

8 Weeks To Director  
Shaklee Business Training 2018



***ACTION***

Time for Action  
Inviting, Connecting, Building Relationships

Week # 3

September 25, 2018

# Today's Training Team



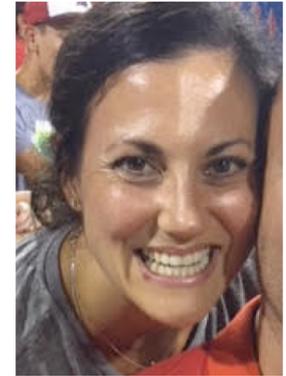
Master  
Coordinator  
Barb Lagoni



Kristen  
Jakubowski  
Senior Executive



Senior Director  
Francine  
Roling



Director  
Colette Weese

Course objective -- 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 3 potential business partners

## Time for Action – Week 3

### Preparation –

- By now, we have set up our businesses, our websites and mobile app.
- We have outlined a few do's and don'ts regarding social media.
- And have had an opportunity to learn more about Shaklee company, products, compensation plan and have heard the stories of some of our leaders...now let's create a plan that will generate 1000 PGV the first month.

We are ready to launch our businesses ..

And that begins with inviting friends and family to events, meetings and appointments

barb

## Objectives for Session #3 – Inviting

### To review **Principles of Inviting, Connecting and Building Relationships**

In a world in which our prospective customers and business partners are bombarded with sales pitches, our ability to cut through all that noise ..

and offer people information that they will appreciate in honest , open authentic conversation... is what will create successful businesses with life-long customers and dedicated business partners.

barb

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

- Individual appointments ( in –person and by phone )
- Video Conference calls ( Zoom ) .. Health Chats, Business Benefits , etc
- In-home events
- Interactive FaceBook groups and events ( 5-Day Resets, 21-Day Flat Tummy Challenge, Sugar Detox, Children’s Health, etc )
- 3-way call
- Area, Regional and Global events

# Events

- Grand Openings,.. Business Launch Event,
  - Healthy Home, Healthy You,
  - Wine, Women and Wellness,
  - Mimosas, Mask and Meditation )
  - Make and Take ( in homes prepare Basic H bottles, Peanut Butter Fudge, snacks, \$10, )
  - LYL events --- in restaurants, bars, nail salons, social events
  - Pizza – Slice of Shaklee,
- 
- Virtual Sip and Sample Youth events .. Send guests special package of samples of YOUTH beforehand .... Open all together .. Enjoy some wine or tea and have a virtual facial
- 
- Children’s Health..
  - Hot Mamas Natural Approach to Menopause
  - Natural Medicine Cabinet
  - Customer Appreciation Event .. At local restaurant .. Hors d’oeuvres, wine, 60 attended , gift of samples, review of products, 5 business leaders teamed up ... kristen

## 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

### Activity

### Estimated PV

4 to 5 group events	1000 PV
<u>Individual Appointments</u>	
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

barb

Inviting is a PROCESS ... not an email.  
**Inviting is about connecting.**

francine



# 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. Follow up for the RESPONSE
4. Make multiple contacts and/or send a “teaser”
5. Personal REMINDER the night before



francine

# 5 Step Process: Step 1

- It has to be about them and not us. Being honest.  
Why did they come to mind?

- Relationship is important.  
?'s to discover needs, wants, interests, concerns.

Ask

- Less is more.

- Asking permission—"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."

- Practice "active" listening.

- Ask permission to invite.

kristen



## Step 2: Avenues For Inviting –

- 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. kristen

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

# 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 " ..



**Ask Questions --- Discover Needs and Interests**

**Share WHY you are inviting them..**

What's in it for them .. Why topic is important to you

**Affirm, Acknowledge, Appreciate**

# Discovering Needs & Interests ...Tell Me About

- *“ Mary, you mentioned you have allergies .. Tell me about that...*

*Then .. Tell me more..*

- *“ Oh, you are a teacher.. Tell me about that .. What is that like in today’s world? “*

## **And remember to ask for referrals ..**

- “May I ask ...who else do you know who may have family members with allergies . “

- “Who else do you know who is a teacher and may want to know about additional streams of income.”

