

A large, 3D-style sign spelling 'ORLANDO' in white letters with a yellow and green outline. The sign is set against a blue sky with palm trees. In the foreground, there is a body of water with a fountain and a grassy area.

ORLANDO

Shaklee Special Cash for Orlando Global Conference Incentive

Accumulate 20 Sponsoring Points in any one
month April through June 30

Receive 1 share of \$30,000 (worth at least
\$100 / share)

Accumulate 35 points in any one month

Receive 2 shares ! becky

Monday Wellness Webinars

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 -- A Day in the Life of a Shaklee Business Leader– Katie Odom/Ashley McDonald

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

April 11 –NO WEBINAR . Los Cabos Shaklee Dream Trip

April 18 – Hormonal Imbalance – PCOS, Endometriosis

April 25 – Virtual Smoothie Workshop

May 2 – Sarah Hein Business Story

May 9 – Thyroid Health -- Martha Willmore

becky

May 16 – Reset Your Health, Reset Your Eating, Reset Your Energy, Reset your Life



Win-Back Campaign Idea Sarah Galbreth

Mailed card to customers who had not ordered in 2 years

“ I wanted to thank you for supporting my Shaklee business early on.

I am so grateful you allowed me to work with you to address your nutritional needs.

I would love to chat with you on continuing your health journey with Shaklee and update you on some of the new products .

You still have all your awesome member benefits.

In return for scheduling an appointment, I'd like to offer you a free product on your next order. Always here for you...”



Spring Shaklee Super Saturday Events

register at events.Shaklee.com \$25 in advance \$35 at door

- Apr 16 Pleasanton, Ca 9 to 1 pm
- Apr 23 Dallas, Texas 9 to 1 pm
- Apr 23 Chicago (Oakbrook) 9 to 1 pm and 2 to 4 supplemental training workshop with Harper Guerra and Katie Odom
- Apr 30 Denver, Co 9 to 1 pm
- Apr 30 Southern California.. Ceritos Center 9 to 1 pm
- May 14 Northern Virginia/ DC Metro 9 to 1
- May 14 Chapel Hill, N Carolina .. 9 to 1 pm
- June 10-11 Orlando tickets from Underwoods (\$29 to \$49) pam



TUNE IN!

An exclusive, new interview with Shaklee Chairman & CEO Roger Barnett on the iHeartRadio show, "Better Than Before"

Thursday, April 7
12 PM EST



ROGER RADIO INTERVIEW:

Hear our very own Chairman and CEO, Roger Barnett interviewed on "Better Than Before," hosted by Jane Wilkens Michael.

Roger will talk about living amazing, his Shaklee journey, and being an agent for change in health prevention.

The show airs next Thursday, April 7 at 12PM EST. Tune in online at www.iheart.com/show/53-Jane-Wilkens-Michael-Better/. pam

