

# Monday Wellness Webinars

- Feb 1 -- Gary Burke, Presidential Master and master teacher, will review the key benefits of a Shaklee Home business that has helped him and his wife, Faye, generate a \$400,000 income .. and the story what he has learned along the way
- 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

Sending some

♥♥♥ LOVE ♥♥♥

to some special customers today! I appreciate you so much! Your support means so much to my family!



Thank you for allowing me to help your family become healthier! I know you are getting the safest and most pure and proven products out there! 🌿

Stay tuned for a special Valentine Special!!



🔗#mompreneur🔗





# Network Marketing Cornerstone



The **cornerstone** comes from the first stone set in the creation of a foundation. All other stones will be set in reference to this stone. It will determine how you position yourself and your entire organization's future success.

# 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

\$7 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**



**NO CLASS NEXT WEEK**

**Chairman's Retreat  
Palm Springs, Ca.**

**Next Session March 10 –  
Servicing Our Customers**

# 8 Weeks To Director Shaklee Business Training 2016

Identifying Business Partners  
Week # 5  
February 25, 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



## Objectives for Week 5 ..Identifying Business Partners

- To help everyone attending achieve rank of Director over these 8 weeks
- 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.

becky



## Identifying Business Partners

**This week, we zero in on identifying those special people we would like to invite to be a part of our business teams ...**

1. Specifically to understand what are the characteristics that make people particularly well-suited for a home business
2. To learn how to expose others to business information
3. How to discuss the benefits.
3. To understand the best resources to offer people when evaluating the idea of starting a home business

**lisa**

## Assembling Our Team is a Process and Once Again .. It is all about Connection

- There are a variety of ways we find our business partners ....  
Some direct... some indirect .. And... sometimes what might seem by chance .. In all cases, we will want to be ready for the conversation.
- The business conversation will have 3 elements ...
  - most important will be WHY you chose Shaklee as your business and career
  - learning what is happening in their life
  - reviewing the benefits... Tangible and Intangible  
( painting a picture of what their life could be like )

lisa

Let's look at some examples





## Ashley's Journey in Assembling a Team – Direct Approach

- Joined as member... Shaklee 180 success shared on social media ...Became Director

### **Lesson #1 – the power of stories and sharing on social media**

- Attended Nashville Global Conference 2013...

*“This conference lit me up. It made me dream in ways I never thought possible. belief in Shaklee was completely ignited & I knew I was ready to do amazing things.”*

### **Lesson # 2 – Attending Global Conference is a powerful experience**

- While there, began contacting people ( 30 ) she would like on her business team .. Made 10 appointments–

*“I am sitting here at this extraordinary conference & I can't stop thinking about YOU and how amazing you would be at this & how much I would love to partner with you.*

*Would you let me buy you a cup of coffee when I am back? I am free Monday.”*



## 8 Coffee Dates and 2 Phone Appointments

- The very next day after Conference, I met with 10 people... 7 of them became distributors.
- Out of those 7, 1 of them became a Director & is still actively building her business – my mom 😊



**Lesson # 3 What made these meetings so successful?? My energy!!**

**Director # 1 Mom** : contacted from Conference to share story of couple nearing retirement and worried how they would survive financially ...until Shaklee. Wanted parents to hear the financial security Shaklee offered .. But also the health benefits they would have and loved the idea of building with my mom who soon was able to quit her (back-breaking) job & work Shaklee full time.

**Lesson # 4 – Learn the Stories ... Share the stories**



## Director # 2 – Rachel ... and rank of Coordinator



- After continuing to discuss the benefits of a Shaklee business for another year, she had 16 distributors ( and a new baby )...
- Rachel, high school friend of Jake, watching on Face Book how Shaklee was transforming our lives.
- Did not want to leave Baylor...7 months old... so went Shaklee full-time...

ashley

**Lesson # 5 We need a powerful reason to overcome fear of rejection, to step outside our Comfort Zone and go after our goals.**

## One Year Later – 2 1/2 years after starting to Build a Business

- 27 Distributors / Business Builders (6 Associates 1 st generation ) ashley
- 3 First Generation Directors; 4 Second Generation Directors
- 25,000 OV and rank of Executive Coordinator

There is value  
in doing a “  
blitz” of  
business  
conversations



In the beginning  
of any business, it  
takes more time  
and effort to  
establish.  
Later we receive  
residual income  
from the work we  
have done.