Include **why** we're inviting them

*“ The reason I'm asking ... “*

*The reason I wanted to invite you is ..*

## Use a **third party reference**

*“ I was reading an article.. Or attending a webinar on benefits of being an entrepreneur in today's economy .. Or speaking with a colleague whose allergies have dramatically improved , etc.*

*I was reading an article called” Second Shift .. What Teachers Do To Pay Their Bills . New York Times Magazine. 9-9-2018 and I decided I was going to call the teachers I know to talk to them about this ..*

francine

# Acknowledge & Appreciation -- Look for the Good and then Tell Them

*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.*

*Everybody loves you .. Including me.*

*I so admire your commitment to feeding your kids healthy food.*

*It would be so much fun to go into business together ... could I tell you about that?*

*francine*

# Now Let's Look at a Few Specific Invitations and Apply these Principles

STEP 1 Ask permission to send invitation

STEP 2 Send invite ( mail, email, FB, etc )

STEP 3: Follow Up for a response

STEP 4: Make multiple contacts and/or send a “teaser”

STEP 5: Personal Reminder the night before

barb

## Meet Colette Weese



# Event Ideas



Join us for drinks and conversation on Wednesday, 5/23 @ 7pm- Taxco, Sycamore

## WOMEN'S WELLNESS & SUMMER STRESS

You've earned a margarita, lady warrior! Here's to a night of fun and wellness! Find out how to be your best self- Shaklee style. Samples and raffle too!

7 attended

Colette

Massage event –  
18 attended

Launch Event  
16 attended



## HERE'S TO YOU

JOIN US FOR A RELAXING NIGHT CELEBRATING HEALTH AND WELLNESS!

JUNE 21ST @ 6:30PM

MESSAGES, WINE AND SAMPLES  
COLETTE'S HOUSE  
1016 BRISTOL DR E,  
SYCAMORE



Bring the kids & a friend!

## CALLING ALL MOMS AND KIDS

Please join us for a fun filled morning of playing, cleaning, sampling and learning about the Shaklee difference.

Thursday, May 3 from 9:30-11am  
Colette's House  
1016 Bristol Dr. E, Sycamore

8 attended

15 attended

## THE SHAKLEE SEVEN

Grab a friend and join us for a fun evening filled with giveaways, samples, and more! Be the first to see and sample Shaklee's 7 newest products.

appetizers provided \* cash bar

Thursday, August 30th  
7PM-9:30PM (open house)

Taxco Sycamore





The need for  
*Connection & Community* is primal,  
as fundamental as the need  
for *Air, Water, & Food.*

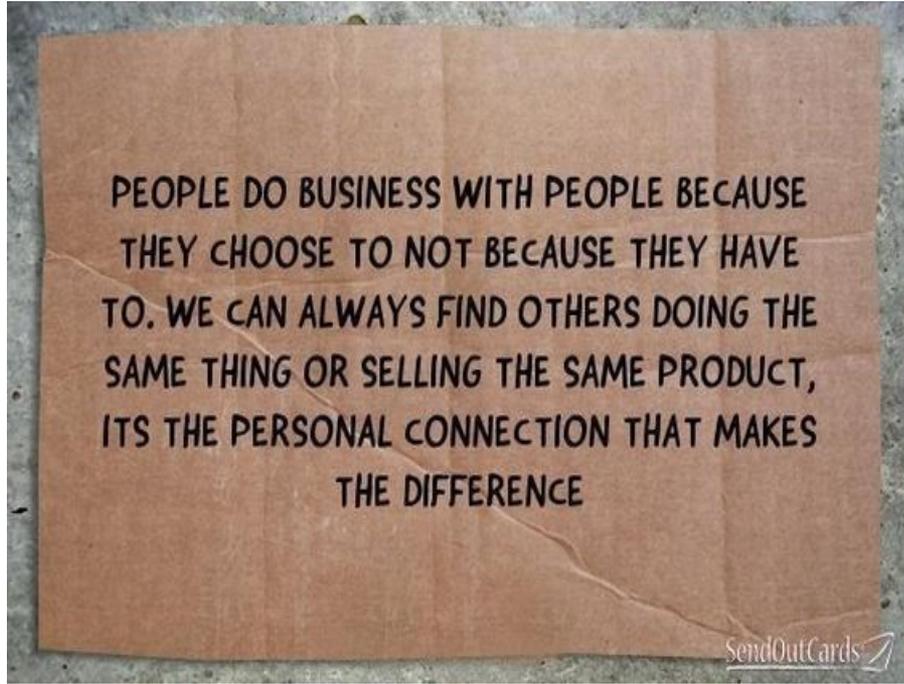
-Dean Ornish

Entrepreneur

# Face- to- Face Meetings



- Bring back the “good ‘ol days”
- Shaklee’s roots
- Believe in the power of personal connections
- Make it fit the person and your relationship with them
- Don’t let fear stop you!



Our Shaklee business is more about making friends...  
than selling products.

Colette

# Invitation Posts

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“

kristen



## Teaser and Invite

Isn't it awesome when your skincare is also your favorite team's colors???

Do you need some help purifying (black) or hydrating (gold)?

I have some free mask samples.

Who would like one?!

THERE'S MORE WHERE THAT CAME FROM!

A complete ANTI-AGING line...

