

First Step Resource Guide

*“ The more you share with others,
the more valuable your share will become...
do unto others as you would have
them do unto you.”*

— Dr. Forrest C. Shaklee

Welcome to the Shaklee Family

I want to personally welcome you to the Shaklee Family and congratulate you on making the choice to live a healthier and better life. We are excited to provide you with an opportunity to achieve your dreams by sharing the best natural-source health products with the millions of people who need and want what we have.

Your success in Shaklee is truly determined by you. We provide products that are naturally safe and proven effective, as well as training, support, recognition, and generous compensation. And you spread the word—reaching out and sharing the products and the idea that people can create the life they have been dreaming about. What is truly special about Shaklee is that there is no limit or ceiling on what you can achieve.

I encourage you to get started today. Experience our great products and launch your business. Setting goals and establishing your plan of action are key elements of your success. Follow this First Step Resource Guide, which is designed to help you create a business that can last for generations.

It is not often that we are given the opportunity to create a better life for ourselves by helping others at the same time. I am grateful for being part of Shaklee and hope that being a member of our family will provide you with a healthier and richer, more meaningful life.

Wishing you much health, happiness, and prosperity,



Roger Barnett
Chairman and CEO, Shaklee Corporation

***You have the
ability to make***

a difference

*not only in your
own life, but in
the lives of those
you will meet.*

*On average,
Shaklee
customers
have been
**using Shaklee
products for
over 17 years.***

Understanding the Shaklee Opportunity

■ What is Shaklee?

Shaklee Corporation is the number one natural nutrition company in the United States, and Shaklee is Canada's premier natural-source nutrition company. We are dedicated to helping people live healthier and better lives. For over half a century, Shaklee scientists have worked to create the best natural-source health products. Shaklee also provides an unparalleled earnings opportunity that allows people to share these products and create an independent livelihood with unlimited income potential.

At Shaklee we also care deeply about making the planet healthier. We believe that if you take from nature to make the best products, you should give back in equal part. This is why we became the first company in the world to be Climate Neutral® certified to fully offset our carbon emissions, so we leave no footprint on this earth. We also partnered with the 2004 Nobel Peace Prize recipient, Dr. Wangari Maathai, to plant more than one million trees. And, in 2007, Shaklee earned the Global Green Organizational Design Award for taking a leadership role in effecting positive environmental change.

■ What does it mean to be a Shaklee Independent Distributor?

As one of our Shaklee Independent Distributors, you have EXCLUSIVE distribution rights to share Shaklee products and the opportunity GLOBALLY. The only way the people you know and meet can purchase Shaklee products and start a Shaklee business is through YOU, as a Shaklee Distributor!

■ How does a Shaklee business work?

The Shaklee business model is about building community and being rewarded for it. Over 55 years ago, our founder, Dr. Shaklee, pioneered a revolutionary model of sharing Shaklee and spreading the message of health, which we call Social Marketing™. It means you will:

- 1. SHARE** Shaklee products and the Shaklee opportunity with those you know and meet
- 2. SPONSOR** them into Shaklee as preferred customers or as partners in your business
- 3. GROW** your business by teaching others on your team to share and sponsor as well

It's that simple.

■ What makes the Social Marketing model work?

We call it “The Power of Duplication.” Just like we trust the recommendations of friends for great movies and restaurants, the same holds true for sharing Shaklee. When you sponsor new product users and business partners, based on trust in your recommendation and their experience, they talk to other people about Shaklee and your team starts to grow. You, in turn, help them learn how to share Shaklee with those they know and meet, and how to develop a team. Then, as their team grows...so does yours! The more people share, sponsor, and grow, the more successful everyone becomes.

■ There are three ways someone can associate with Shaklee:

- 1. Customers**—They simply purchase products from you directly.
- 2. Members**—They are preferred customers who you sponsor on your team and who purchase products at a Member Price.
- 3. Business Builders**—They are Distributors in your business who also want to earn an income from Shaklee.

■ What should you do to maximize your success?

One of the simplest formulas of success is what we at Shaklee call “3 & 10—Do It Again.” Every month your goal will be to sponsor at least three Business Builders in your organization. (We recommend sponsoring them with one of the GOLD PAKs because they offer the greatest income potential.) In the process, you’ll meet people who want to use our great products, so you’ll also target the goal of sponsoring 10 new Members into Shaklee each month. This becomes your base activity that you will teach others to do again and again; hence, “Do It Again.”

■ We’ll show you how*

The purpose of this guide is to give you the knowledge and skills to get your business off the ground and growing successfully. You’ll find in Shaklee that you’re in business for yourself, but not by yourself. Shaklee is committed to your success. You’ll have the support of successful Leaders, the best online tools available, superlative customer service, and everything you need to get started successfully. And you’ll have the confidence of knowing you’ve chosen a partner company that delivers on its promises. With everything at your fingertips, your success is up to you!

*If you introduce people to Shaklee with the Shaklee 180™ products, you should use the Shaklee 180 Start-Up Guide, which sets forth a simple process using the Shaklee 180 business tools.

You have the privilege and the opportunity to promote a better way of life by sharing the Shaklee opportunity with others.

*“Go confidently
in the direction
of your dreams.*

***Live the life you
imagined.”***

*— Henry David
Thoreau*

Congratulations! You’ve made the RIGHT choice, not only for yourself, but for all those you’ll reach out to and make a difference in their lives.

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See companion guide *The Shaklee Dream Plan—How It Works* for a complete explanation of the Shaklee compensation plan. It has been especially written to help a new business builder understand how the Dream Plan works.

