

Washing Groceries

The Art of

CLOSING

and



**NEXT
STEPS**

8 Weeks to Director

Week 5 March 26, 2020

This Weeks Training Team Closing and Next Steps



Lisa Anderson
Key Coordinator



Pam Cary
Senior Executive
Coordinator

Objective of these 8 weeks ...
to help EVERY business
partner attending advance in
rank, starting with Director .



Senior Master
Coordinator
Jeanne Toovell



Senior Master
Coordinator
Barbara Lagoni

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

jeanne

Review of Time to Rise and Lead Session #5

- ✔ Gratifying to know work we are doing is so crucial right now ...
More than any other time in our Shaklee history
 - ✔ Not just about building a business right now .. but as Roger shared, it's about our responsibility .. even obligation to offer our expertise in health and wellness and immunity to a population that we all benefit from keeping well...
It's also about being good citizens.
 - ✔ 2 needs face the country now... we have possible solutions to offer..
 - keeping people as healthy as possible
 - and offering financial alternatives , too ... projecting 24% unemployment
- How to share and while being sensitive to the crisis happening.

Objectives for Session # 6

The Art of Closing and Offering Next Steps

- Traditionally our objective has been to review key elements of events (online and in-person) that we set up.
- To understand the role of the leader in wrapping up conversations, appointments and presentations... leading people to options. Barb
- To create a PROCESS for the discussion, presentation and closing of conversations and events.
- To observe a variety of options and word tracks to help find a comfortable way to guide someone to next steps.

However, given the current national emergency just declared, we want to begin by giving you ideas for making live phone conversations .. And how to close those conversations with options for our customers.

Closing – Is Simply Guiding Our Prospective Customers and Distributors to the Next Step

Customers look to us for direction and to lay out the options.

Lisa

- Shift FROM worrying about ourselves and what people will think of us ... Fear of rejection, of being intrusive, of being judged, looking foolish, etc
- Shift TO thinking about THEM and how we can best be **an advocate for them.** after learning their interests and needs .. to recommend what we believe to be in their best interest.

Jo Coogan ..."It's our job to share with them all the goodness of Shaklee and what it can do for them.... It's their job to decide"

No prejudging what we think they can afford or should spend...Our job is to offer options.

4 Objectives for Every Contact

1. Build relationships (they build faster in live conversations) jeanne

2. Offer product information and suggestions

3. Obtain referrals ...learn to ask ..

--*Who do you know who would want to know about this?*

--schedule events hosted by others (online or in home)

--an excellent idea to help people losing income to earn free products. --at the same time they are helping their friends

4. Identify potential business partners

Close appointment/ events/ meetings with these in mind

Reach Outs –

Events/ Appointments/ Meetings, and especially now ..
Most especially ... Phone Calls

- In homes and virtual events
 - Member Benefits
 - Youth Skin Care demos
 - Health topics (Immunity building, cold and flu, kids' nutrition, women's health, gut health, etc)
- Individual appointments
- Business opportunity presentations .. especially important today as so many people are losing income.. and life savings from shaky stock market.
- Personal phone calls .. especially effective now

pam

Close for Immunity Nutrition Products

Basic Immunity

Nutriferon	\$40.15
Vita C	\$22.30
Optiflora DI	<u>\$30.90</u>
total	\$ 93.35

Kid's Immunity Package

Chewable C	\$24.05
Incredivites	\$30.60
Optiflora Pearl	<u>\$19.65</u>
total	\$74.30

Immunity Cleaning Kit

Basic G	\$17.80
Basic G spray bottle	\$ 2.10
Germ Off Wipes	\$ 7.95
Hand Wash	<u>\$17.85</u>
total	\$45.70

Prove It Challenge includes \$159

Vitalizer

2 Life Shakes

7 Day Healthy Cleanse

Best for new people because they receive FREE membership, FREE shipping and access to monthly promotions and discounts
pam

Be Prepared to Discuss Additional Products

Prepare 2 or 3 talking points for each product ...

Remember the 4 objectives for every contact..

