



Samantha Vansel  
Stacie Merriott

## Review Action Steps from Week 1

- Make list of people you would like to introduce to Shaklee products
- Make list of people you would like to introduce to Shaklee business
- Set up activities ... a good starting place is a Business Launch Event

Samantha created a Facebook invitation and invited friends from list.

*“Come help me start my Shaklee business and find out about all the amazing products we have to offer.”*

Stacie posted a few days after to refresh in people’s feed.

*“I’m so excited for this!!! I can’t wait to share information and products that will help you be the very best... every day! I have several door prizes to give away! Come show your love for Samantha and her new business venture!”*

Sam sent personal messages and texts to those who responded “going” or “interested”.  
She also sent shake samples to those who responded “going”.

francine



# Samantha Vansel ( full-time teacher) – 1000 PGV first month

## Business Launch Event

- 6 attending
- 3 Prove It Challenges
- 400 PGV
- \$150 bonus in 1 event!



3 Individual Appointments = 250 PV

Personal order to experience the products and Shaklee-ize her home-- 250 PV

## Activities that Built to 2000 PGV – New Director Stacie Merriott

- Wellness Challenge –
- 2 Distributors scheduled Business Launch Events
- Regular member orders
- Personal orders

**MINDSET SHIFT!!!**

**FOUND HER WHY!**

**PV 266    PGV 2000**

# New Distributors	3
# New Members	6
Member Count	28





In “Tools” in Shaklee.com Business tab

Find many images and power points for health chats.

**Immune system not working so well these days?**

**Need some help getting healthy?**

**Join us online!**

**Shaklee**  
HEALTH  
CHAT  
IMMUNE HEALTH

**Wednesday, 2/19**  
**7:30pm CT**

**20 minutes**

barb

# Corona Virus Prevention Recommendations

## Children's Immune Package

Chewable Vita C	16
Incredivites	20
Optiflora Pearl	15
Alfalfa 330	<u>12</u>
total	73 PV

## Create Immune Package

Nutriferon	30 pv
Vita C	16
Optiflora DI	<u>21</u>
total	67 PV

Share with 10 families  
 $10 \times 73 = 730 \text{ PV}$

Share with 10 people  
 $10 \times 67 = 670 \text{ PV}$

CDC --- Work remotely

barb





8 Weeks to Director  
Shaklee Business Training  
Inviting

Week # 2

Feb 27, 2020

## Time for Action – Week 2 – Inviting

- In Week #1, we discussed how to set up our businesses, our websites and mobile app, etc.
- And before posting, we are first visiting Katie Odom's Do's and Don'ts with Social Media and Launching our Businesses on Social Media in the Skilling Up Section of BetterFuture.Training/ your name.
- We gave thought to why we want to develop a Shaklee business ... today we will see how important that will be in the invitation process.
- And we began creating a plan that will generate 1000 PGV in our first month.

# Today's Training Team



Lisa Anderson  
Key Coordinator



Becky Choate  
Executive Coordinator



Senior Master Coordinator  
Jeanne Toovell



Senior Master  
Coordinator  
Barbara Lagoni

Now, we are ready to launch our businesses ..

And that begins with inviting people to events and appointments to learn about Shaklee.

barb

## Objectives for Session #2 – Principles of Inviting

- In today's world ...our prospective customers and business partners are bombarded with sales pitches.
- Our objective is to cut through all that noise ..
  - . -- by offer people information that they need and will appreciate
  - . -- in honest, open authentic conversations
  - . -- and the results will be ... life-long customers and dedicated business partners.

Becky

- Inviting is a process... not an email or text
- Inviting is most successful when we make connection and build relationship

# First – Let's take a look at our thinking regarding inviting

We won't be convincing until we are convinced.

- What you think .. You look ... You say... You are....
- Is what we are inviting people to good for them? Important to them? Of interest to them ?
- Before we invite, be clear about how we feel about what we are offering.  
( Orientation Section of BetterFuture.training )
- Connection occurs when we convey confidence and belief (in the products, the company, ourselves, etc ).
- Getting centered about how we feel about every aspect of what we do .