✓ Here's What You Can Expect as You Go Through This Resource Guide:

- **A clear overview** of what you'll do to become a successful business builder in Shaklee
- **An understanding of how you make money** in Shaklee and a strategy on how to do so
- **A step-by-step guide** to the actions you'll take to achieve immediate growth in your business
- **Information and scripts that will give you confidence** in presenting Shaklee products and the Shaklee opportunity in order to build your team
- **Information and skills to duplicate your success** and help your team members do the same

Follow the steps as they are outlined in this guide and, with the support and training from your sponsor/Business Leader, you'll be on your way to building your Shaklee business.

***Get started
right away
with this road
map to success.***

Don't wait
to **build**
your dreams.



Contact Your Sponsor/Business Leader* and Schedule Your Shaklee New Distributor Orientation and Strategy Session

This will be your first training session to help you set up your business and understand the key business-building activities that will grow your business each week.

*Your Sponsor is the person who introduced you to Shaklee. Your Business Leader is the person in whose group of Distributors you and your Sponsor belong.

SPONSOR Contact Information

Name

Phone Number

E-mail Address

BUSINESS LEADER Contact Information

Name

Phone Number

E-mail Address

Your New Distributor Orientation and Strategy Session will include assistance from your Sponsor/Business Leader to:

- Clarify your reasons for building a Shaklee business
- Provide an introduction to the products
- Explain how you make money
- Identify the activities critical to the growth of your business
- Schedule your first events
- Identify local events and training calls/Webinars you can plug into, and help you register for the annual Shaklee Global Conference.

Your Business Leader and your Sponsor are always the first and best resources for training and support. But remember: **This is YOUR business.** You have what you need to get going. Use the resources of this Resource Guide and those available in Shaklee University and on MyShaklee.com to help you as well.

Take These SIX Simple Actions:

These are the steps you should take to GET READY to meet with your Sponsor or Business Leader:

- Complete the DREAM exercises** on pages 12–14 so you'll be able to share your “why” and stay focused and motivated to build your Shaklee business.
- Confirm your COMMITMENT** by identifying the time each week you can dedicate to the business—what hours and when. See page 15 to help you do so.
- Use your Shaklee Product Catalogue** to make a list of the products you will order to replace the competing products in your home. See pages 19–20 for some suggestions of products to replace.
- Start to build your Prospect List** of EVERYONE you know. See pages 26–31.
- Schedule your first events on your calendar** so you are ready to discuss the timetable with your Business Leader.
- Complete your Getting Started Checklist** on pages 21–22. Try to do so in your first 48 hours. Really launch your Shaklee business!

Prepare
yourself
for **success.**



*The SECRET
INGREDIENT
to increase your
income is to
INCREASE
the number
of IPAs you
DO daily.*

OVERVIEW

Managing Your Time

How you manage your time will significantly determine how successful you'll become. You can put a lot of time into your business, but unless you're doing the right things, you won't necessarily net the income you want. Much like a student in school, you can learn everything about the business, but until you get into action doing what we call income-producing activities (IPAs), you won't earn any money.

This guide will emphasize the IPAs you'll do to grow your business. We'll also cover what we call investment in your business activities (IBAs) that support your business but don't generate income. The Seven First Steps you see here in the margin—DREAM, COMMIT, LIST, CONTACT AND INVITE, SHARE, FOLLOW UP, SPONSOR, and TEACH—are all part of the cycle of success you'll follow to build your business.

- **Income-producing activities (IPAs)** are designed to help you make money immediately: LIST, CONTACT AND INVITE, SHARE, FOLLOW UP, and SPONSOR are IPAs. (Setting up your Personal Web Site [PWS] is also an IPA you'll do to support these activities.)
- **Investment in your business activities (IBAs)** are necessary but don't yield immediate dollars in your pocket. DREAM, COMMIT, and your Checklist activities—such as attending meetings and training sessions, and working on your computer—are planning and administrative activities (IBAs) that SUPPORT your business. IBAs also include investments in yourself, such as reading books or listening to CDs.

Top Business Leaders recommend following the **80/20 rule**: **80%** of the time dedicated to your Shaklee business should be spent on **income-producing activities (IPAs)** and **20%** of the time should be spent on **investment in your business activities (IBAs)**. That way, you should see faster and more profitable results in your business.

Just a word to the wise: investment in your business activities often makes you feel like you're in income-producing activities and that you've REALLY worked hard on your Shaklee business. While these activities are valuable and important to the overall success of your business, the beauty of your Shaklee business is the ability to **learn while you earn**. If you wait until you know everything, you'll never get started!



Be Ready to Grow

It's often said that success is a journey, not a destination. The most successful Shaklee Business Leaders have taken this journey just as you are taking it now.

There's a saying that goes: **"Your business won't grow until you do."** Being internally tough, persistent, determined; making calls or contacts despite the inevitable rejections; taking responsibility for keeping yourself inspired—these are all things that will be necessary as you build your business. Knowing your "why" and having a clear vision will help you stay committed as you build your Shaklee business, even in the face of rejection.

Don't ever consider anything you do as a failure. Use it as an opportunity to learn from it and improve next time. "I can learn what someone else knows." Confidence will come from small successes, done repeatedly again and again. If you don't feel confident in the beginning, plunge in anyway. Confidence will build.

Learn from others and be open to stretching outside your comfort zone. Be coachable. Shaklee Business Leaders are the stars of our company. They've walked a mile in the shoes you walk in now. Learn from them and you'll be on your way toward accomplishing all you set out to do.

TRUST YOURSELF. You deserve to succeed and YOU WILL!

“ Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness... . Whatever you can do, or dream you can, begin it. Boldness has genius, power, and magic in it. Begin it now.”

— Johann Wolfgang Von Goethe

*"Don't wait for your ship to come in—
swim out to it."*
— Author unknown



Step 1: DREAM

ACTION STEPS

Define Your "Why"

Really explore the reasons WHY you are in this business. The more you focus on WHY you've joined Shaklee, the more likely you'll achieve what you want and need.

