reference** --- “ I was reading an article.. Or attending a webinar.. Or speaking with a colleague, etc “
- **Acknowledge** -- “ I thought of you because... I was thinking about the conversation we had a while ago ... I remember a conversation we had last month... Knowing how important natural products are to you, I thought this might be a company you would want to know about. “ lisa



Affirm  
Acknowledge  
Appreciate

Now Let's Look at Examples of Specific  
Types of Invitations and Apply the  
Principles We Have Just Discussed

lisa

## Product Guide Exercise Names – a Great Place to Start Inviting

One of our early exercises we discussed in Week 1 was to read through the Shaklee Product Guide and apply sticky notes to pages with names of people we feel would want to know about those particular products.

*“I was just reading through the Shaklee Product Guide, and I came across some products .. And you immediately popped into my head as someone who would want to know about this.. May I tell you about them ...( or Would you be interested in hearing about it .. Or seeing a video about it .. Etc )”*

*ashley*



## Invitation To Home Events –

Lisa Anderson

- Call to let them know that you are sending an invite, sometimes it's appropriate to ask permission
- Send invite.... Mail or e-mail.....can do both
- Follow up 1 week after to see if they can make it and answer any questions. This conversation is crucial.... "I thought of you because...", "we have been using these products for a while now and we just love them."
- Call all confirmations on night before to get final count
- Avoid maybes---"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."
- Ex – Healthy Home Healthy You, Business Launch Event, Women's Health, etc



## Invitation Tips continued



### Let your guests know what to expect

- It works well to have a conversation about the meeting and why you are inviting.
- Let them know that the focus is on education and that you think they are really going to want to hear this information.
- “This is not a typical “sales” party. We will be discussing information that made such a difference in the health of our family.”
- The meeting will start on time

(Allow at least 10 minutes to close and offer action steps)

lisa



## Written Invitation to Wellness Hour

Join us (Mary and Katie) for a wellness hour once a month on Tuesdays! This month our focus will be on Children's Health- Helping our child have their best year ever!

Topics discussed will include:

Natural ways to boost the immune system

Ways to improve focus, attention, and energy

Healthy snack ideas for children with tips from the very own LAUREN BREEDEN (Talented cook and baker extraordinaire) For those who have tasted anything she has made you know its always good!

Safe, Non-toxic and Green Cleaners (That save you lots of money, too!!)

Healthy snacks will be provided!

CHILDREN ARE WELCOME TO ATTEND !!

becky



## Invitation to FaceBook Grand Opening

- Send invites through FaceBook
- Send a FaceBook message about our story and WHY we are inviting everyone to the Grand Opening of her Shaklee business.
- 2 days before the event, she posted on personal FaceBook Page .. “I’m having a Grand Opening for my Shaklee business. If anyone would like to learn about non-toxic cleaning products and how to live healthier, let me know and I’ll add you to the invite list. (resulted in even more attending and at least one new member from an old sorority sister she didn’t even remember!) becky

See Legacy and Leadership Sessions #6 and #7 FaceBook Is your Friend 1 and 2

## Sometimes There Are Bump-Into's & New People We Meet Along the Way



- Inviting is a PROCESS ... not an email. Inviting is about connecting.
- Once the connection is there, there is possibility for future options
- Remove Shaklee from the objective .. A friend trusts a friend
- Because Shaklee is such a part of our lives, it is likely that we will be sharing our love of our work at some point .. But that is not the objective.
- *Ex – Boston gym owner – went to her studio to work out .. Quotes about empowerment and personal growth ... “ I love your studio and have such admiration for what you are doing here ... I try to take nuggets from people I admire to make myself better .. May I buy you a coffee?”*
- Ex NC CrossFit Owner ..who lost his leg in construction accident.. Goal to become friends with him not a business appointment... “  
ashley

Our Shaklee business is not about selling products..  
It is entirely about making friends.



## Now Let's Discuss – Closing and Suggested Action Steps



lisa

## Closing – Is Simply Guiding Our Prospective Customers and Distributors to the Next Step

- Prospects look to us for direction and to lay out the options.
  - It is our role now to be a consultant, nutritional counselor, business advisor and most of all ...**advocate** for them
- During our conversation or presentation, when we will have been learning about the needs and interests of our prospective customer or distributor, our role will be to offer options ( no more than 3 ) and to suggest what we believe to be in their best interest.
- If they have budget limitations, it is our job to work with that and find a program that helps meet their needs and their budget.
- If we believe people's lives are better with Shaklee products ... then it is our job to find a way to get those products to them.
- Understand the difference between being exuberant and enthusiastic vs being pushy and manipulative.     lisa