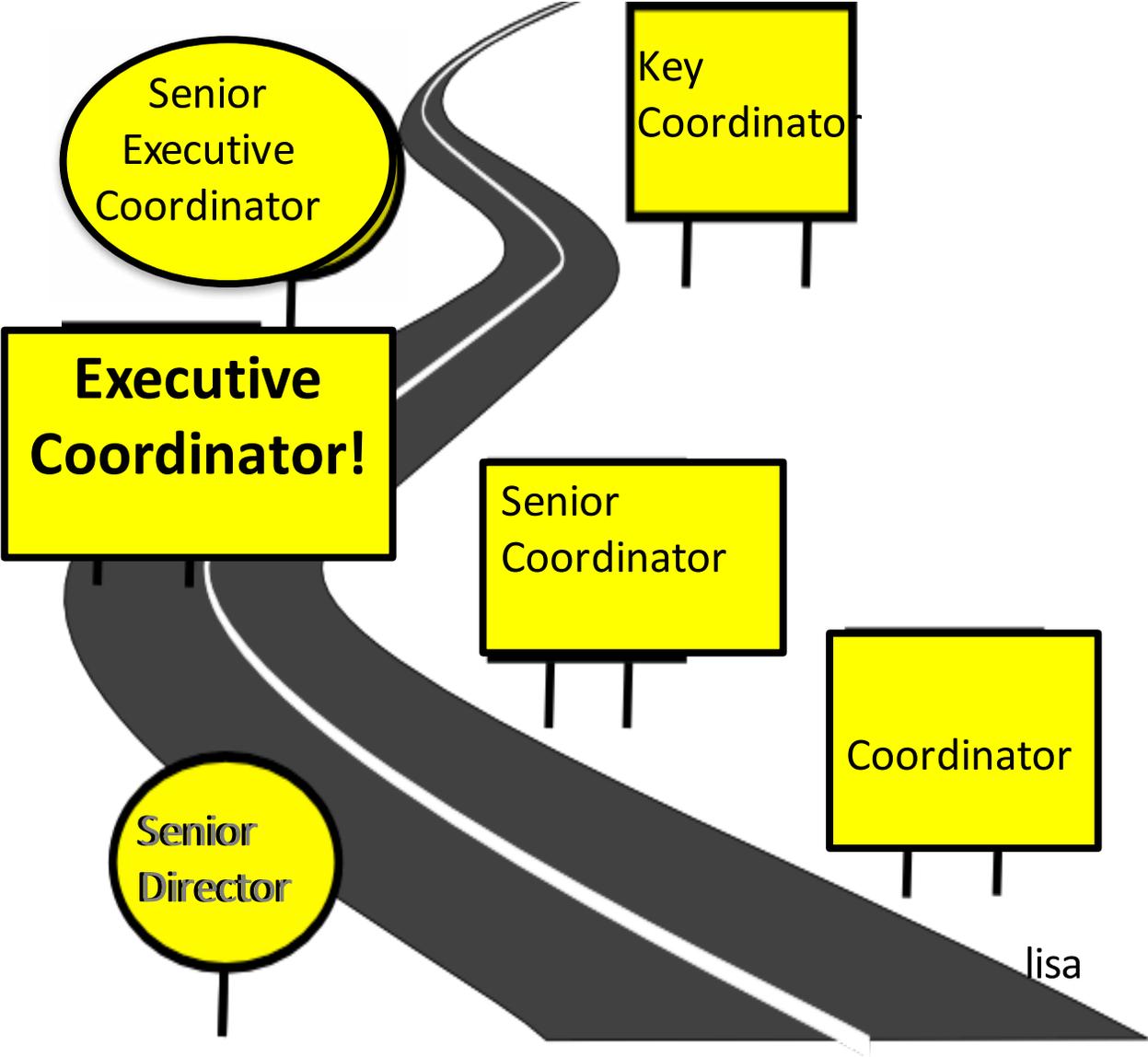


Journey to Executive Coordinator

A Study in Leadership,
Personal Development
and People

Week 1
Preparation --
Inside Work
And
Outside Work

April 7, 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

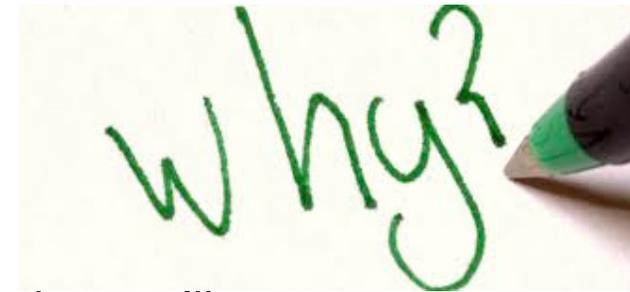


Objectives – Preparing for the Journey to Executive Coordinator A Study in Leadership, Personal Development and People

- In 8 Weeks to Director Training, we covered the key steps to become a Shaklee Director and generate 2000 PV.
- Director is the starting point from which we now begin to build a team...an organization of Directors each with their own goals and compelling reasons that drive them.
- Building a team requires additional skills now .. Leadership skills, personal development skills, time management skills, planning skills.
- Before diving into our advanced training material...we will first want to do a little preparation .. Which will involve ... lisa
Some Inside work ...
And some outside work .