To get a fix on what motivates you, rate yourself on the following from 1 to 10, with 10 being the most important:

I want:

- _____ To set my own schedule
- _____ To provide for my family without spending time away from them
- _____ To be my own boss
- _____ To be paid what I'm worth
- _____ To determine when I'll earn more
- _____ To know I cannot lose my career due to downturns in the economy
- _____ To enjoy my work
- _____ To make a difference in the lives of those with whom I interact
- _____ To help others be successful; to be a resource to help them define and get what they want
- _____ To be a part of a company that values me
- _____ To be recognized and rewarded for my commitment and hard work
- _____ To have a business that can be passed down to generations
- _____ To drive a new car
- _____ To take a wonderful trip to an exotic place
- _____ To contribute to (or start) a retirement fund
- _____ To start a university fund for my children/grandchildren
- _____ To be able to support a cause or charity I feel strongly about

**You can
accomplish
any goal if
you have a big
enough WHY.**



Identify Your Dreams

Use the exercise at left to help you answer the questions below.

- What would you love to have that you don't have now?

- If you could eliminate one thing from your life, what would it be?

- If money and time were not issues, what would you like to do in your life?

- What does your family need/want that they don't yet have? A car? A house? University fund? Vacation? Nest egg?

- Summarize your DREAM: _____

What do you want in 6 months?

What do you want in 1 year?

What do you want in 5 years?

Think about the difference between what you WANT and what you MUST HAVE. When you position these goals as "I WILL HAVE" instead of "I want," you'll be more likely to do the necessary activities to make them happen.

"Your future life will be exactly what you decide to make it."

— Dr. Forrest C. Shaklee



Set Shaklee goals big enough to **help you reach your dreams.**

Step 1: DREAM

What Should Your Goal Be?

That will largely determine where you want to be in your Shaklee Business.

How much money do you want to make a year from now? (Think “must make!”)

Weekly \$ _____

Monthly \$ _____

How much money do you want to make **right now**?

Weekly \$ _____

Monthly \$ _____

Your goal: the rank of Director

To put you on a good income track, successful Business Leaders recommend that you target the rank of Director, the first leadership level in Shaklee. Why Director? Because that Shaklee rank positions you to be eligible for all the income and benefits available with Shaklee.* Successful leaders also recommend you work to reach the rank of Director in three months or less. Why? Because you become eligible for increased income when you achieve Director in that time frame. This guide will help you begin to develop an Action Plan to Director, help you set income projections, and identify the activities you’ll do to get there.

Other Great DREAM Ideas:

Be sure to watch the DREAM course in Shaklee University. Presidential and Lifetime Master Coordinator Gary Burke really brings home the value of determining WHY you’re building a Shaklee business. **Follow his advice and focus on the possibilities—not the obstacles!** Let your dreams and your vision be your drivers.

“ You have to be willing to do the HAVE-TOs to get the WANT-TOs. ”

— Presidential and Lifetime Master Coordinator Gary Burke

*FastTRACK and global opportunity programs require GOLD status.

Step 1: DREAM



How Much Time Are You Willing to Commit Each Week to Reach Your Dreams?

Specify on the schedule below the hours you already have commitments and which ones you can devote to your business.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8 AM							
9 AM							
10 AM							
11 AM							
NOON							
1 PM							
2 PM							
3 PM							
4 PM							
5 PM							
6 PM							
7 PM							
8 PM							
9 PM							



Shaklee offers people the opportunity to dream.