## Offer Guidance in Helping Them Make An Order

- Avoid -- *What do you think or Let me know if you need anything.*
- Instead – *“In what products are you most interested? Let’s make a list... because we allow everyone to register as a member as that gives you an immediate 15% discount...”*
- *“My goal is always to help my members get their membership free as there are several deals around that ...*

*“Most of my customers start with the foundation products ... Vitalizer and Shaklee Life Shakes ... they contain nutrients for practically every major system of the body .. Digestive, immune, cardiac, brain and nervous system, hormones, etc”*

*Or being careful not to overwhelm ...“You would probably benefit from a number of the products...but what if we started you with the basics Vitalizer and Life Shake .. And then add other products next time.”*



becky

## Closing -- Is Offering Action Steps and Options

Use  
Share  
Build

“Thanks for coming here tonight to support Mary & John in their business. We’d like to help you with the choices you can make now .

If you heard some products that you are interested in tonight, we will help you become a member so you can enjoy the discount and get your products ordered for you. As you use them, make sure you share your story with ( the hostess) so she can hear of your great success with the products. She needs stories of her own as she begins her business of helping others.

If you heard about products you are interested in and would like to see how you can earn a little money to pay for those products, we can show you how you can be a casual distributor and earn some money.

If you want to join us in the business to share the gift of Shaklee with others and begin building a career and a great income, we can help you get started as a Gold member tonight.

And if none of it really interests you, that’s ok. Just say nice things about ( the hostess) and if you hear others who might have an interest in the products you heard about tonight, go ahead and send them our way so we can introduce them to Shaklee.

Thanks again for joining us tonight. “

becky



Closing a nutrition consultation...

## Questions to help complete the transaction

"Let's pause here .. How is all this feeling for you ?"

"How much do you think you spend on medications?..  
And over-the-counter remedies

### Open Door Close

And if they are not ready ...." When you are ready, I want you to know...  
**my door is always open. Feel free to call any time."**

"So now that I've had a chance to learn more about you and your health concerns .. I'd like to ask..if you could close your eyes and snap your fingers, what is one thing you would like to change about your health right now?"

ashley

## Ashley Closing of Nutrition Consult

- Offer incentive with deadline ..  
ex –” Let me know if this isn’t comfortable for you .. However, in order to personalize an option for your health needs and financial situation .. It would be helpful for me to know ..What is your budget for wellness?”
- Offer good, better, best collections
- Let me work on this and I’ll get back to you by tomorrow ...
- Ex – if customer said stress is an issue ..offer a deal ... “Here’s what I can do .. When you order the Vitalizing Plan in the next 2 days, I will include a free bottle of Stress Relief Complex ( or a product for their kids, related to some need they told you about )

ashley



## Action Steps Session 4

- Set up activities/ events/ conference calls, etc until you see those activities will add up to 2000 PV
- Begin inviting using the principles we have just been discussing.
- Write out a few bullet points of how we will close our meetings and appointments so we are prepared.
- Enter our list of names and contact information in a working folder or day planner .
- Determine what we will say... and write down 3 or 4 bullet points to reference as we make calls.
- Keep our goals in front of us .. along with a specific written PV plan of how we are reaching 2000 PV or more.            lisa

## Addendum – Additional Word Track Examples    barb

•*Hey! I am at this event for my business & you have come to mind several 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 3pm Tuesday & Thursday – what works for you?*

•*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 venture 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 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 3pm Tuesday & Thursday – what works for you?*



## Dialogue for Setting Up Wellness Conference Calls



Call customer or friend – share why you started a Shaklee business and why you are setting up educational conference calls on health topics.

Ex “ I started my Shaklee business because our family’s health improved so dramatically that I came to realize the importance of prevention. Our Shaklee group is very dedicated to educating people about prevention and wellness

EX - “ We are in the process of setting up informal half-hour educational conference calls on a variety of health topics ... and I wanted to ask you .. As you think about the people you know .. What would be the topics you think would be of greatest interest or concern? allergies? Eczema? PMS? “

## Word tracks

- Direct – *We are scheduling a conference call on allergies . And I was calling to ask whom you may know who may be looking for safer more natural approaches to dealing with allergies. Share your reason*
- Ask for referral ... *Was calling to ask whom you may know who has family members with allergies...*

*When you have heard a need --“ I was thinking about our conversation last week when you mentioned your allergies . As you know, I am pretty into natural wellness and I know of a great product very popular with people who have allergies. May I tell you about it?”*

When you are listening for needs --

*“ I can completely relate to what you are saying about having tried hundreds of diets and nothing working long-term. Pretty discouraging. I actually have had some pretty good success with the Shaklee 180 program. I’d be happy to share with you what made a difference for me and why it worked.”*

