

How it works:

100 points from April thru July earns you a tablet for **Android™!**



The **Top 5 Point Earners** overall will earn **\$1,000 Cash!**

Earn 25 points
in April



Earn 25 points
in May



Earn 25 points
in June

ShakleeStyle credit
(\$150 value)
(Redeemable
in Long Beach
only)



Earn 25 points
in July



Shaklee Summer Promotions

25 sponsoring points earned in July Qualify you for a Photo Frame !!

Digital

Free Product for New Members with Minimum 50PV Join Order



Revolutionary antioxidant protection from nature

Antioxidants primarily in fruits and vegetables

Less than 25% eat 5 to 9 servings of them daily

Protection from DNA damage by free radicals

Carotomax provides 6 of most beneficial carotenoids including lutein, lycopene, and beta carotene

Promotes health of eyes, heart, skin, lungs, prostate, cervix, and support a strong immune system

July Free Product – Carotomax

hannah

New Members Receive TWO Free Products with Minimum 200 PV Join Order



+



CarotoMax + Shaklee 180[®] Mango Energizing Smoothie

Join Now -

Receive FREE Registration to Shaklee Live 2014

Gold PAK—

Receive 1 FREE Shaklee LIVE 2014 Registration (\$249 value)

Gold Plus PAK—

Receive 2 FREE Shaklee LIVE 2014 Registrations (\$498 value)

lisa

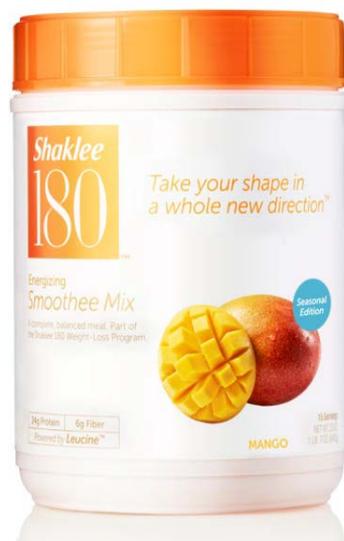


Gold Plus PAKS—\$599



Gold PAKS—\$299

New Gold Distributors Receive TWO Free Products and FREE Shaklee Live 2014 Registration



For New Distributors with a Gold or Gold Plus PAK
AND Existing Members who Upgrade to Gold

Shaklee's Win Back Campaign

- Prepare for Shaklee's "win back" campaign to your members who have been inactive for more than 2 years.
- Call and leave message that Shaklee will be offering them a special promotion and to please call you to update their email address .
- Also to let them know there are many new products they will want to know about and then create promotions and discounts of your own .. Including free shipping. That is always very appealing to customers .
ruth

Report on Yet Another Successful FaceBook Event – Ruth Kutz

- Surprised and excited to see who came on - from 19 yo to 70+
- 19 yo granddaughter of Bev Payne - invited 5 to the event as it happened. She and boyfriend asked questions about the business during the event. Will do a FB Grand Opening.
- Have one appointment with a prospect to get started on product and possible business builder.
- No idea on product sales yet.
- Have at least 3 FB events being booked
- It was fun!
- Most participation in any event we've hosted in awhile.
- Next time - better targeted invites - using PM and/or emails
- Going to do focused topics for one hour only too - Digestion, Allergies, Business, etc



Shaklee Summer School 2014
8 Weeks to Director
Session # 7 July 29, 2014
3- Way Calls and
Establishing Our Business System



Sn Executive Coordinator Lisa Anderson
Executive Coordinator Harper Guerra
Senior Coordinator Katie Odom

Review Skills We've Learned

- Inviting
- Closing
- How to sponsor new members
- How to sponsor distributors and business partners
- Presenting business information
- Presenting product information
- Following Up
- Communication Skills
- People Skills
- Resources to use lisa

WHEW ! We have learned A LOT!

Now Let's put it all together into a ...

SYSTEM !!