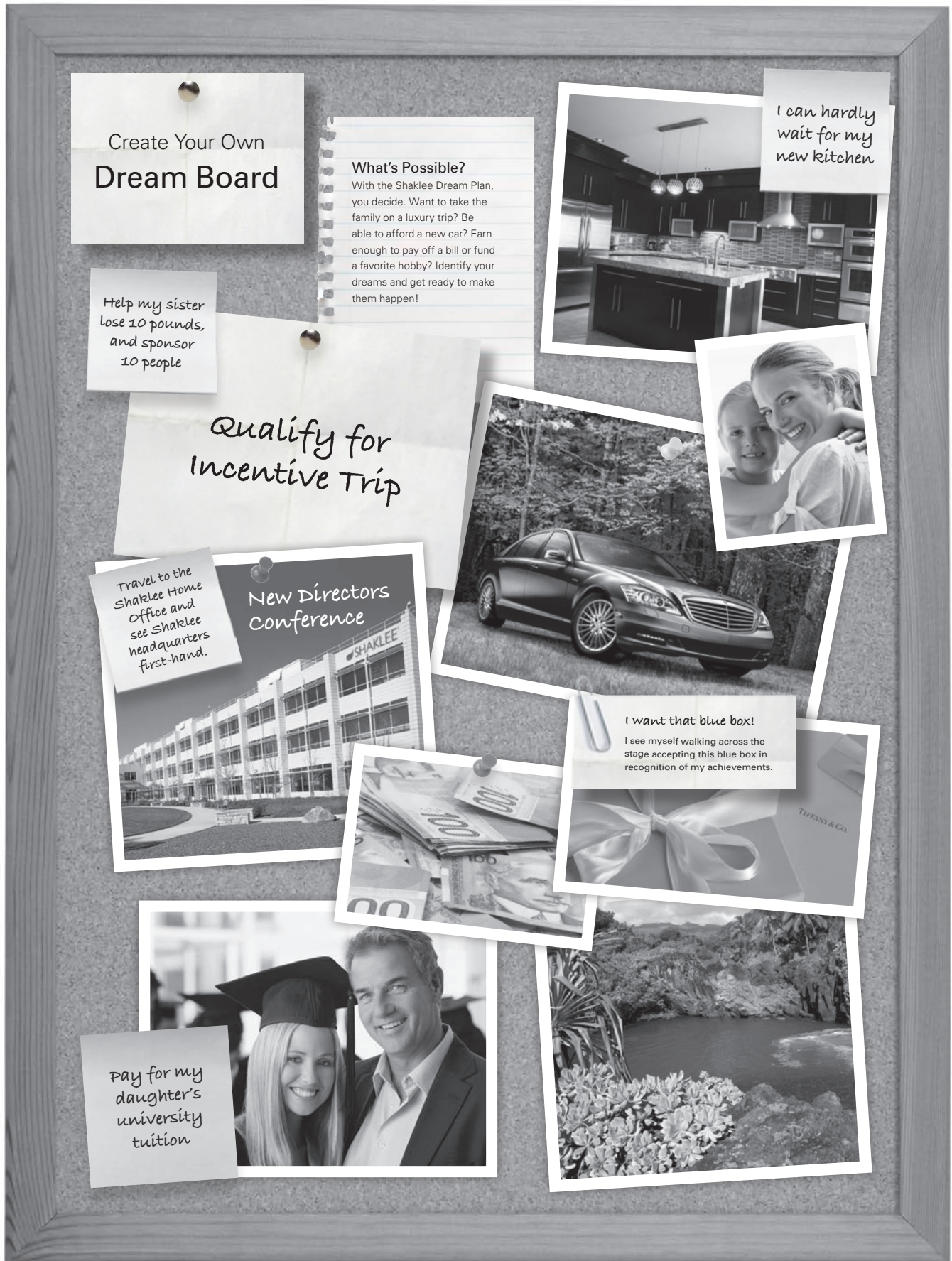
Step 1: DREAM

Your Dream Board

Successful Shaklee Leaders encourage people to create a Dream Board or a Dream Book to keep their dreams alive. Often, Shaklee Distributors make their screen savers their Dream Boards. The nice thing about the screen saver is that it pops up each and every time you log on to your computer to remind you of WHY you started your Shaklee business in the first place. Whatever you choose to do, keep your dreams and goals in front of you at all times.

How to create a Dream Board

- Take a simple bulletin board and pin up some pictures of what you want, or paste some pictures in a Dream Book
- Be specific; think this through
- For example:
 - ☞ What kind of house would you want?
 - ☞ A new car? Get a picture of the specific model and colour!
 - ☞ A picture of the trips you want—a spectacular resort location or an exotic international destination?
 - ☞ A university education for your kids?
 - ☞ A certain amount of money you earn each month? Each year?
 - ☞ Money to invest toward your future and retirement?
 - ☞ A Shaklee title—Director, then Executive Coordinator, then Key and Master Coordinator!
- Whatever you want, that’s what should go on your Dream Board



Create Your Own
Dream Board

What's Possible?
With the Shaklee Dream Plan, you decide. Want to take the family on a luxury trip? Be able to afford a new car? Earn enough to pay off a bill or fund a favorite hobby? Identify your dreams and get ready to make them happen!



I can hardly wait for my new kitchen

Help my sister lose 10 pounds, and sponsor 10 people

Qualify for Incentive Trip



Travel to the Shaklee Home Office and see Shaklee headquarters first-hand.



New Directors Conference



I want that blue box!
I see myself walking across the stage accepting this blue box in recognition of my achievements.



Pay for my daughter's university tuition





Step 2: COMMIT

ACTION STEPS

Make a Commitment to Build Your Shaklee Business

You've identified your WHY and the times you can commit to your Shaklee business. Now it's time to start doing the activities that confirm your commitment.

Be a Product of the Products—Shaklee-ize Your Life

It's only when you personally experience the power of Shaklee products that you fully understand the unlimited potential of the Shaklee business. Become your own best testimonial.

Make sure Shaklee is visible in your home/office/briefcase/purse/car/etc.—Shaklee-ize your home and your life. Become a walking billboard, advertising your Shaklee business 24 hours a day, seven days a week, 365 days a year. Don't advertise for competing brands. Show your belief in Shaklee products by using and displaying them. You can't honestly talk about the products until you've used them.

Check off the products you use in your home and in your life that can be replaced by Shaklee—the sooner, the better. (A Ford dealer shouldn't drive a Chevy!) Use the checklists on next two pages to help you Shaklee-ize your life.

***Shaklee-ize
fast and you
position
yourself to
grow fast;
Shaklee-ize
slow and
chances are
you'll grow slow.***

Shaklee-ize Your Life: Why Not Buy From Yourself?

Check each product used by someone in your home regularly and replace it with the corresponding Shaklee product. Why not buy from yourself and benefit from your purchases?