**Lesson # 6 - We want to be Intentional about finding our business partners.**



## The Process of Developing Business Partners

1. Make list
2. Invite people to learn about Shaklee business benefits
  - Shaklee.TV videos
  - Business presentations online or in-person
  - 3-way calls with upline , mentor or colleague
  - FaceBook events, etc....
3. Follow up as you guide people from interested to committed      becky

Resources---Go to Addendum at end of this power point for word track examples and last week's session on Inviting.

## 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(see graphic)
- 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.

lisa

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

See 100 Days to Amazing #5 From interested to Committed

**Before We Start Approaching Potential Business Partners ..  
Let's Examine Our Mind Set  
and Level of Our Belief As To What Shaklee Business Can  
Mean 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**

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.***

becky

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



# 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?

becky

If not quite a 10—

How will you raise your confidence, your understanding, your belief? ( Monday Wellness Webinars, Tuesday morning business discussions and trainings, conference calls, area meetings, Global Conference .. To hear the stories and see the success )

## 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 pace.. But we all grow best when we help one another.

## 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.

lisa

## Let's Look at Another Example of the Business Building Process from Katie Odom

- Began building her organization 3 1/2 years ago
- Now 12 Directors in her organization
- Used all the reach out methods just mentioned ....
  - In-home presentations on benefits of a home business ( called Your Best Year yet )
  - Face Book posts about how Shaklee fits into her life
  - Shaklee.tv videos
  - 3-way calls with uplines
  - individual appointments and conversations



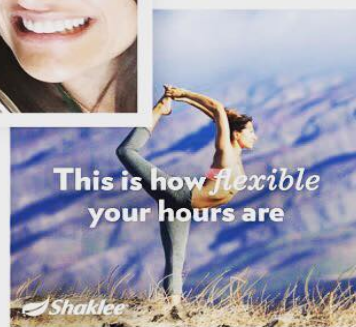
## **“Live Your Shaklee Business Out Loud”**

- 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

katie









## Posting on Business Benefits and Financial Needs

- I have started sharing more about financial freedom- I think this is huge with our business and so many people are looking to get out of debt, help cover expenses, save more, give more etc.....

People are looking for Shaklee everyday

- When talking with a potential business partner I have found it helpful to bring up our training we do (helps people feel more comfortable and confident in their ability to succeed)

katie



What can A Shaklee income do for your family?

Giving

Free Shaklee products (Supplements, healthy meals,  
cleaners and beauty products)



Car payments

Preschool/private education

Groceries

Mortgage

Bills

Family trips

Paying off debt

Savings

Tax deductions!



Delievery day=

Toxic free cleaners and ski  
Energy  
Healthy meals  
Allergy and immunity  
Hormone and sleep help





## **Invitation to Face Book Event – 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!



## Join us to learn more about....

"A day in the life"- the flexibility and freedom in our everyday lives and how we fit it into busy schedules

Why Shaklee - How network marketing is the wave of the future and Shaklee is partnered with 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  
katie

Most important how YOU can have more financial freedom, make a difference in the health and financial futures of hundreds of people, and do it all on your time alongside an incredible team of like minded people. [Lauren Breeden](#)

- **Please "like" this status to be added to the group! I can't imagine where we would be today if I never gave this dream of mine a shot! [?#lovemyjob?](#) [?#shakleeeffect?](#)**





## A day in the Shaklee life







# Life by Design



## Report from Posting on Business Benefits

- At least 3 new people interested in learning more about the business (some of whom haven't even used the products!!! )
- 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" katie



## When I asked my team WHY they approached me about the business & WHAT their goal was, this was a response:

Angie Struemke  
Distributor



*I saw you doing it, with 4 kids and a husband who was gone half of the time and thought "Heck, if she can do it with 4 kids, I can do it with 3!"*

*I knew my family was sick and we needed help to become healthier. We weren't in a position to be able to afford it without me working an extra job and my husband's work schedule doesn't allow for me to work evenings doing something like retail, which I would hate. So, this was actually PERFECT for me to work: where I want, when I want...while my family became healthy.*

*katie*

## Finding Business Partners Among Our Customers

Katie calls 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.”

