

# Congratulations are in Order ...

- 2 new Masters .. That we know about  
Julie Veenstra  
Linnie Kern
- Senior Key Coordinators Katie and Sam Odom
- Many achieved their “ Best Month Ever”
- Zillions of rank advancements

Which all means .. We are all going to be VERY BUSY in April

## Servicing customers regarding back order

- How Shaklee is ramping up production and seeking additional suppliers of raw materials .. All over the world ( agents sent to 6 countries currently) ..
- Challenge is finding sources that meet Shaklee's stringent standards for purity and potency
- Get in line
- Pam story – customer texted to order a zinc .. After live conversation led to ordering 2 Vitalizers and more ( \$244 and 157 PV )

## Creating Face Book Groups

- Stories of Rebuilding – Kristen Jakubowski and Becky Choate
- No April Foolin’ About the Future -- Pam Cary and Shannon Baker
- Calm During Chaos – Sarah Heinrich and Janna Howard

Watch for more announcements around

“Wellness for All | Work from Anywhere” campaign

8 Weeks To Director Shaklee Business Training 4-2-2020



## Inviting Business Partners To Join Us

Week # 6  
April 2, 2020

## Training Team for Week 4 – Closing and Next Steps



Pam Cary  
Senior Executive  
Coordinator



Francine Roling  
Senior Coordinator

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

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

barb

# Objectives for Week 6 ..Inviting Business Partners

To understand the process of inviting business partners to join our teams...

-- where we find them

-- what we say in conversation

-- what materials we use

barb

-- our role in exposing them to additional stories, meeting our colleagues, etc...  
until they have moved

**from being interested ... to being committed.**

francine

To review the tools needed so we can ... **Be Prepared!** jeanne

# Enormous Needs are Facing Us

- The entire country now is needing to be building and protecting our immune systems
- Loss of income
- Fear and uncertainty regarding our health and our financial future
- Need for human connection and community

# Need for Distributors is Growing

B & J

Given these enormous needs ... the need for Shaklee distributors has never been higher ... Because: b

- We have an entire country ( US and Canada) to reach and help stay healthy as possible to avoid adding any burden to our already stretched hospital and medical facilities b
- People need viable income sources j
- And we are a community that will train and support and encourage new distributors as they learn the skills needed to build a successful business
- Shaklee is offering BIG incentives and rewards for people to join us now... and will introduce the Shaklee Stimulus Program this Saturday

 Shaklee

 Live  
2015

# There Are 2 Approaches to Identifying Business Partners ...

## **Direct – Business Conversations and Presentations**

1. Make list
2. Invite people to learn about Shaklee business benefits
3. Follow up as we guide people from interested to committed

**Indirect** – Product events that include personal business stories that highlight a few of the benefits of a home business.

Either way .. Developing business partners is a **process** -- a **series of touches and exposures and building of relationship**

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In our organizations, 80% of business partners were members first ...some for a month before becoming a distributor .. And some for years.. But increasingly, interest in home businesses and the desire for more financial options is starting to change that.

Before We Start Approaching Potential Business Partners .. Let's Examine  
Our Mind Set  
and Our Understanding of What a Shaklee Business Can Mean for Us and Others

- Get clear about how you feel about the importance of what we do.
- Understand what we offer is urgently needed right now .
- Easier to have a discussion about business now
- Understand it is urgent that we multiply .. The need is too great for our existing distributors to reach all the people of our country .. US and Canada
- Once we learn how to invite people to the table and have a conversation about the business opportunity...

**Remain unattached to the results**

# You Won't Be Convincing Until You Are Convinced

Dr Shaklee said ..    What you think ... you look  
                                  What you think ... you say  
                                  What you think ... you are

pam

So to prepare

- Listen to the stories of how the Shaklee business has impacted people  
    Business Stories from the Field, Sneak Peek Stories, Shaklee.TV  
    (BetterFutureStartsToday.com/your name)
- Attend events .. online
- Read books about the network marketing industry  
    The Four Year Career, Flip Flop CEO, etc
- Become familiar with the benefits of the Shaklee Compensation Plan

# Business Benefits

- Understand the value of our business financially ...
  - financial freedom
  - help cover expenses
  - tax benefits
  - out of debt
  - save more
  - give more

People are looking for Shaklee everyday.