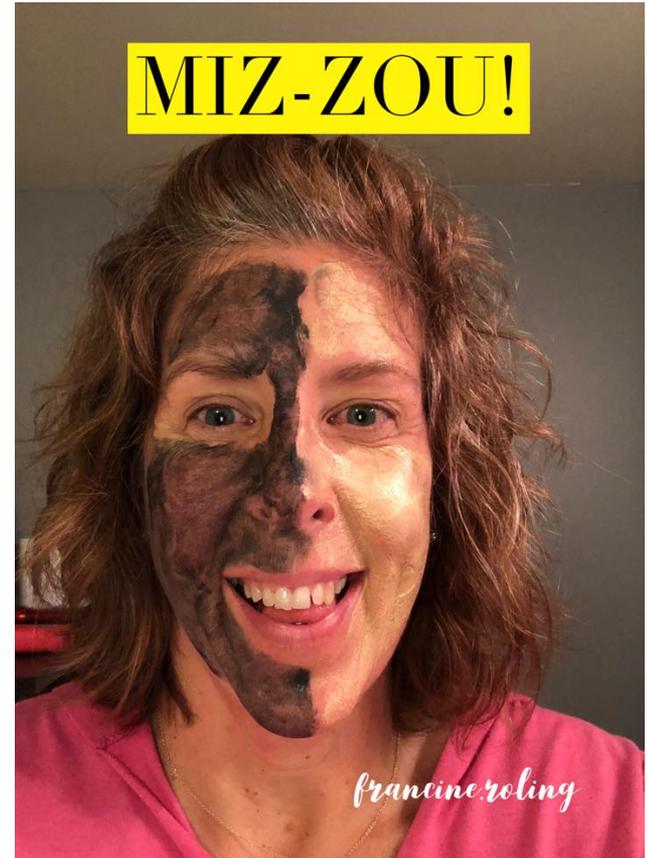
A complete HYDRATING line...

Free from 2500 commonly-used cosmetic chemicals

Clinically-proven results

Nutrition for your skin

Results without compromising your safety



kristen

## 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.
- If at home of a friend, call or text their guests and introduce yourself and let them know what you plan to cover and ask if anything else they would like you to discuss.
- 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 )

kristen



## 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 !!**

kristen

## Action Steps Session 3

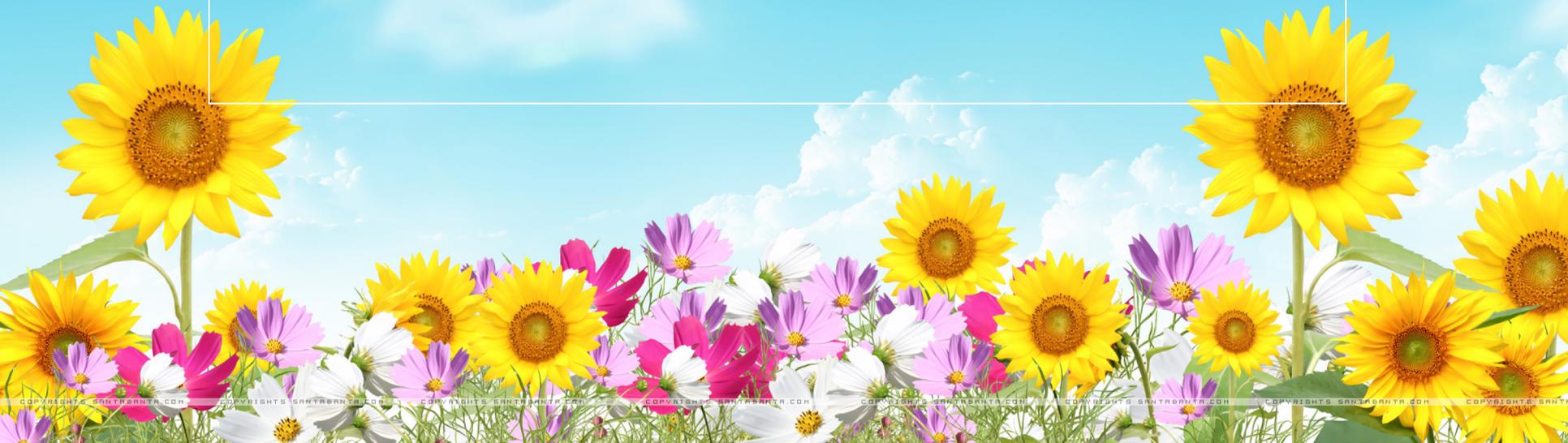
- Set up activities/ in-home and online events, appointments, etc until you see those activities will add up to 2000 PV
- Begin inviting using the principles we have just been discussing.
- Determine what we will say... and write down 3 or 4 bullet points to reference as we make calls. .
- Enter our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



# Next Sessions

## #4 Communication Skills

## #5 –Identifying Business Partners





Forget those things which are  
behind you.

Reach for those things that are  
before you.

And press toward the mark of your  
highest calling.

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

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

## Addendum – Additional Word Track Examples

•*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 ! “