- “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. katie

## Build Relationships with Members

Periodically , she sends 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 )

Katie sends 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 she would really like to work with and feels 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. “

## Tuck Shaklee Business Into Conversations

Katie calls customers. When she finds someone 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 me ... Sam and I have gotten to go on 2 trips , we get monthly car payments , and nice monthly checks .*

*And when I was so sick with hyperemesis ( serious all day nausea) when pregnant with Caleb, I so appreciated how flexible it was. I learned that women who have this often have to quit their jobs because it is so debilitating and continues for first 3 months.*

*And after having a baby, women go on unpaid maternity leave . And I am receiving a check for over \$1700 3 weeks after having Caleb. “*

## 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. You can 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 Harper Guerra. 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

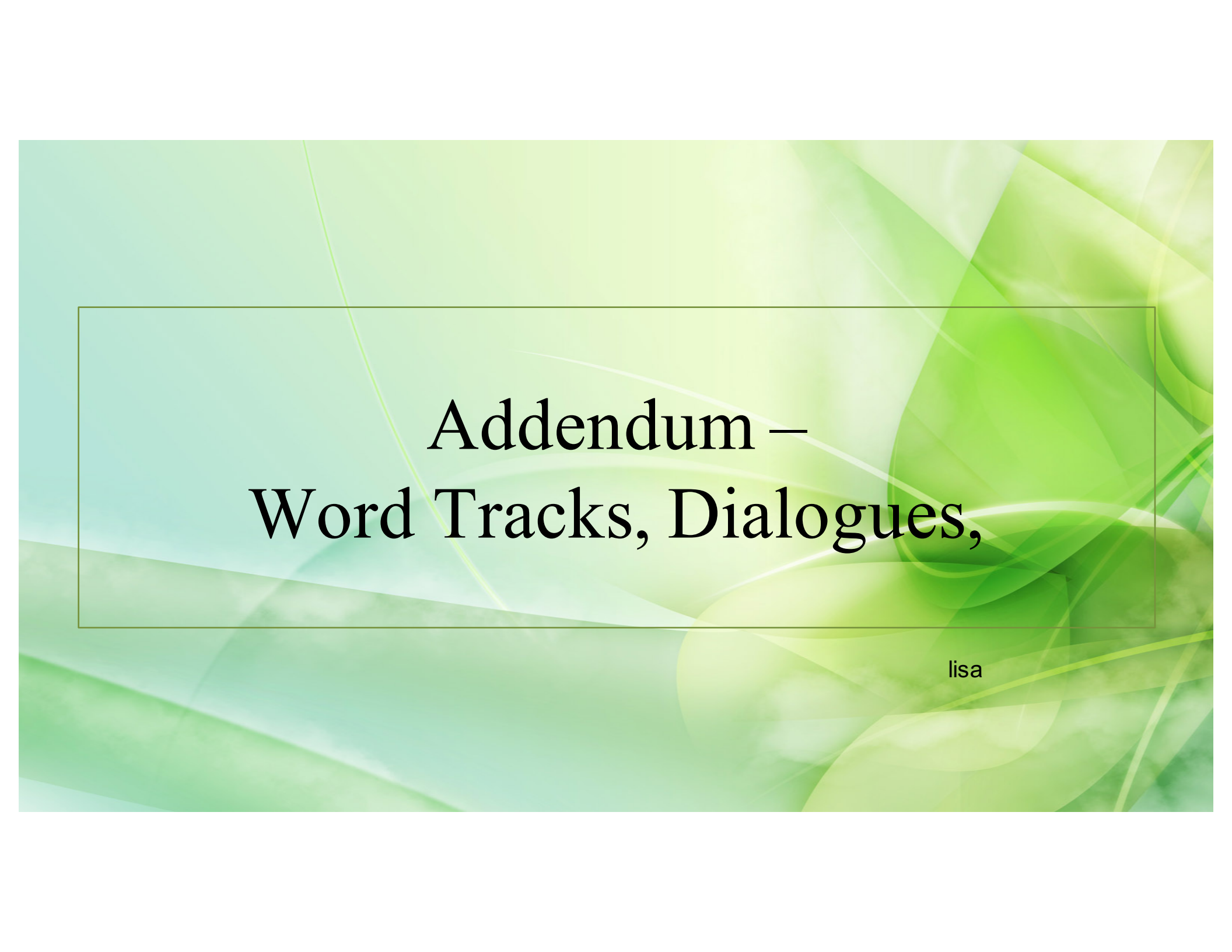
- Make a list of people you would like to have a conversation with regarding home businesses.
- Share your excitement for your new business on FaceBook by posting your personal experience with the products.
- Read through the Addendum here of many word tracks and dialogues to help us prepare for those 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 or FaceBook event, 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

lisa



# Next Session #6 – Serving Our Customers 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. ... harper

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

Eric Worre dialogue ..

*“ If I gave you 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.

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

lisa



“ 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