#2 is introduce customers to products .. So be ready to share a product they might like to try... pam

Additional Immune Products

Immunity Formula I

Garlic

Defend and Resist

Zinc (good also for eyes, prostate, etc)

Vitalized Immunity

Life Shakes

Vita Lea

Hydrate Electrolyte Powder

Hand Wash – doesn't dry the skin

Plus dispenser

Basic G + spray bottle

Hand and Body Lotion

Convenience and safety of delivery to your door ... free with \$150 order

(avoid stores when possible)

Laundry products

Personal care (shampoos, deodorants, etc

Word tracks – time for personal calls and messages

🌿 How are you handling the whole Corona situation?

-- The reason I ask is .. I don't know if you were aware that I work with a Wellness company .. And they just issued Immunity collections to help us be more proactive about prevention .. Would you like to hear about it .. ?

🌿 Ask existing customers ... by the way ... if there are people you know who are feeling anxious ... I am happy to speak with them .. I think it makes us all feel better to be proactive about prevention. Is there anyone you would like me to speak to ... especially older folks..?

🌿 No sales pitches ..

pam

More questions ...

- What about germ-killing products.. Have you ever used the Shaklee Basic G ?
It is super economical ...
It's about \$18 and makes 64 GALLONS of germ-killing cleaner. Comes with a spray bottle for about \$2
- Is there anything else I can add to this order that can save you a trip to a store and keep you sheltered inside .. With orders of \$150, shipping is free no matter how much it weighs.. Laundry? Shampoo, deodorant?.. All based on same natural philosophy.
pam

If people are worried about affording products ...

customers says ...*Our jobs are on hold ...*

barb

Response -- *Tell me about that .. What's happening ..*

Hmm OK I have some ideas ..

-- *First .. Let's work with your budget and figure most economical way to keep everybody healthy .. Vita Lea*

Optiflora

Vita C

Next .. Immunity Formula I

Defend and Resist –

zinc lozenge

Dialogue is all questions .. *Let's see. Vita Lea is very economical .. About \$ 24 .. How about that for a starting place (lasts about 2 months .. Or longer if you take less than what is recommended if necessary .. A little is better than none at all)*

Then .. I would add Optiflora Pearl .. That's about \$19 .. And could be taken every other day if necessary .. How about adding that ? 80% of the immune system is in the gut. Etc.

Then say ... *I have another idea ...*

 *Thinking about people you know who may be at higher risk for the virus ..*

--How are your parents? Grandparents?

--Do you have any friends who are anxious about the pandemic .. I wonder if it would relieve some stress to offer some simple ideas so they can be more proactive about prevention ...

--Offer free products for referrals .. And online zoom meeting, etc

- *And finally ... This might not be a bad time to brief you a bit about how Shaklee business model works .. Etc. barb*

Key Elements of an Event/ Appointment/ etc

- 🌱 Share our health story and why we are developing a business
- 🌱 What is the problem/ challenge being addressed
- 🌱 Shaklee Difference ..
 - Shaklee Science... (Landmark Study, Telomere Study,
 - Manufacturing standards obsessive about potency and purity
 - Shaklee Philosophy -- living in harmony with Nature behind every product
 - Environmental leadership
- 🌱 Presentation and Discussion .. experience/ sampling/ tasting

🌱 Close and NEXT STEPS

USE/ SHARE/ BUILD Close

Example -- after a Healthy Home Party)

“There are four ways that you can respond to what you’ve heard today”

1. Purchase some products retail and share your results with us.

We would love to hear how they work for you.

2. Become a member. You will notice there are two prices in the Product Guide. The member price is 15% off. Membership is \$19.95 and not only are there no annual fees or minimums to maintain, but it also gives you a log-in for easy re-ordering..

With \$150 order , membership is FREE, shipping is FREE and you have access to promotions and special discounts

3. Host a meeting. If you would like to share this information with your friends and family, you can host a meeting ... online or in person and receive _____.

4. Join us in the business: If you think that you would like to create an income by changing people’s lives, we would love to share with you more information about what that looks like.

Drawing: Collect interest sheets and doing a drawing for a door prize

lisa

Meeting Close Options ...