Objectives for Session # 7 – Creating Your Business System

**We ♥ Our
Customers**

TEAM BUILDING

There are 2 specific goals we want to achieve in developing a solid Shaklee business. We have been discussing :

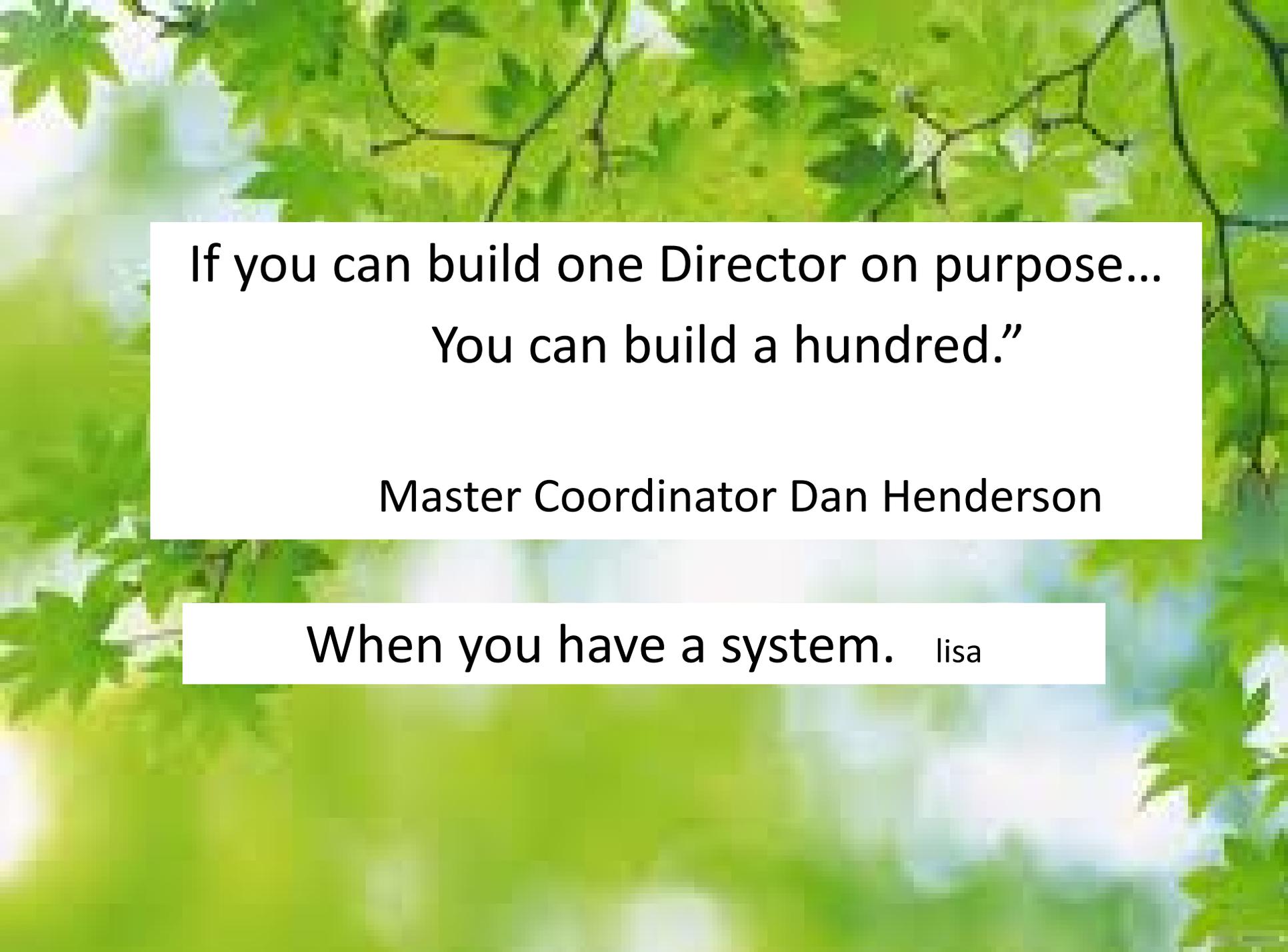
1. To develop a **customer base** of 20 to 30 members
2. To identify potential **business partners**

This week, we discuss how to put all the skills and information we have been learning into a SYSTEM..

A SYSTEM that duplicates.

- To understand the key components of your system
- To learn how to utilize 3-way calls in developing customers, distributors and business partners

lisa



If you can build one Director on purpose...
You can build a hundred.”