# Best Practices for Inviting

There are 3 elements to meaningful authentic conversation..

1. Ask Questions -Discover Needs and Interests
2. Share WHY you are inviting them..  
What's in it for them .. Why topic is important to you  
Why it will be worth their time to attend
3. Affirm, Acknowledge, Appreciate



# Discovering Needs & Interests ...Tell Me About

- *“ Mary, you mentioned you have allergies .. Tell me about that...”*
- *“ Oh, you are a teacher.. Tell me about that .. What is that like in today’s world? “*
- *“Did I hear you say the other day that your family has had some challenges staying healthy this winter?”*

## **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?”

# Word Track --**Why** we're inviting them..

- *“ The reason I'm asking ... “*
- *“The reason I wanted to invite you is ..”*

## 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...and **I thought of you...***

Learn how to share your story

Becky

## Acknowledge & Appreciation – real and sincere

*I thought of you because...*

*I was thinking about the conversation we had a while ago ...*

*I would love to see you*

*I thought this topic would be something you'd interested in*

*I would love to show this to you just to see what you think*

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

*I'm not sure how much you know about what I do, but I think you would be excellent at it*

Share Why did they come to mind? It should feel like a compliment that you thought of them.

*Lisa*

# 5 Steps 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” ( let them know what to expect )
5. Personal REMINDER the night before

lisa



# Curiosity Posts before an event

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“

Monitor the comments and “likes”

And invite them to next event in personal message

lisa



## 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...

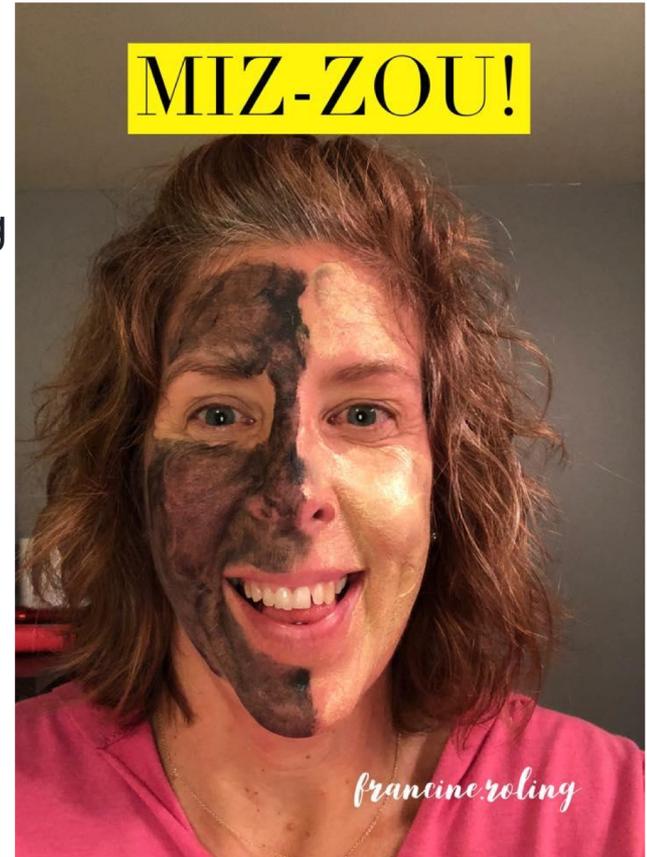
A complete HYDRATING line...