Nutritional Products	Shaklee Nutritional Products
<input type="checkbox"/> Multivitamins/multiminerals	<input type="checkbox"/> Shaklee Vitalizer™, Vita-Lea®
<input type="checkbox"/> Fish oil	<input type="checkbox"/> OmegaGuard®
<input type="checkbox"/> Vitamin D	<input type="checkbox"/> Vita-D ₃ ™
<input type="checkbox"/> Weight management	<input type="checkbox"/> Shaklee 180™ Smoothee Mix, Shaklee 180™ Meal-in-a-Bar, Shaklee 180™ Metabolic Boost, Shaklee 180™ Snack Bar, Shaklee 180™ Energizing Tea, Shaklee 180™ Snack Crisps, Turnaround Kit, Lean & Healthy Kit
<input type="checkbox"/> Energy	<input type="checkbox"/> Shaklee Energy™, CorEnergy®, Shaklee 180™ Energizing Tea
<input type="checkbox"/> Cell protection	<input type="checkbox"/> Vivix® Antioxidant Solution
<input type="checkbox"/> Protein	<input type="checkbox"/> Flavour-Enhanced Soy Protein
<input type="checkbox"/> Joint health	<input type="checkbox"/> Joint Health Complex, Joint and Muscle Pain Cream
<input type="checkbox"/> Fibre, snack, and meal bars	<input type="checkbox"/> Fibre Advantage, Shaklee 180™ Snack Bar, Shaklee 180™ Meal-in-a-Bar
<input type="checkbox"/> Immune support	<input type="checkbox"/> NutriFeron®, Defend & Resist Complex
<input type="checkbox"/> Sports nutrition	<input type="checkbox"/> Shaklee Physique®, Shaklee Performance®, Shaklee Energy™
<input type="checkbox"/> Children's supplements	<input type="checkbox"/> Mighty Smart® Choice, Vita-Lea® Ocean Wonders®
<input type="checkbox"/> Vitamins B, C, E	<input type="checkbox"/> B-Complex, Vita-C 500, Vita-C 100, Vita-E® 400 Plus
<input type="checkbox"/> Calcium supplements/bone health	<input type="checkbox"/> Super Cal Mag Plus, Chewable Cal Mag Plus, VitalMag™, Vita-D ₃ ™
<input type="checkbox"/> Zinc, iron	<input type="checkbox"/> Zinc Complex, Iron Plus Vitamin C
<input type="checkbox"/> Antioxidants	<input type="checkbox"/> CarotoMax™, Vita-C 500, Vita-C 100, Vita-E® 400 Plus, Vivix®
<input type="checkbox"/> Digestive health	<input type="checkbox"/> Optiflora®, Herb-Lax™, EZ-Gest®, Fibre Plan Tablets, Bifidus Plus Yogurt
<input type="checkbox"/> Heart health	<input type="checkbox"/> Cholesterol Reduction Complex,* CoQHeart, Garlic Complex, OmegaGuard®
<input type="checkbox"/> Mind, stress	<input type="checkbox"/> Stress Relief Complex, Mental Acuity Complex®
<input type="checkbox"/> Women's health	<input type="checkbox"/> GLA Complex, Menopause Complex
<input type="checkbox"/> Liver and men's health	<input type="checkbox"/> DTX® Complex, Lecithin, Saw Palmetto Complex
Household Products	Shaklee Get Clean® Household Products
<input type="checkbox"/> Water filtration	<input type="checkbox"/> Water Filtration System (Get Clean® Water)
<input type="checkbox"/> All-purpose cleaner	<input type="checkbox"/> Basic H ² ® Organic Super Cleaning Concentrate
<input type="checkbox"/> Window and glass cleaner	<input type="checkbox"/> Basic H ² ® Organic Super Cleaning Concentrate
<input type="checkbox"/> Extra-strength cleaner	<input type="checkbox"/> Basic H ² ® Organic Super Cleaning Concentrate
<input type="checkbox"/> Cleaning wipes	<input type="checkbox"/> Basic H ² ® Organic Super Cleaning Wipes
<input type="checkbox"/> Scouring cleanser or soft scrub	<input type="checkbox"/> Scour Off™ Heavy-Duty Paste
<input type="checkbox"/> Oven cleaner (pastes and powders)	<input type="checkbox"/> Scour Off™ Heavy-Duty Paste
<input type="checkbox"/> Dryer sheets	<input type="checkbox"/> Soft Fabric Dryer Sheets
<input type="checkbox"/> Hand wash	<input type="checkbox"/> Hand Wash Concentrate
<input type="checkbox"/> Dishwashing liquid	<input type="checkbox"/> Hand Dish Wash Liquid Concentrate
<input type="checkbox"/> Automatic dishwasher powder	<input type="checkbox"/> Dish Washer Automatic Powder Concentrate
<input type="checkbox"/> Laundry liquid	<input type="checkbox"/> Fresh Laundry Concentrate HE Compatible
<input type="checkbox"/> Laundry booster and stain remover	<input type="checkbox"/> Nature Bright® Laundry Booster and Stain Remover
<input type="checkbox"/> Spot remover	<input type="checkbox"/> Nature Bright® Laundry Booster and Stain Remover, Fresh Laundry Concentrate HE Compatible
<input type="checkbox"/> Fabric softener	<input type="checkbox"/> Soft Fabric Concentrate & Dryer Sheets
<input type="checkbox"/> Disinfectant	<input type="checkbox"/> Basic-G™ (not a Get Clean product)

*Products providing 800 mg of plant sterols and stanols daily, consumed with two different meals as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.

Shaklee-ize Your Life: Why Not Buy From Yourself?

This is YOUR business. Start to use YOUR products.

Skin Care Products

- Facial cleanser
- Eye makeup remover
- Toner/refreshener
- Daytime skin treatment product
- Nighttime skin treatment product
- Moisturizer
- Eye treatment
- Lip treatment
- Instant fine line treatment
- Exfoliator
- Hand and body lotion
- Body butter
- Shower gel
- Sun care

Shaklee Skin Care Products

- Enfuselle® Hydrating Cleansing Lotion, Purifying Cleansing Gel, Gentle Action Cleansing Bar
- Enfuselle® Eye Makeup Remover
- Enfuselle® Hydrating Toner, Purifying Toner
- Enfuselle® Time Repair A.M.® Cream SPF 15
- Enfuselle® C+E Repair P.M.®
- Enfuselle® Hydrating Moisturizer, Balancing Moisturizer
- Enfuselle® Eye Treatment
- Enfuselle® Lip Treatment SPF 15
- Enfuselle® Instant Firming Serum, Calming Complex®
- Enfuselle® Refining Polisher
- Enfuselle® Hand and Body Lotion
- Enfuselle® Spa Ultra Moisturizing Shea Butter Cream
- Enfuselle® Moisturizing Shower Gel
- Enfuselle® Time Repair A.M.® Cream SPF 15, Enfuselle® Lip Treatment SPF 15