Master Coordinator Dan Henderson

When you have a system. lisa

Key Components of A Business System

- How to meet new people on a regular basis.. So you want to ask yourself .. How are you going to do that?
- How to educate customers about wellness, prevention and Shaklee products (what resources will you use , what links, etc?)
- How to introduce people to information on home businesses and identify business partners. (How will you do that?)
- How to train business partners and create a sense of team.



katie



Your Working Folder/ Business Binder

Your most useful tool for working your system... is your Working Folder or 3-Ring Working Binder ...

there your goals are in front of you every time you open it,

And your contact info,

your weekly plan of activities and calls ,

calendar for scheduling appointments and events, essential documents, etc...

The binder is for more than just simple follow up ... It is your working business tool... (and not a paperweight) see session 16of Skilling Up Semester 2014 lisa

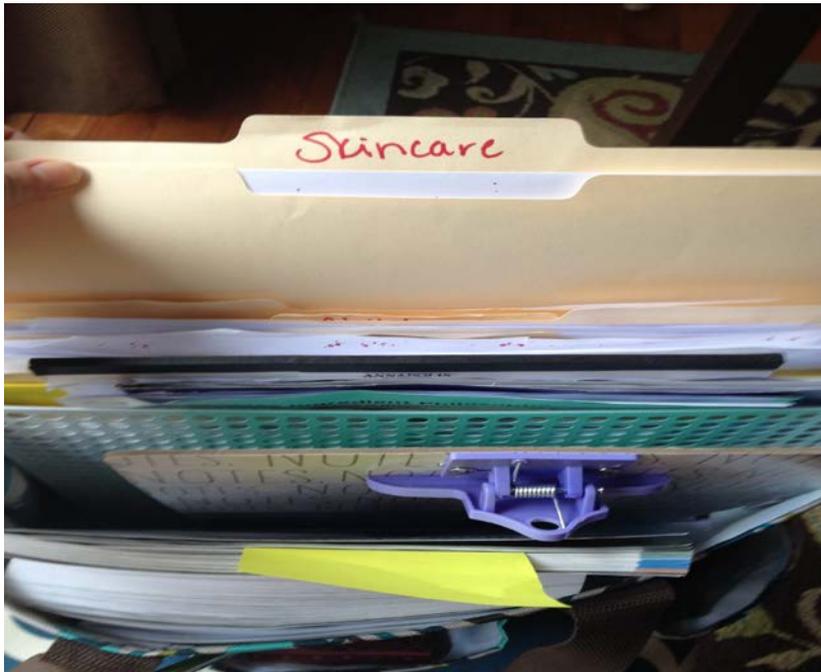
Katie's Traveling Work Bag

- The working folder plus product guides, brochures, CD', office supplies, welcome packets to send to new members,
- Multiple copies of most popular product information sheets ready to mail with thank you notes after an order. (or email)
- Price sheets



Katie's Filing System

- File folders contain product information sheets in categories
Ex – Shaklee 180, Enfuselle, Pregnancy, Allergies, women's Health, Children's Health etc (same folders as set up in computer)



Part 1 of Your System

Meeting New People On A Regular Basis

- Offer incentives and rewards for referrals



Get involved in groups in our neighborhoods and communities (networking groups, MOPS. Etc)



- Join groups on FaceBook with common interests.
- Schedule 2 to 3 in-home events a month
- Schedule FaceBook events
- Most important – listen .. Ask questions... “Tell me about”
- Post on FaceBook occasionally living your life as you are using Shaklee products (photo of Katie’s post) katie



FaceBook Postings Create Interest and Awareness

Really need these for energy after a certain cute someone kept me up all night

[#goodthinghescute](#)

[#bvitaminshelpme](#)

[#shakleemoms](#)

katie



Member Care and Customer Service is Your Greatest Asset in Meeting New People

- Your members will give you referrals when you have built a strong relationship with them ..
- They will then trust you to take as good a care of their friends as you service them.
- The more success they have with the products, the more likely they are to want to refer others.
- The more educated they are about the products , the more likely they are to have people come to mind who could benefit from them
- Good member care leads to more members AND distributors.

