**How to Reach and Maintain Director**

**April 2014** (Katie Odom)

**How do you plan 2500 PV?**

1. Four upcoming Monday night webinars

Invite five people

Two attend = 50 PV order = 100 PV x 4 = 400 PV

1. Interactive Conference Calls

Invite five people

Two attend = 50 PV order = 100 PV

Plan as many of these as you can!

1. Four local events

Invite 10-15 to each   
Six attend = 50 PV order = 300 PV = 1200 PV

Plan your own event!

1. Three-way Conference Calls

Plan as many as you can with Barb, Moyra, Pam, Harper or Katie!

These average 50-100 PV per call

1. Build a leader! Teach them to do the same

Make a list of possible leaders – no better time to join

Share these ideas with them!

Three distributors/10 members and duplicate

1. SKILL UP: See Skill Up Incentive Sheet

**Great Tips From the Leaders:**

From Barb:

*The New Member Orientation … is probably one of the single most effective activity that grounds your customers in the Shaklee science and trust… that allows you to offer incentives for referrals and hosting events… and helps you identify potential business partners (see 4/8 and 4/15 Tuesday Morning Calls)*

From Pam:

*1. Follow up with each member after they get their first order. Schedule new member orientation within 30 days.*

*2. Invite them to Tuesday training calls and all training meetings that are scheduled for the near future.*

*3. Work thru their list of names to see what meetings they might schedule and what the topics will be. Schedule at least four meetings in the first month to get their PV going.*

From Moyra:

*1. Keep sharing and sponsoring ...customers and business partners*

*2. Set monthly and weekly goals.*

*3. Listen and attend all training available.* 

From Harper:

*1. Have SMART Goals (Specific, measureable, achievable, realistic, and time limited). Reach those goals by skilling up: listen, learn, read, grow, and be challenged.*

*2. Set time for Shaklee. Make Shaklee a part-time not a spare time job. And PLAN your time well.*

*3. Follow-up and get on the phone.*

From Katie:

*1.  Skill up- Make it a high priority to learn the products, listen to drop box audio files while you make dinner/work out/in the car,  attend conferences, listen in on Tuesday morning webinar.  Educate yourself as much as possible on the products but also professionally.  
2.  Plan and map out a 2000 plan strategy with your upline.  Use ALL your uplines (Including Barb) to strategize and plan to 2000 pv.  Keep a running list of all your customers and potential customers.  Plan your "Shaklee work" time and make it a priority.  Goal set 3 things you would like to accomplish every day.    
3.  Plan lots of activity- events, one on ones, playdates, always have something going on to expand your business.  Share the business with lots of people to make them aware of the potential Shaklee has to offer.*

From Kristen:

*1) Don't be afraid to ask questions and help. Have others attend your events. Ask uplines (not only your direct) to sit through 1:1 biz meetings with you.*

*2) CONFERENCE CALLS - use them often. Use Barb but don't forget that Moyra is an RN and Pam has 17 years experience with lots of very valuable info to share!*

*3) Get yourself around as many leaders as possible. Go to the local biz leader meetings if you can. Listen and apply what you have learned.*

*4) DON'T GET BEHIND*

From Michelle:

*1. Follow-up with your customers & potential customers: Do this continually, even if you feel like you're bugging them, don't make it always about sales, stay in contact with them so they know you're always available.*

*2. Get Organized: This is a real business so you should treat it as such. I have 3 binders that help me a LOT. 1 is for my customer/distributors orders, this helps me keep track of when to contact them with the member follow up paper. The 2nd is full of useful documents to use with 1-on-1's: health questionaires, get clean pdf files, natural medicine cabinet, ect. The 3rd is full of brochures: business cards, get clean profiler, 180 pamphlets, contact info sheets, health needs & products to solve them doc, common ailments doc, earn & learn doc, party lay out docs, join as pdf files, Shaklee application, potential distributors FAQ doc.*

*3. Make a Goal: Make it fun & pretty and put it somewhere that you can see it. Then break down the goals into smaller goals for the month and write them on your calendar so you can tick them off when you reach them. As Barb says, "Your goals should exceed your reach." Because even if you don't reach your goals, it doesn't mean you failed.*