Personal Care Products

- Shampoo and conditioner
- Hair spray
- Scalp treatment
- Lip balm
- Toothpaste
- Liquid cleanser
- Soothing/cooling cream
- Pain relief cream
- Hand and body lotion
- Shower gel
- Body butter
- Sun care

Shaklee Personal Care Products

- ProSanté® Shampoos and Conditioners
- ProSanté® Long-Lasting Finishing Spray
- ProSanté® Nourishing Scalp Treatment
- Enfuselle® Lip Treatment SPF 15
- New Concept® Spearmint Organic Dentifrice
- Get Clean® Hand Wash Concentrate
- Herbal Blend® Multi-Purpose Cream
- Joint & Muscle Pain Cream
- Enfuselle® Hand and Body Lotion
- Enfuselle® Shower Gel
- Enfuselle® Spa Ultra Moisturizing Shea Butter Cream
- Enfuselle® Lip Treatment SPF 15

Baby Care Products

- Baby wash
- Baby lotion
- Baby oil

Shaklee Baby Care Products

- Shakleebaby™ Gentle Wash (99% natural/76% organic)
- Shakleebaby™ Soothing Lotion (99% natural/87% organic)
- Shakleebaby™ Massage Oil (100% natural/73% organic)

- How many of the generic products are currently being used in your home? _____
- Do most families you know also use products like these? _____
- How many dollars do you think the average family spends _____
at the grocery store on products like these? Each week? \$ _____
Each month? \$ _____

ACTION: Place your order today to begin to Shaklee-ize YOUR life.



Complete Your “Getting Started” Checklist

Make an effort to do this in your first 24 to 48 hours after your decision to start a Shaklee business.

- Conduct the New Distributor Orientation and Strategy Session** with your sponsor/Business Leader—don’t wait to get started.
- Identify your WHYs.*** Get something written on paper NOW.
- Develop your Prospect List—these are the people you’ll invite to hear about Shaklee.** Think about everyone you know. Shoot for 100 names; start by listing 20 and keep going. (See Step 3, LIST.) Note: this is a very important step to get your business off the ground right away. It’s what you do with the names that makes this an income-producing activity (IPA).
- Set the dates for your Shaklee 180™ Turnaround Parties or your Grand Opening and first events.** These events are where you’ll launch your business and share Shaklee with your family and friends, much like new stores have special Grand Openings. Note: this is an IMPORTANT income-producing activity (IPA).
- Set up your Personal Web Site.** Don’t worry about customizing the site right away; just include your name and phone number for now. Make sure your customers and Members can find you! Your Shaklee online storefront will be open 24 hours a day, seven days a week, 365 days a year. (Get the first nine months at no additional charge with a Super GOLD PAK; one year with a GOLD Plus PAK; and three months with a GOLD PAK.)
- Check out the Shaklee Member Centre*** using your log-in and password provided by Shaklee. Everything you need to be successful in building your Shaklee business is at your fingertips: training, company updates, product information, marketing materials, and support—all available and waiting for you. Remember: you’re in business for yourself but never by yourself.
- Schedule yourself to attend conference calls, Webinars, incentives, and events recommended by your sponsor/Business Leader.*** Plug into one or two a week, but don’t sacrifice your income-producing activities and become just a meeting attendee. Keep ongoing education and support in perspective as an important part of your continued success!

*These are investments in your business activities (IBAs).

*“In golf and in life, **it’s the follow-through that makes the difference.**”*

— Author unknown



Treat your business like a business and it will pay you like a business.

Step 2: COMMIT

Position yourself for success by taking these additional steps*:

> **Sign up for the Shaklee AutoShip program** (see page 24) for your monthly automatic order **and for the direct deposit program**[†] so you can get your bonuses directly deposited into your bank account.

> **Set up a space for your home office.** Consider getting a separate phone line, bank account, and credit card for your Shaklee business to keep your business expenses separate from your household expenses for tax purposes.

When setting up your voicemail for your Shaklee business, make your greeting professional. For example: “Hi. This is Mary Smith. Learn how Shaklee products and the Shaklee opportunity can offer you a healthier and better life. Leave your name, phone number, and a brief message, and I’ll get back to you as soon as possible.”

> **Order business cards and carry them with you at all times.**

Always use two business cards per contact—you give them one, and capture THEIR info on the other.

> **Order (or download) prospecting materials and carry them with you or e-mail them to your prospect.** For the Shaklee 180™ process: the *After-After™* magazine (#77213); Sample Self-Mailers (#77240), the Shaklee 180 E-Card, the Shaklee 180 E-Invitation, or the Shaklee 180 Introductory Video (see MyShaklee.com). For the Shaklee Opportunity or products: the *Shaklee Dream Plan* brochure (#76060), the *Welcome to Shaklee* DVD (#67059), and these brochures: *A Prescription for Everyone* (#67320), *Why Supplement?* (#76133), *Changing Brands Can Change Your Life™* (#76132), *Shaklee Vitalizer™* (#76090), and *Get Clean®* (#70051). And don’t forget the iPad Presentation App for your iPad![‡]

*These are investments in your business activities (IBAs). They feed your income-producing activities (IPAs), but are not IPAs in themselves.

[†]To learn more, go to MyShaklee.com and enter **direct deposit** in the search function.

[‡]See MyShaklee.com for a description of all tools.

Other Great COMMIT Ideas

Watch the COMMIT course in Shaklee University with Master Coordinator Starr Gould. Take the steps she advises. Your success begins with your commitment.