Inside Work

Revisiting and Expanding Our Reasons



- Every time we make a decision to work toward the next goal, we will want to pause to revisit **why we want to advance.**
- We will find as time goes on and
 - we see the results of our work,
 - the inspiring stories of rediscovered health and energy,
 - of gratitude for the flexibility and rewards of our compensation plan
 - and we build friendships with other remarkable Shaklee leaders and experience the Shaklee community...

With all that often our reasons for inviting others to join our team and our work expand as we feel compelled to share the business we love with others. katie



Dream Big Dreams for the Future
from The Dream Endures

Don't think for one moment that your dreams are beyond
your power of accomplishment.

Build castles in the sky, but be sure to advance confidently
toward their realization.

Shaklee Corporation was once but a dream.

Beneath that dream was built a foundation of thought.

The thoughts became actions,
And the dream became reality. katie

From Will Steger, Arctic Explorer and Conservationist

The only limit to achievement
Is the limit you place on your dreams.

barb

Inside Work --

Examine Our Self-Talk – Is it Supporting our Efforts .. Or Sabotaging?

- Wonderful people abound .. All around us.
- Possibilities and opportunities are endless ...

But we will never see them if ...

- If we don't believe they are there
- If we are afraid
- If we don't believe in ourselves

-- If we don't stop worrying about what people think about us .. And learn how to focus 100% on being friendly and connected to others.



Ashley – Everybody longs for connection. We can be the first to reach out ... with no judgment .. Love and accept everyone where they are and make it our mission to discover the gifts and talents and value in every person we meet ..That's what makes us irresistible. katie

New Director Sarah Galbreth --The Power of a Mindset Shift

August 600 PV to March 4500 PV

- August – 7 month pregnant , husband out of work, felt powerless,
- Depressed, resentful and jealous of success of others
- Followed all the reports from Cleveland Global Conference – read Happiness Advantage book by Sean Achor .. From “ my success creates my happiness” to “ my happiness creates my success” .. And she applied this to her marriage, her business and her parenting .
- Attended first Shaklee meeting .. Heard the stories, met the people, got inspired
- From Thursday and Team Trainings, learned to
 - lead with love ... serve with love ... no judgment
 - be a Servant Leader (book)
 - be an advocate
 - Permission marketing
 - developed courage to set big hairy audacious goals



New Mind Set – Sarah Galbreth



- TALKS to people, CALLS her customers
- Importance of staying connected to the team and upline
- She learned .. “ Lows happen”.
- Changed her words from .. Replaced I can't, I won't, I don't know how with.. I can, I will and WHY NOT!.
- The power of being in a community of positive supportive colleagues
- From resentful and jealous of others success .. To .. Happy for others' success and learns from it.
- trainings are vital -Learned how to approach others, lead with love, customer follow up, permission marketing , continue to tell myself I can, leaders are continued learners



What we think about ...
We bring about

lisa

Time to start our library of self-
development and leadership books

Outside Work

We will want to set up our systems ...

- a system for developing customers, servicing them , introducing them to additional products, health information and business information.
- a system for identifying business partners ... followed with a step-by-step plan to generate 2000 PV and appoint them as Directors.
- We will want a good day planner and calendar.. Because we are about to fill it.

100 Days to Amazing: October 21, 2015/ #9 -- The Role of the Leader in Servicing Customers (New Member Appointments)

Legacy & Leadership: January 22, 2015/ #2 -- Creating Your Business System

Systems build confidence

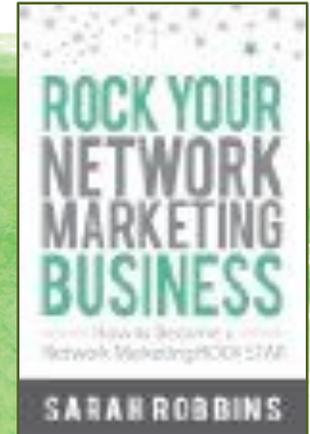
lisa

Effective Enrollment and Duplication

Sarah Robbins

In developing your organization ...

Systems are critical!



Core systems include...