lisa

Part 2 of Your System

Educating Members/ Consumers on Products

- Post product information and videos on blog and FaceBook
- Offer rewards for listening to CD's or attending conference calls and webinars (free shipping, \$ 10 off next order of \$50 or more etc)
- FaceBook events
- New Member Appointments by phone or in person
Mail New Member folder containing Nutrition and You book, Which Products Do You Use sheet, new member welcome letter, brochure Why Supplementation brochure , frequent buyer program, rewards for referrals , etc
- Newsletter or postcards
- Thank you notes & mailings with product information
- Member check-in call (Ilsa)



katie

Part 3 of Your System

Introducing Home Business Information

- Develop relationship with customers and listen for possible need or interest in additional income.
- Listen for comments on FB or in conversation (people who hate their jobs, who want to be home with their children, who long to use their talents to create a business and make a contribution.)
- Business information on blog
- Business videos on blog, FaceBook or email signatures
- Send video links
- Make your business visible and attractive
- Invite to Business Stories Conference Calls katie
- Stay connected to former classmates, co-workers, family, friends ... FaceBook is a powerful tool for this.
- Individual face-to-face business appointments lisa



Part 4 of Your System

Coaching, Training Business Partners

- Select what videos you will send for evaluation
- **Identify their goals**
- Set up a planning session to create a **2000 PV Plan** .. And then a 3000 PV Plan
- **Review each name** on their list and discuss how to approach and what to offer.
- **Check in at least once a week** to discuss the goals for the week and stay in touch almost daily with texts and emails .
- Attach – Skilling Up Document – “Attend these 3 activities / week .. Monday Wellness Webinars, Tuesday Morning Business **Training** and team conference call twice a month. “
- Then ... **Build in depth** .. Meet the members and distributors of your business builders and work directly with committed leaders. katie



Create a 3000 PV Plan



Activity

4 to 5 group events

Individual appointments

Mary (Product Guide Presentation)

John (Product Guide Presentation)

Jane (Business Info- Gold Plus Kit)

Ruth

Jess (3-way with upline)

Sally and Tom (Business Presentation)

Pass CD's

Guests Taken to Area Meeting

Guests invited to Product Conference Calls or Webinars katie

etc.

Estimated PV

1000 PV

100 PV

100 PV

500 PV

100 PV

250 PV

250 PV

300 PV

3 Way Calls Can Help You:

Build

And Duplicate



- You don't need to know everything in the beginning because your selected leader conducts and closes the call.
- 3 way calls teach while we are helping a new distributor build
- Speaking to an experienced leader.. Gives confidence to both a customer and a potential business partner ... as they hear stories about the success and experience of others.

lisa



3 Way Calls -- a great method to develop customers and distributors

- Surveys show that business leaders in our industry who utilize 3-way calls grow the fastest.
- They are a great way to help a new distributor develop customers quickly.. and to teach them how to get someone started on a supplement program.

But today we want to focus on using 3-ways to build our teams

- Great way to help accelerate the process of developing distributors and business partners... (removes fear of not knowing enough . Calls are short) and creates a

Process of Duplication

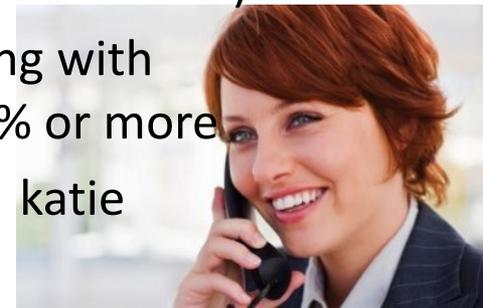
- Provide an excellent training method of teaching by example .. by modeling the activity to learn. katie

3-Way Calls To Develop Customers & Members

We ask questions to teach and guide the thinking of the prospective member.

- “Tell me about your health and I’ll take some notes and let’s see if we can come up with something that may be helpful.”
- List symptoms ... medications generally (what they are for)
- One scale of 1 to 10 .. Energy level? Stress level?
- Walk me through your diet .. What do you typically eat for breakfast?
- Is there a time of day when you might have cravings for sweets or carbs or salty snacks? And if so when .. Because that tells us when your blood sugar is dropping. (Protein and fiber stabilize blood sugar)
- How many vegetables in a day? (explain ideal diet for human body is what Nature gives us that grows out of the earth .. Goal is 6 or more)
- Then lay out some options and suggestions usually starting with Vitalizer .. So they can get a free membership and save 15% or more and usually they feel a significant difference quickly.

katie



3-Way Calls Convey The Team Culture Shaklee is so Well-Known For

“ You Shaklee people think that the Shaklee Difference is just about your products and your science ... but it is much more than that .. It is also about your culture.