Free from 2500 commonly-used cosmetic chemicals

Clinically-proven results

Nutrition for your skin

Results without compromising your safety



lisa

Nice ways to REMIND people the day before



## Let your guests know what to expect

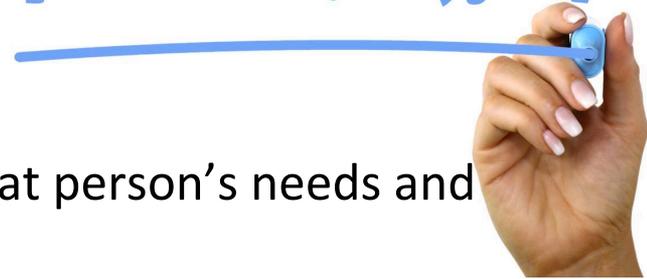
- If health topic ...you may want to send them the Healthprint to complete before they attend the event.
- Let them know that the focus is on education and that you think they are really going to want to hear this information.
- We will be discussing information that made such a difference in the health of our family and so many others.
- The meeting will start on time and will last approximately XX minutes.

(Allow at least 10 minutes for questions and closing)

lisa

# Planning Session

PLAN



- Review with upline or mentor names on list
- Discuss approaches and invitations based on that person's needs and wants
- Discuss a few possible word tracks to help you find your words.
- Articulate your reason for inviting people to this particular event ..
- And practice sharing your story ( 2 minutes )

This will help get past any hesitations or fears regarding  
approaching without imposing.

Becky

## Events and Ideas

- Events – Business Launch, in home or at trendy venues ( micro breweries, local restaurant or pizza house, etc ) ...speaker can be zoomed in from a distance
- Individual appointments ( in–person and by phone )
- Video Conference calls ( Zoom ) .. Health Chats, Business Benefits , etc
- \*Interactive FaceBook groups and events – some Shaklee .. some generic 30 Day Challenges ( Prove It Challenge with exercise, health info etc ) , Beautiful Skin Youth events, Wellness Challenge, Decluttering Your Home, Beating the Winter Blues etc )
- 3-way calls ( Nutritional Consults )
- Area, Regional and Global events
- **Prove It Challenge**

Becky

# Events and Ideas

( see [betterfuture.training](http://betterfuture.training) )

- Healthy Home, Healthy You
- Spa Night
- Beating the Winter Blues
- Mimosas and Masks
- Wine, Women and Wellness
- Healthy Skin from the inside out
- Look good, Feel Good
- Smoothie Workshops \$20 take home 6 smoothie packages
- Soup Swap (Healthy Cleanse introduction )
- Driveway Workouts – saturday am
- Trivia Nights
- Sip and Samples ( at Micro Brewery ... smoothies or skin care)
- Healthy Skin is the Best Foundation
- Prove it Parties
- Non-toxic Home
- Make and Take ( \$5 and go home with get clean bottles
- Product Showcase .. Review of all products ( discount on orders placed )
- Have a Slice of Shaklee ( pizza )  
lisa

## One of best places to start is Inviting to Prove It Challenge... Word Track idea

- *Hey I'm starting a 30 day Challenge.. Would you be interested in joining it?*  
*What is it?*
- *It's a program where we all start with Shaklee's Prove It Challenge .. Best selection of products Shaklee has with a free gentle Cleanse..*
- *And then we set other goals around exercise, healthy eating, sleep, drinking water, and we cheer each other on.*
- *The over all objective is just to help us jumpstart our health goals .*  
*then send Prove It Challenge video .. lisa*

## Avenues For Inviting

- FaceBook/Instagram post
- Email
- FaceBook Messaging
- Personal text message
- Voicemail or Facebook messaging Audio
- **BEST OF ALL ... phone call or personal live face-to-face conversation**

You will likely want to use ALL these avenues.

Convey -- WHY we are inviting them ... is more important than ... WHAT we are inviting them to.

# Every Event Contains the Following Elements

- Your story.. How you found Shaklee , what the products did for you and why you are developing a business 2 minutes
- Why supplement or non-toxic cleaners, or non-toxic skin care
- Why Shaklee .. Shaklee Difference
- Products
- Business opportunity
- Next steps .. Options .. Close

lisa

## Action Steps Session 3

- Set up activities ... in-home and online events, appointments, etc. to aiming to introduce 20-40 people to Shaklee each month.
- Invite people to take Prove It Challenge ( \$25 each... doubles with 3/ mo)
- Jot down 3 or 4 bullet points to reference as you approach and invite people.
- Using your system ( digitally or in binder), track whom you have invited; whether they are coming or not; and if they would like to learn more about the topic another time.
- You will be learning more about follow-up in our training.