- Effective enrollment
- Connecting your new distributor to company and team tools and training
- Teaching them a sponsoring process ... creating a list & reach out methods to continue to meet new customers and distributors. ashley

Customer Development System

- Select 2 or 3 reach-out methods that you like to directly contact people and invite them to events and activities to introduce them to Shaklee products and/or business.
- Select 1 or 2 passive methods that gently and subtly introduce people to Shaklee as well ... such as .. Face Book posts etc

Then create your system for :

- servicing new members,
- continually introducing them to additional Shaklee products,
- creating incentives and rewards for referrals and
- introducing them to the benefits of a home business...

Ex. -- New Member Orientations and Member Update Appointments becky

100 Days...: October 29, 2015/ #10 -- Customer Incentives & Rewards

You Signed Up A New Member!!! Yay, you!!!

Now what do you do?

1. Pat yourself on the back because that is wonderful! You were able to find someone with a need and share the information in a way that they understood and you offered them resources that they found valuable. I'm patting you on the back too. You're awesome!

2. Ask upline to add them to the monthly newsletter distribution list and to send them a Welcome letter to show them how our group supports one another with great customer care we provide!

3. Send them New Member packet. (includes new member letter, information on Learn and Earn, and information on building a Shaklee business. can conduct as Zoom video conference meetings, see file at Learning From The Masters FB page))

Flag your calendar to touch base with your new member in about 10 days to make sure their products arrived. Ask them how things are going. Schedule a new member appointment.

4. Conduct the new member appointment. Uplines can assist you with this, either in person or on a 3- way call. Follow up periodically with your new member. Send them information about product lines in which they are interested. Find out what new needs they have.

5. Schedule calling time on your calendar, a notecard system you may have devised, etc...whatever works for you! If we don't schedule them in somewhere, it's easy to become busy and forget to follow up.

This business is about building relationships, not constantly looking for a sale, so these follow-ups can include touching base to let them know about any current promotions, events, highlights from the newsletter, and of course to check on how they are doing.

becky

Creating a System for Developing Customers

Active Reach-Out Methods

- In-home events
- FaceBook events
- Conference calls & webinars
- Individual appointments
- 3-way calls
- Skype and Zoom video conferencing meetings
- Inviting to area meetings
- Phone calls

Passive Reach-Out Methods

- Social media posts—
- Living your Shaklee business out loud
- Wearing and using Shaklee branded clothing, hats, notebooks, tote bags, coffee mugs, etc
- Newsletters
- Emails
- Links to Shaklee.tv videos, etc
ashley



Preparing for Team Building...Enrolling Our Family

- Share your goals and enroll the family in those goals. Discuss the benefits to them (\$ to pay for their athletic programs, music programs, family trips, etc) .. So every family member is as invested on the Shaklee business as we are.
- Share Shaklee stories and our reasons with them so they feel a part of the mission and purpose side of our business.
- Create family dream board
- Share our business schedule/work plan with our spouses and families.
- Organize family schedule so all our activities are integrated
lisa



Business Development System

We will want to know what to do when we find our first potential business partner. ..

Otherwise, we will be reluctant to speak to anyone about our very ``special business model for fear of what we would do on the remote chance they would actually say YES!

So let's review the steps so we are all confident that we actually know this... ashley

The word "Yes!" is rendered in a bold, 3D, orange font. The letters are thick and have a slight shadow underneath, giving them a three-dimensional appearance. The exclamation point is also 3D and orange, matching the letters. The entire graphic is set against a plain white background.

To Coach Distributors to Director With Confidence ... We Will Want to Be Crystal Clear of the Key Steps

A new distributor is in an “ evaluation period “ in the beginning.

We will want to be familiar with the best resources to send them ...
and know the best events to which to invite them.

- Shaklee.tv
- BetterHealthin31Days.com/_____ your name
- Better Future Starts Today/_____ your name
- 3-way calls with uplines to hear their stories and know they
have a team of people to help them
- Attending area conferences
- Sharing stories
- Connecting them to the team lisa



The Evaluation Period – Helping People Move From Interested to Committed

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

How to determine how interested they are in developing a business...

- Are you calling them or are they calling you?
- Attending training sessions and conference calls and events
- Are they making contacts and taking action lisa

100 Days to Amazing: September 24, 2015/ #5 -- The Role of the Leader in Moving People from Interested to Committed

When you are interested, you do what is convenient ...
When you are committed , you do whatever it takes
Ken Blanchard

Key Steps to Director

Step 1 – Identifying Their Purpose for Developing a Shaklee Business

- What would it do for them ...
- What would it mean for others

By asking these questions, we help our business partners get in touch with a higher purpose that will inspire them... and others.