“*When you make a commitment, you make it a reality.*”

— Master Coordinator Starr Gould



Know Your Shaklee Resources

Schedule weekly meetings with your sponsor/Business Leader:

Weekly touch-base 1-on-1 call

DAY: _____ TIME: _____

Weekly team conference call

DAY: _____ TIME: _____

Webcast

DAY: _____ TIME: _____

Weekly meeting

DAY: _____ TIME: _____

▶ **To order online:**

- Go to MyShaklee.com, click on Shopping

▶ **For customer service or to order by phone:**

- Call 1-800-263-6674
M–F, 9:00 a.m. – 10:00 p.m. Eastern Time,
Saturday 10:00 a.m. – 7:00 p.m. Eastern Time

▶ **For e-mail support on product orders, business questions, Web support, and product questions:**

- E-mail Field Support at canada@shaklee.com. You'll receive a confirmation of your e-mail within a few minutes, and a response within 24 hours.

"The best way to get something done is to begin."

— Author unknown



Step 2: COMMIT

“The two rules of procrastination:

1) Do it today.

2) Tomorrow will be today tomorrow.”

— Author unknown



Know Your Shaklee Resources

Your Personal Web Site (PWS)

- Your PWS is the face of your business. It’s where you send prospects to learn more about Shaklee and where you communicate with your team.
- Just \$29.95 to set it up, then \$14.95 per month thereafter. Three months of PWS are included with purchase of the GOLD PAK, one year with the GOLD Plus PAK, and nine months with the Super GOLD PAK.
- Set-up is simple, with customizable pages and information available.
- Provides a full Shaklee product shopping environment for customers and Members.
- Has numerous Shaklee product and earnings opportunity videos, as well as the latest product promotions and listings.
- To get started, just log in to MyShaklee.com.

Shaklee AutoShip program

- Quick, automated online ordering system that allows you to get repeat delivery of your favourite Shaklee products.
- Saves you money—up to an additional 10% off many of the core Shaklee products you use every day.
- Saves you time—easy-to-manage online service available 24 hours a day, 7 days a week. You choose your shipping date and shipping frequency and can add to or modify your order.
- Easy way to build your sales volume—the more Members and Distributors you have on AutoShip, the more money you’re likely to make.



Know Your Shaklee Resources

MyShaklee.com

- Home to the latest information provided by Shaklee
- Familiarize yourself with the organization and resources on the home page
- Check out the online Product Catalogue and the sponsoring tools available to you



Shaklee Business Bulletin biweekly e-mail, Webinars—all from Shaklee

- Give you latest insights into building the business from successful Business Leaders and growing Distributors, as well as the latest product information
- Offer great ideas for income-producing activities
- Look for your Shaklee Business Bulletin e-mail newsletter every second Tuesday (two issues per month)
- Opportunity-based Webinars are held every Monday evening

ShakleeUniversity.com

- Online educational program with great information about the products and the business
- Ideal resource for conducting a weekly “learn as you earn” training program for new business builders
- Offers great ideas for income-producing activities—see First Step Training and Good Business Practices courses
- Product courses provide features and benefits of products
- Shaklee Opportunity courses give you an understanding of Shaklee compensation and incentives like the trips and cars
- Distributors/GOLD Ambassadors can log on to MyShaklee.com and select the “Training” tab and then click on the Shaklee University links
- Members can log on to MyShaklee.com and select the “My Shaklee” tab, then click on “Your Guide to Websites” to reach the Shaklee University Web site link

Shaklee 180™ Training Materials and Videos

- Provide the training to help you launch your Shaklee 180 business as a Shaklee 180 Specialist
- Provide great tools to help you book parties and use Shaklee 180 to grow your business

“Motivation is what gets you started.

Habit is what keeps you going.”

— Parks Cousins



Step 3: LIST

*Don't prejudge anyone—**think outside the box.***

Nothing happens in your Shaklee business until you set appointments to share the products and opportunity with those you know and will meet. That's why identifying the people you'll talk to is so important and is regarded as an income-producing activity (IPA). This is called your Prospect List, and you'll want to include the people you'll **invite** to hear about Shaklee—the whole story. From this list you'll find people who want the products and others who'll become partners in your business.

ACTION STEPS

Create Your Prospect List

Your initial goal is to have 100 people on your list, though you won't want to limit yourself to that number. Experts say the average person knows more than 1,000 people by the time he or she is 30. So put your thinking cap on.

Use this tickler list to help you build your Prospect List:

- Family
- Friends
- Neighbours, current and previous
- Current business associates
- Past business associates
- Friends from your place of worship
- Friends from your kids' activities (sports, clubs, booster organizations)
- Your kids' teachers (don't forget tutors, youth directors, and counsellors)
- Friends from the gym or athletic club
- Your hair stylist or barber
- Your manicurist
- Your massage therapist
- Your doctors
- Your doctors' receptionists
- Your doctors' nurses
- Your dentists
- Your dentists' receptionists
- Your dentists' hygienists
- Your chiropractors and staff
- Your clergyman and staff



- Your housekeeper
- Your gardener and/or landscaper
- Your letter carrier
- Sales clerks at your favourite stores
- Friends from charities you contribute to
- People you went to school with
- Your spouse's/significant other's business associates
- Servers at your favourite restaurants
- Favourite check-out people at your grocery stores
- The members of your children's PTA
- People that you've had in your home to repair or fix things: plumbers, painters, handymen, carpet installers or cleaners, electricians, contractors, roofers
- Your mechanic, dry cleaner, caterer, seamstress, shoe repairman, veterinarian
- Your firefighters, police officers, librarians
- Anyone you know who wants a healthier, better life

Be sure to check your phone list, your Facebook® friend list (or those from other social networking sites), your holiday card list, your club and activities lists, as well as those for your children. Each week continue to add names to that list. Remember: people you INVITE come from your family, friends, acquaintances, those you meet and see regularly, and others that you meet fortuitously or by design. Your PROSPECT LIST never ends!