**8 Events ( 250 pv each) = 1 New Director**

## Final thoughts ..

- Share the “ why” as well as the “what”
- Stories vs data ( Business Stories from the Field , Sneak Peek stories )
- Acknowledge, appreciate, affirm
- Learn about them ... inquire about where they are in their life
- Pop into Skilling Up Section of [betterfuture.training](https://betterfuture.training)
  - Events and Idea Section of [BetterFuture.training](https://betterfuture.training)
  - Word Tracks, Dialogues and Sharing our Story Section in [BetterFuture.training](https://betterfuture.training)

Barb and Jeanne

In every event, watch for the special people you would like to work with on your business team.

# Global Conference in Orlando

## The Power of WE

- Not only will we want to register ourselves ...
- Let's ask .. Who can we bring with us ..



jeanne

Ruth Kutz – Key Coordinator  
Member Shaklee Field Tech Committee

How to send links to customers from Shaklee website



# Sharing a Product Link

- Log into the Shaklee Member Center
- Use search box to find product you want to share
- Once there – there is a Share and Copy Link option
  - Using Copy Link copies the link to the clipboard and allows you to paste it into an email
  - Using Share allows you to share it direct to Facebook, LinkedIn, etc.



## Sharing Online Product Guide

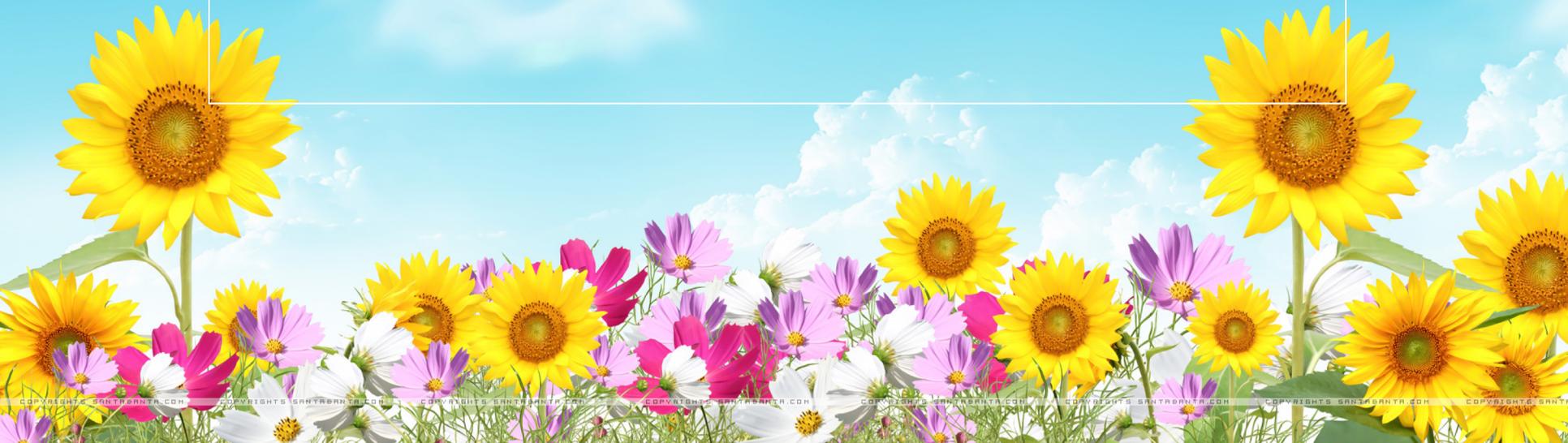
- Access your PWS
- Click on Online Product Guide on bottom of page
- Once link opens – copy the URL and paste it in your email, FB, etc.



# Next Sessions

## #3 Thinking Like a Leader

## #4 –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.