When they share their reasons with their new customers and potential distributors, their invitations will be more compelling
ashley

Key Steps to Director

Step 2– Creating Their Dream Team List & Life-Long Customer List

In your first coaching session, you will be reviewing each name.

Step 3 – Creating Their Plan – Now the Fun Begins !

a Specific 1000 PV Plan to get them to Star Associate ... (and then a 2000 PV Plan to Director, and then a plan for Coordinator, etc) We will cover these planning sessions in detail in a later session.

ashley



lee

Step 4 Launch –

You will want to know which activities are most effective for their circle of friends... and begin scheduling immediately

(3-way calls, in-home events and Grand Openings, FaceBook events, individual appointments, conference calls , area meetings, etc)

Step 5 – Closing with Use.. Share.. Build

and begin the process of building their customer base and identifying their leaders ashley

Setting the Time Line Standards for Our Organization



- Regarding the Evaluation Period --
How long do you want that to typically take?
- Setting up their personal websites, reviewing the First Step Resource Guide, Shaklee University and McDonald Business Leader Guide , making their list, scheduling activities, etc ...
How long before your first planning session?
Sarah Robbins suggests 48 hours
- Once they decide to become a Director ...
How long until the average new business partner advances to Director would you like to be the standard in your organization?(4 to 12 weeks ?)
- What is your expectation for the level of activity for the first 30 days?
(lots ! More than one event) ashley

Now We Are Ready To Jump in With Both Feet

- There is something to be said for clearing the decks ... and creating a blitz of activity ... meetings, appointments, events.
- It greatly accelerates our learning curve.
- It introduces us to large numbers of people in a short period of time ..
- And often lays the groundwork for follow-up for weeks to come.
- Creates momentum for us and our team. Francine & Becky

From all this activity, we will keep an eye out for the wonderful ones .. People we gravitate to for their energy , their warmth, their interest in health, etc.

We will want to have a conversation with these folks about the benefits of ..

-- sharing with a few friends to receive free products

-- sharing with others to earn enough to pay for all their product usage ..

-- starting their own business and earning career-level income.

15-Minute Business Presentation Blitz in Face Book Event

- Set up at least 2 Face Book events / week.
 - Offer customers discount and/or free shipping off next order for attending
 - Pair up with another leader.
 - Each leader Invites only 5 people to each event to keep sessions intimate and for people to feel specially selected. (invite as many as necessary to get to 5)
 - With smaller number attending, guests are more comfortable participating and commenting.
 - Leaders can follow up more easily with smaller numbers of guests to contact.
- becky

The 15-Minute Business FaceBook Event

1 hour before event:

- Becky's story video: <https://www.youtube.com/watch?v=dxJUv8Uq960>
- Francine's story video: <https://www.youtube.com/watch?v=MpSv2idc05M>

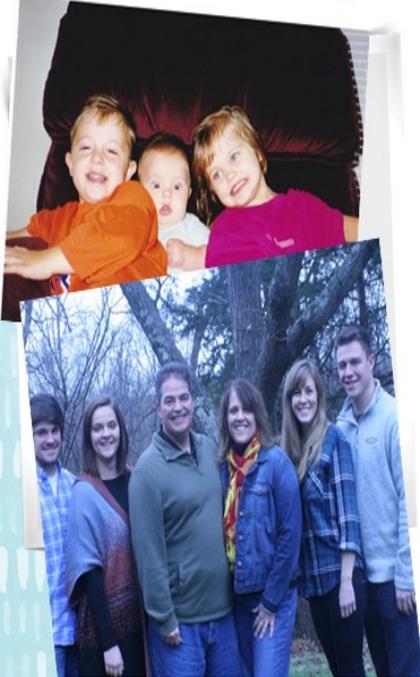
• 15 minutes before event:

- We are excited to have a drawing with our 15 minute event tonight! For each comment, you will be entered into a drawing for one of our fabulous Shaklee products!!



becky

My Shaklee Effect story



Three Reasons...