- High quality products that are in demand & consumable
- Visionary leader
- The business can now be operated digitally .. from anywhere
- Access to business training and a supportive community

## Example of High-Level Belief

Katie Odom developed 12 Directors in her organization in the first 3 ½ years of her business... Let's observe her mind set.

“ So many different benefits Shaklee offers..

Somebody always wants something.” quote from Katie Odom

- *After I learned about Shaklee, I realized most people are looking for something like this. It was the perfect fit for me.*
- *Therefore, I always let people know how much fun it is to have a home business  
If they express an interest, I send them information ..*

- ***But that is only effective if I follow up with live meeting if local. ..  
Or live phone call if at a distance.***

# Approaching Directly .. It is all about Connection & Attraction

The business conversation will have 5 elements ...

- Learning what is happening in their life and what is important to **them** ..
- Listening for needs: health, income, time, freedom, purpose
- **Acknowledge the need – and why we are seeking distributors now**  
“Because of Covid-19 Pandemic extensive job loss “
- Most important will be sharing **WHY** we chose Shaklee as our business and/or career.
- Invite them to simply “take a look”

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And there is one more element to a business conversation ..

And that is **BEING** the kind of person people will want to do business with –  
Therefore, we work on personal development so we are always getting better.

## Choosing Who Will Become Our First Leaders

In the beginning, we will want to invite the strongest leaders we know to join our team. The reason is ..

There is room in Shaklee for everyone ..

People who come with good people skills and communication skills and others who don't, but are eager to learn.

**When we have strength at the center of our businesses, we will attract other strong leaders and then we will all learn from each other.**

Shaklee is not a race. We all grow at our own pace.. But we all grow best when we help one another.

# Skill Sets That Are Beneficial in a Business Partner

- Self-driven – goal-oriented, good work ethic
- Friendly and likable
- Good communication skills, people skills
- Works well in a team
- Curious and eager to meet others
- Wide circle of friends

The Probability Quiz --the more boxes you check as true for you, the more likely you are to succeed in your own business.

\_\_\_ **I DO have some things YET to do in my life... things that may be a stretch for me.**

\_\_\_ I DO have some things YET I want to have... that also may be a stretch for me.

\_\_\_ **I DO have some things YET I want to be... smarter, stronger, kinder, and more generous.**

\_\_\_ **I CAN choose on most days, to be happy, positive, and grateful.**

\_\_\_ I KNOW in my heart that I am responsible for where I am in my life and do not blame others.

\_\_\_ **I ENJOY other people and find I am naturally curious about their lives.**

\_\_\_ **I LISTEN more than I talk... or at least I would love to learn how to.**

\_\_\_ I generally KEEP my word. If I tell someone I am going to do something , they can count on me.

\_\_\_ I FIND the time to do what needs to be done to achieve my goals.

\_\_\_ My integrity, reputation, and relationships are more important to me than more income.

\_\_\_ **I WANT more out of my life... relationships, love, fun, adventure, challenges, and learning.**

\_\_\_ I BELIEVE in myself... not all the time, but often enough.

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# Francine's Business Development Process

- Home or online event (mostly Zoom) on health topic closing with her business story
- Learn and Earn Program
- New Member Benefit Appointments
- Follow up and servicing customers, continually building relationship
- As we service customers, we learn their needs and interests

One of the #1 best places to identify business partners is among our customers ..

# Build Relationships with Members

- Periodically send a free product.

*“Thanks for being such a great customer and supporting my business. Choose a free product from this list and I’ll send it to you with your next order. “*

(Set up under gift fulfillment on Shaklee.com)

- Send thank you notes, birthday cards, and product information on items they have purchased, (recipes for Shaklee 180 .. Or list of uses for Basic H2, etc ) ... and especially products they may not know about...

- Insert a Dream Plan brochure with a note to people you would really like to work with and feel they have the ability to develop a successful business...

*“Shaklee has been a wonderful opportunity for me. If you would ever like to know more about a home business, I’ll be happy to send you some information*

## Using 3-Way Calls To Introduce Possible Business Partners to Your Upline

If there seems to be an interest in knowing more about home business...