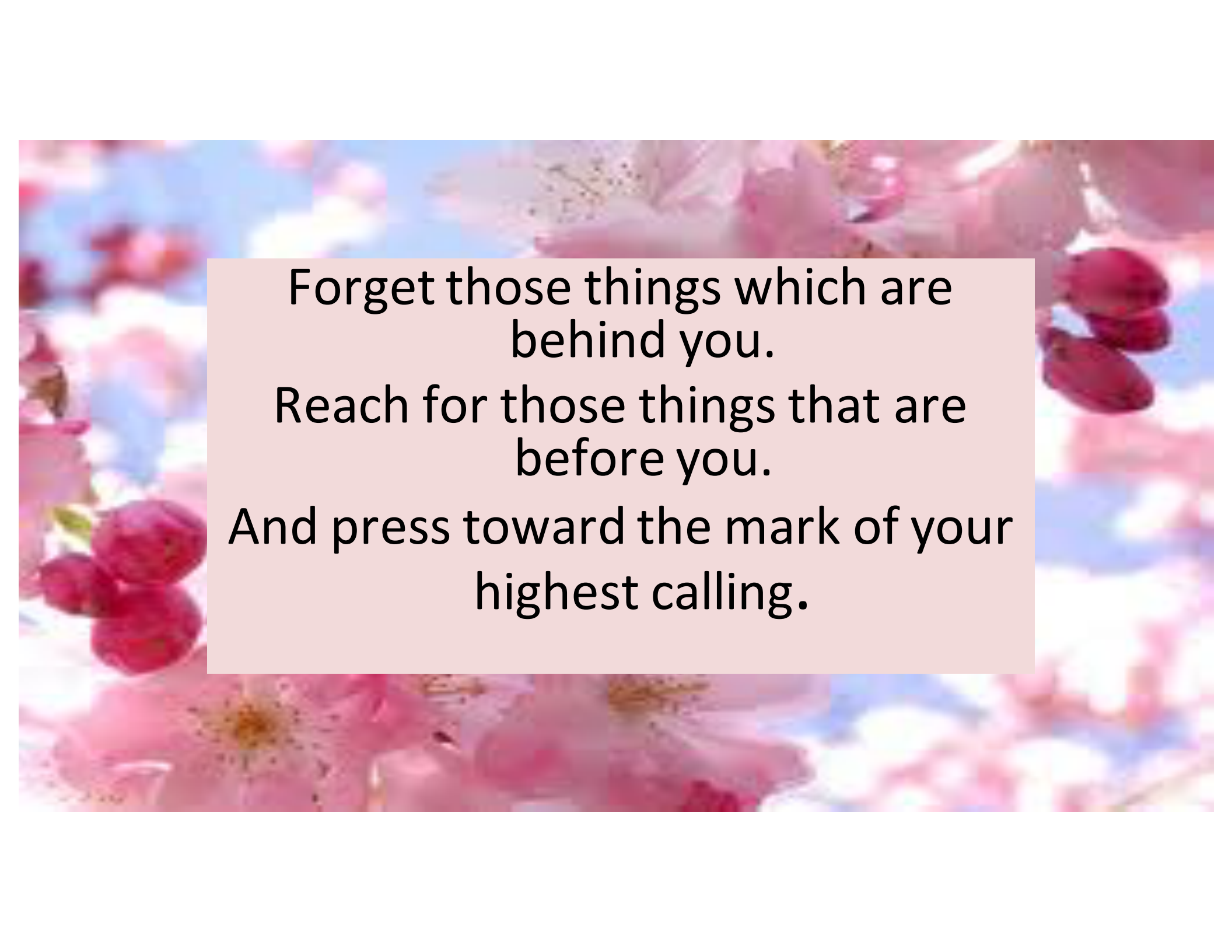


## Invitation to Conference Call or Wellness Webinar

“I’ve been having some conversations with a few friends and the subject of fatigue and lack of energy kept coming up.

And I just heard some great information about that on a recent webinar and I thought I shouldn’t just sit on this .. So I am setting up a conference call , called ..  
Everything You wanted to Know About Energy but Were too Tired to Ask !

And I’m looking for people who might like to hear about that ... assuming they have enough energy to attend ! “

The background of the image is a soft-focus photograph of pink cherry blossoms and clusters of small, round, pink berries. The blossoms have delicate petals and visible stamens, while the berries are grouped together on thin stems. The overall color palette is a mix of soft pinks, light blues, and whites, creating a dreamy and inspirational atmosphere.

Forget those things which are  
behind you.  
Reach for those things that are  
before you.  
And press toward the mark of your  
highest calling.



# Next Session #5 – Identifying Business Partners

h



**YOUR LARGEST  
FEAR CARRIES  
YOUR GREATEST  
GROWTH.**

[PictureQuotes.com](http://PictureQuotes.com)