Here are my three reasons why I started my Shaklee business. I was a Speech Pathologist in the schools and I loved my job, but I wanted to be able to be home with my kids. When I started, our children were 4, 3 and 1. I am proud to say that I was able to stay home with our kids all this time and by year 5, my part-time Shaklee business had replaced my full-time income as a Speech Pathologist.

Now, our children are grown and in college. Our oldest son is married. My new goal is to add more to our income to free up some time for my husband, to spend more time with our adult children and our aging parents. I am thrilled to be able to share with others how Shaklee helped us to have the time freedom and income that we have experienced with our business!



Their Shaklee Effect Stories

Francine's Shaklee Effect:

I was introduced to Shaklee products 16 years ago and loved them! I also saw early on, through Becky's example as well as the example of others I was meeting in Shaklee, that the Shaklee business was truly something that was worth pursuing!

I did half-heartedly attempt a business then, but to everything there is a season and that wasn't mine. I stayed invested as a customer and also referred others to Becky.

Those referrals earned me enough money to pay for my car many months! Fast forward to January 2015. I still had a desire to help others and wanted to do that through Shaklee.

Shaklee allowed me the freedom to not have to get a full-time job that I didn't want when we moved! It also allows me the freedom to travel with my husband and to be available to our kids when they need us.

Additionally, after a year of working this business, my income is between a 1/3 and a 1/2 of what I earned at my last full-time job. It took me 19 years to earn that income and with Shaklee, I'm expecting to surpass it in this next year.

becky

Ashley Live Team Blitz

- Leaders gather in a home and each brings a prospect list.
- Benefit-- team is present for support, as resource, and available for possible 3-way call.
- More fun
- Calls – easy to do .. Easy not to do
- Each leader calls the names on their list (sample script next slide)

Select a Telephone Growth Buddy --- Jo

- Select time when you both will make calls to customers, potential business partners, etc.
- Call one another at start time .. And report who you will call .. And what you will say.
- Then go to your corners and come out calling.
- 1 1/ 2 hours later, at finish time, call one another and report results.

Quick & Easy Training for how to do the 60 second invite:

<https://speedshare.com/d/d17cf4dca6b915521014305104754ec4>

60 Second Invite Script

Hey _____ I don't have a whole lot of time but I was thinking of you because _____.

I think I may have a solution for you.....BE SILENT.

-----let them say "oh yeah what is it?"-----

Shaklee, ever heard of it?

-----Acknowledge their Shaklee story or.....if they don't know-----

Shaklee is the number 1 Natural Nutrition Company in the country but there is way more to it than that.

Do you have a pen and paper?

Great, write this down.

-----<http://www.glackenglobal.com/health--wealth.html>-----

It's a short video, take a look at it and you know what, while your watching and taking a look, write down any questions you have.

----I know you are into health/a successful business man/have an entrepreneurial mindset and I WANT YOU ON OUR TEAM.-----

...do you think you have time to take a look at that today?

-----Set follow up to call them back-----

When I call you back on _____ we are going to start with your questions. How does that sound?

Great. Have a good one! Bye.

FOLLOW UP CALL

It's a business call. No chit-chat. Be honest about why you are calling.

Ashley

Hey "friends name," we are going to start with your questions.

Action Steps Week 1 Preparing for the Journey

- We have 2 weeks until our next session ..
- Let's use that time to get our systems in place ...
 - our passive systems on social media .. Observe best posts of others and begin posting weekly. (see training sessions Legacy and Leadership 2015 on Social Media)
 - purchase a few Shaklee brand items ... T-shirts, hats, jackets, tote bags, etc.
 - Select 2 or 3 reach out methods and schedule them on the calendar
 - Prepare materials for New Member Orientations and Member Updates
 - Review Shaklee.tv videos and select your favorites to send to people who may want to learn more about Shaklee (remember to ask permission before sending)
- Choose a day-planner and begin using it every day to set appointments, events, activities .. Fill that planner up ! .
- Attend Shaklee Spring Regional and Super Saturday events .. lisa



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Next Session

In 2 WEEKS ...
Establishing Our Director
Development System
April 21, 2016