I have never worked with a group of leaders who share with one another so freely and are so genuinely happy for one another's success.”

Executive Business Trainer JR barb



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3 Way Calls With Potential Business Partners

- Continues the process of exposing them to benefits of a Shaklee business
- Allows them to meet the people of Shaklee – one of Shaklee’s strongest assets.. And to hear their stories... and to see proof of success.
- They will see that the business opportunity is bigger than they may have thought by having a conversation with a successful leader ... whose success you have reported to them.

lisa

At the close of a 3-way – everyone feels lifted and happy to be a part of the team.. And part of Shaklee.

The 3 Key Elements for Authentic Meaningful Conversations Apply to Almost Every Conversation We Have in our Work .. Including Setting Up 3-Way Calls

1. Using the phrase ... **Tell me about** ... to open conversations and learn what is important to the person you are speaking with. .. This is how we learn their **needs, interests, concerns**, etc and then we can look for possible solutions through Shaklee.
2. **Acknowledge** people --- look for sincere honest ways to appreciate people .. acknowledge them for what they value, for the work they do, for their kindness, for their families, for their abilities,...for their cats .. Their dogs ...
- 3 Always include **your reason** for the contact ... why you thought to invite them to a conference call , or to view a video link, why the information was important to you, why developing a Shaklee business is meaningful for you and might be for them , why they may want to meet your upline or other selected leader, etc



lisa

How to Invite to a 3 way call



- Identify need (3 parts of conversation ..)
- Send link to evaluate ... our favorites attached
- Suggest a 3-way call with another Shaklee leader (could be your upline or a colleague .. Someone you feel has a story and background that your prospect could relate to ...)
- Mention the credentials, the skills, the qualities, the success of the Shaklee leader you select... called “ edifying (acknowledging) your upline or other designated leader)

This honors your prospect .. To know you feel they are so important to you that you want to connect them to an important leader. It also reinforces that the success is real ... achieved by ordinary people .. Just like them.

Sample dialogue

“ I want Joanette (upline) to meet you. And I’d like you to hear her story of how she came to Shaklee and the success she has had .. “ katie

Resources to Use For Prospects Evaluating Business

- Jenni Oates Business Presentation 30 minutes
http://www.impactpartnersinternational.com/?page_id=14
- Vimeo link of Roger Barnett on the Shaklee Effect 2013
- Shaklee Effect videos at vimeo.com <http://vimeo.com/75907183>
- How Shaklee Works video
<http://www.youtube.com/watch?v=xHrTzbFsRRk>
- The Shaklee Opportunity
<http://www.youtube.com/watch?v=zZiwh9IHAFU>
- Shaklee Global Business Opportunity with Roger Barnett
<http://www.youtube.com/watch?v=j5IIDFTXG4k>
- Moms Making a Difference
http://www.youtube.com/watch?v=wuUBPD_JgX8
- Roger Barnett – Join Us <http://www.youtube.com/watch?v=fL7ZuxK7AWs>

Outline for a 3-Way Business Call

- Welcome & introductions ... your opportunity to acknowledge and compliment each participant in the call.
- Be prepared to list the accomplishments and qualities of the “selected leader that you admire” ...

And acknowledge your guest also and what you appreciate about them (compliment and acknowledge the guest)

“ex Mary (the guest) , I want you to meet my friend John (the selected leader) who has been involved with Shaklee for 10 years and he is a tremendous leader for us.. A great mentor and has taught us so much and has achieved great success.. Earning car bonuses and special trips to Kenya and so John, would you tell Mary a little bit about how you got started in this.”

lisa



Outline for 3-way Continued



The “ selected leader” will also compliment and acknowledge you ... so the prospect realizes how fortunate they are to have landed under your good care and leadership.