Use/ Share. Build Close ---

Close of an appointment –

So, if you are the kind of person where ... if you like something ... you know that you will share it, let's make sure to discuss our distributorship options"

Close #2

You have probably been hearing about the rise in unemployment

The reason I mention this is ... Shaklee is seeking new distributors... especially now... to help address the enormous demand for both health products so people can stay as strong as possible ...

but also because many people may appreciate some additional income .. Especially now. Would you like to hear more about that ?

Closing of Individual Product Appointment – Offer Guidance in Helping Them To Make an Order

Don't just ask .. What do you think... or Let me know if you need anything...
then disappear

- *This is a lot of information.. May I offer my recommendations on best place to start ...What I am hearing you say is ...*
 - *We have discussed immunity,(or gut health, sleep, etc)...There are a number of excellent products for that .. **But one of the best places to start a supplement program and to get into healthier habits, frankly, is the Prove It Challenge...etc***
 - *If it fits your budget .. Best option is to place **\$150 order** .. Because that gives you ,.. **Free membership (15% discount) , free shipping, and special member privileges & promotions, etc)***
- lisa

I would be interested in more information on:

(Please check all that apply)

- Safe, non-toxic household cleaning products
- General info on Children's Health
- General info on Women's Health
- General info on Men's Health
- Natural Nutrition and Supplementation
- Healthy weight loss/gain
- Host a party to share with your loved ones
- Earning \$100 of free products through education
- Earning an extra \$500 to \$1500 per month
- Earning trips and cars
- Allergies, asthma and respiratory issues
- Heartburn, reflux, and digestive issues
- Meal replacement for on-the-go lifestyle
- Sports nutrition
- Natural Skin Care
- Prenatal/Postnatal nutrition or Infertility
- Specific health concerns _____
- Other topics: _____

Interest Sheet

Name

—

Phone #

—

E-mail

—

Thank you for your response!isa

Why Interest Sheets lisa

- Allows easier follow up on their interests and starts the process of educating them and servicing them with literature, information etc.
- They are asking you to contact them
- Track next step with them .. Membership, distributorship, etc
- Gathers all their information in one place for easy sponsoring
- Take charge and enter their first order and sponsoring information your self for accuracy and convenience for them .. Share cart if necessary.

Incentives for Closing the Sale

- Offer discount... if in-home meeting --if order tonight ... If online order...
by Friday
- Offer discount on a featured bundle ... Prove It Challenge, Children's Collection, Cold and Flu Prevention Collection, Healthy Gut Collection,
 - \$150 – free membership.. Free shipping ..
 - Current Shaklee promotion

pam

It's Our Job to Follow Up with Excellent Service

- ✔ Use Interest sheet as raffle ticket for the event give-away
- ✔ They have indicated their request for further information on the topics of interest to them ..
- ✔ OUR JOB to get that information to them . . And not bury them in a lot of literature and website links .. But to set up the next conversation.
- ✔ At close.. *“Thank you for filling out the interest sheet ... you will hear from us within the week to follow up ... We can then answer any questions you have and provide information to you around the topics you have requested... and if you like.. help you create a nutrition program for you or your family. “*

Action Steps Week 6 Closing and Next Steps

Impact we could have -- 200 on training X 10 new people =
2000 new members

- Time to make calls ...review dialogues we just discussed take action
(use autoship notifications as reason to call--
cash in Loyalty points before canceling)
- Create an email to send to customers ... remind them that you stand ready to
offer information regarding building strong immune systems
- For those with existing customers... now might be an excellent time to reach
out .. especially to the inactive people ...

Action steps continued

Set up 3 to 5 Shaklee events and appointments to begin practicing comfortable ways to close your meetings and offer next steps and incentives ..

Log in to the Member Center (Shaklee.com) .. Click on business tab ...to Shaklee Weekly ... fill out your action plan for the week

- number of reach outs
- number of events
- follow up



Next Session #7 – Identifying Business Partners



THE BEST WAY TO PREDICT
YOUR FUTURE IS TO CREATE IT