1. Send links to learn more
2. Set up a 3-way call with your upline...

*“If you would like to know more about the business, I’d be happy to set up a 3-way call with Becky Choate.*

*She is an amazing teacher and very successful in Shaklee and she could tell you more about how this all works and could answer your questions better than I.”*

(edify upline, edify downline)

francine

## When Prospective Business Partner Is Interested

- Understand “interested” is not “committed”.
- Consider them in the Evaluation Period until they are ready to sponsor new members and distributors.
- **It is our job** to continue to introduce them to various aspects of Shaklee.. The products, the people, the science, the stories until they have moved from ...interested .. to committed
- Stay in active communication during the evaluation period ... not only for exposing them to different aspects of Shaklee .. But to get to know them better and build a relationship.

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

## Resources for “Taking a Look”

Inviting people to join our business is a series of touches ..

- Shaklee.TV videos
- Business Stories from the Field or Sneak Peeks
- Business presentations online or in-person ( Rick Seymour, etc)
- 3-way call
- FaceBook events, etc...
- [BetterFutureStartsToday.com/\\_\\_\\_\\_\\_](http://BetterFutureStartsToday.com/) your upline’s name
- *The Four Year Career* book letter at end (Order the Shaklee version)
- [BetterFuture.Training/](http://BetterFuture.Training/) your name

## Share Your Shaklee Life Genuinely – Social Media

As you post on Face Book stories and pictures about your life, people will see snippets of what a Shaklee life and Shaklee business look like.

- Going to Jump Zone, the Zoo, shopping, etc during the day when not crowded
- Photos of you working from your deck
- Photos of you working with your team.
- Photos of your kids cleaning with safe products, etc
- Photo of your scale and the shakes that got you to your goal weight
- Not having to drive in the snow
- Picture of your laptop and working from your bed while the kids nap- shows how we can do this anywhere
- When you or someone you know gets a new Shaklee car.

## Sharing Our Shaklee Life on Social Media

- Put your ego aside
- Give and give first 80-20 Rule
- Share our gratitude for our business
- Gently expose people to our business... its flexibility and freedom.
- Share how important it is to you to be a part of work that is significant.

jeanne

# People in Jobs Requiring Immune Protection

**Ask our customers and friends ...** who do you know who is at risk for exposure to the virus .. Or in a high risk category...

- Hospital workers and medical personnel
- First responders – police, fire, EMT's, etc
- Grocery store workers
- Delivery services
- Essential business categories .... dentists, chiropractors,
- Uber drivers --- no more airport transportation
- People over 60
- People with health issues .. especially asthma, allergies, lung issues

# People Out of Work or Needing Additional Income

**Ask friends and customers** who they know who may be anxious about their job security right now...

- Hotel and restaurant workers
- Hair dressers/ nail salons
- Massage therapists
- Personal trainers, gym owners and fitness trainers
- Retail associates and small shop owners
- Non-teacher employees at schools
- Uber drivers
- Pet boarding/ services
- Travel agents

Business word tracks & phrases  
that may be helpful as we are making our phone calls

**First ask how they are being affected by the Shelter in Place Orders  
Begin with sensitivity to how they are feeling and where they are anxious.**

Feel their pain FIRST .. No social media sales pitches

If you know people anxious about income , ... timing might be important for them.

I don't know if this would be helpful ...but I'd be happy to tell you about it

We have training going now ..

You would be a part of a company built on kindness and goodness

We are part of a really good team and supportive community ..

The need for our products has never been greater

## Action Steps for Inviting People to Join Our Businesses

Make a plan NOW for sharing the Shaklee Stimulus Package  
“Wellness for All |Work from Anywhere” Campaign

- Stay connected to customers/friends .. ( check in how they are feeling first)
- Ask each who they know who may be needing the products for protection or business for income
- Make a list of people you would like to have a conversation with regarding home businesses.
- Go to [BetterFuture.Training/](http://BetterFuture.Training/) your name for word tracks to help us prepare for those conversations.

B & J

How many business conversations will you initiate this month?

# Ruth

- Gift fulfillment
- Circles of follow up



# Next Session – The Business Presentation