(acknowledging is one of the 3 essential elements that help build relationship in conversation)

Now the distributor listens .. And takes notes .. And the upline (selected leader) begins asking questions, sharing their story and options for next steps (Gold Kits, schedule Planning session, and next contact) .

katie



3RD PARTY CALLING & Acknowledgements

Selected leader
acknowledges you

YOU

You acknowledge
both participants

Successful
Knowledgeable
Helpful
Fun

Someone you respect,
admire, appreciate,
would like on your
business team Lisa

EXPERT
Selected Leader

YOUR
PROSPECTS

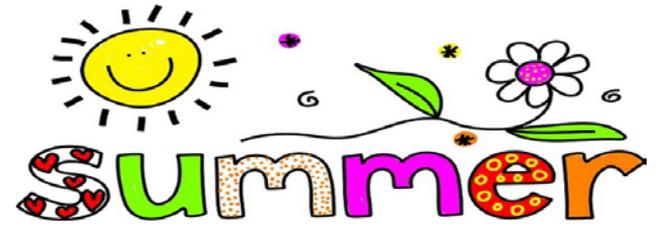
Trust & confidence grows by
acknowledging accomplishments
and experience of Selected Leader

Beth Kaniuk – Experienced 3-Way Call as a Potential Business Partner



- Her sponsor, Sarah, set up the call with her upline Katie.
- It validated that there were others that believed in the products,
- Saw others that were successful with the business and that it wasn't a scam.
- Hearing Katie's story was helpful so that I understand why Shaklee was a company that I would want to work for.
- As a result --I purchased the kit to become a distributor.

Action Steps Session 7



- Spend some time setting up your system
- Set up your working folder (session 6 Skilling Up Semester)
- Make list of who you want to set up 3-way calls with and get them scheduled.... 3 to 5 people this week ...
- Team up with 1 or 2 other leaders to present an informal half-hour conference call on business stories.
- Register for Long Beach ... This will be a very special event.
- Keep your goals in front of you lisa

Member Appreciation Brunch

- Offered 15% off any orders placed that day
 - Each guest received a packet of:
 - Selection Guides,
 - Order form,
 - Gold pack information and contents,
 - Company and earnings potential,
 - Gift bag with samples in it
- lisa

We had 31 guests in attendance
Results as of now about 1000 PV in orders,
3 people looking at the business
Many members trying new product lines
Everyone had great fun!

Member Appreciation Brunch Outline

Welcome-

- Each guest shares their favorite product-(and receives a raffle ticket for sharing)
- Each leader shares why they chose to develop a Shaklee business.
- Distribute raffle tickets to anyone who asks/or answers a question

We had some questions pre-written and handed them out to guest to read

- Give Shaklee products as gifts
 - Give Nutrition & You books to the people that had great testimonies
 - Offer good discounts on the Gold Packs and invited people to join our team
- lisa

Monday Wellness Webinars Schedule

July 21 – Nutritional Support for Cancer Patients – Cancer Researcher Dr Steve Chaney

July 28 – Inside the World of Shaklee a review of Shaklee's history, philosophy and products, benefits of membership and home business advantages.

Aug 4 – Presidential Master Coordinator Gary Burke

Aug 11 – no webinar- Shaklee Global Conference

Aug 18 – no webinar – Shaklee conference call on report from Global Conference

Aug 25 – New Products – one that fizzes, one to make you a brainiac, one that is yummy, and one for your ticker. (no more hints)

Archived at www.BetterHealthin31Days.com

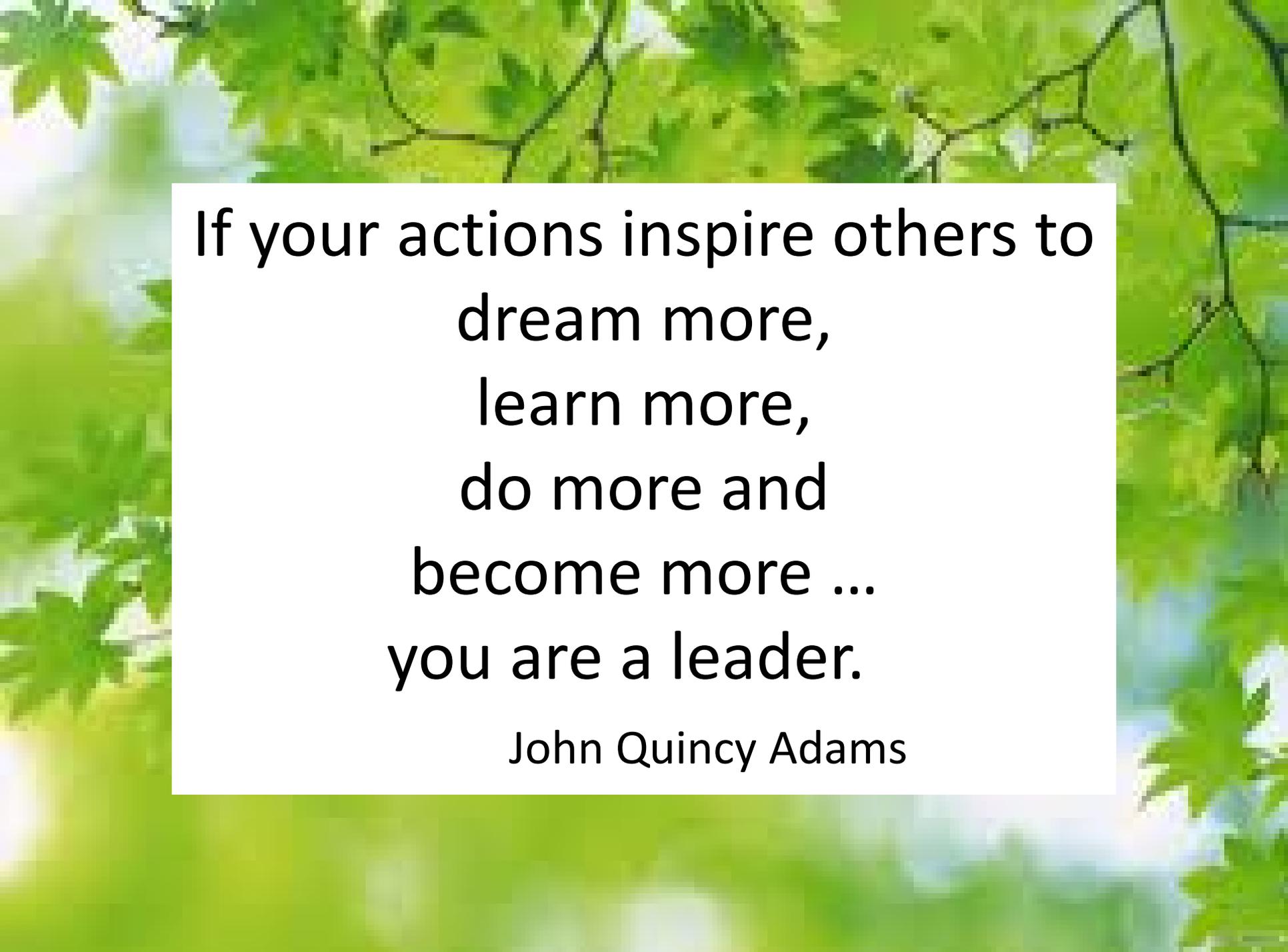
Click here to attend

<https://www2.gotomeeting.com/register/168936498>



“People may forget what you said,
And they may forget what you did,
But they will never forget
How you made them feel.”

Maya Angelou



If your actions inspire others to
dream more,
learn more,
do more and
become more ...
you are a leader.

John Quincy Adams

Invitation to Conference Call on Home Businesses

lisa

"Hi Joy, this is Lisa Anderson. I was wondering if you would like to join a conference call I am going to be on regarding the business opportunity that Shaklee offers. I remember you mentioning that you are working on saving for your retirement, and I that is one of the topics we will be discussing. The call won't take long, and I think you will find it very interesting."

"Hi Brenda, this is Lisa Anderson. I was thinking about you the other day. We are having a call for young moms where we will discuss the benefits of a home based business with Shaklee and how moms can stay home with their kids and still bring in a good income to help their family.

I'm not sure if you have ever thought about anything like this, but I think you could be quite good at what I do. Would you be interested in joining in? The most common questions about building a Shaklee business and how it works for moms will be answered."

Final Session #8 – The Role of the Leader





Ultra pure DHA

Brain supporting nutrient

Supports memory

Concentration

Mind skills

Eye health/vision

You don't have to be great to get started,
but you have to get started to be
great.

Les Brown

Happiness is:
someone to love,
something to do,
and something to hope for.

Chinese proverb

**BE THE
TYPE OF
PERSON
YOU WANT TO
MEET**

BE ONE WHO
NURTURES
AND BUILDS

BE ONE WHO HAS AN
UNDERSTANDING
AND FORGIVING
HEART

WHO LOOKS FOR THE
BEST
IN PEOPLE

LEAVE PEOPLE
BETTER
THAN YOU FOUND THEM

- Marvin J. Ashton -