Other Great LIST Ideas

See the LIST course on Shaklee University with Master Coordinator Kathi Minsky for great ideas about how to develop your Prospect List.

**“ Don't edit your list.
Limiting your list may limit your success.”**

— Master Coordinator Kathi Minsky

- Create your list of 100 names on pages 28–29. Copy page 30 and keep adding names to your list as you think of or meet new people.
- Fill in contact information for your prospects either in your online contact system or by copying page 31.

“No road is long with good company.”

— Turkish proverb



Step 3: LIST

My Prospect List

1.	26.
2.	27.
3.	28.
4.	29.
5.	30.
6.	31.
7.	32.
8.	33.
9.	34.
10.	35.
11.	36.
12.	37.
13.	38.
14.	39.
15.	40.
16.	41.
17.	42.
18.	43.
19.	44.
20.	45.
21.	46.
22.	47.
23.	48.
24.	49.
25.	50.



My Prospect List continued

51.	76.
52.	77.
53.	78.
54.	79.
55.	80.
56.	81.
57.	82.
58.	83.
59.	84.
60.	85.
61.	86.
62.	87.
63.	88.
64.	89.
65.	90.
66.	91.
67.	92.
68.	93.
69.	94.
70.	95.
71.	96.
72.	97.
73.	98.
74.	99.
75.	100.

 Step 3: LIST

My Prospect List continued



My Prospect List—Copy this sheet and indicate contact information as needed.

Name	Phone Number	E-mail Address	Mailing Address	Appointment Date
	Comments:			
	Comments:			
	Comments:			
	Comments:			
	Comments:			
	Comments:			
	Comments:			
	Comments:			
	Comments:			
	Comments:			
	Comments:			



*Begin with people who you know will be **supportive and open to you.***

Step 4: **CONTACT AND INVITE**

Learning how to approach, invite, and set the appointment is vital to your success. Informal Shaklee conversations are wonderful seed planters, but they aren't nearly as effective as actual invitations to **make an appointment** to hear about Shaklee. If you're using Shaklee 180™ to introduce prospects to Shaklee, follow the process identified in the Shaklee 180 Specialist Start-Up Guide and use the invitation process specified for Shaklee 180.

ACTION STEPS

- What to Do With People on Your Prospect List**
 - Select names from the Prospect List.** To start with, asterisk about 15–20 names. Choose the people you know will be most supportive and open to you—people you know you can count on to really hear you out. We'll call these people your Hot (you're close to them) or Warm (you're friendly with them) markets. We'll show you approaches you can use with your Cool (an acquaintance) and Cold (meeting for the first time) markets.
 - Write down what you want to say to approach them**—a type of script with some suggestions that take into account their needs and wants. Your Business Leader may be able to help you profile each person and help you determine how to best approach them. (See pages 35–37 for suggestions.)
 - Practise your invite script** out loud so it sounds natural.
 - Have the script in front of you** when you call.
 - Expect them to say “yes!”**; be enthusiastic.
 - Break the ice** (this is a relationship business!) and then mention something that might interest them, but don't go into detail.
 - If they have questions**, don't get trapped into explaining Shaklee on the phone. Just say: ““ I can't do you or the company justice in a couple of minutes on the phone. Let's get together over a cup of coffee for 20–30 minutes so you can understand my enthusiasm. I want you to know that 'no' is an OK answer and it's not going to affect our relationship in any way. Will Tuesday after work be OK?””
 - Your objective: to set a DATE, TIME, and LOCATION** for them to hear about Shaklee—NOT to explain all about Shaklee, the opportunity, or the products. That's done during the SHARE section. Just be NATURAL!

The more calls you make, the sooner you'll get the hang of it. Remember: you'll be starting with your friends, so they'll be supportive of you and be willing to be a resource.



What You INVITE Them To

In your Distributor Orientation and Strategy Session, your sponsor/Business Leader can help you decide what kind of event you'll hold. Here are the possible events:

- Hold Shaklee 180™ Turnaround Parties.** Follow the simple party process covered in the Shaklee 180 Specialist Start-Up Guide and training videos! This is a great way to reach a lot of new people, change lives, and open the door to Shaklee products and the Opportunity.
- Hold a Shaklee Grand Opening.** This is a meeting you'll schedule right away in your home or a convenient location (can even be online) where you can introduce your family, friends, and contacts to Shaklee and find out what they may want to learn more about.
 - Start out by inviting as many as 20–30 people from your Prospect List to each group event—statistics show that, generally speaking, you'll net about six to 10 at each event. (See Invite scripts for Grand Openings on pages 36–37.)
 - Plan something FUN! (Ribbon-cutting, open house, etc.)
 - The goal of your Grand Opening is to create interest in the Shaklee Opportunity and Shaklee products. (See SHARE, pages 42–49.)
 - It's a good idea to set a minimum 3–4 dates. That way, if they can't make the first date, you can say: ““ No problem, I have another one on _____ . Can you make that one?”” Just keep re-inviting them until you find one of the dates that works.
- Talk to people one at a time (1-on-1).** This allows you to provide personal attention and helps you identify their special needs and wants. You can also conduct a 1-on-1 conversation by phone with people who live at a distance. (See recommended 1-on-1 scripts on pages 35–37.)
- Bring a prospect to a Web meeting.** This can be conducted by your Business Leader or by you, depending on your comfort level.
- Offer to hold an In-Home event for people.** This is a meeting where they can invite their friends and contacts. This is a common approach that has worked successfully for a lot of Business Leaders in Shaklee as they started their businesses.

Your Business Leader or your sponsor will be your primary resource during this time. They'll often co-host and do a large part of those first events for you so you get an opportunity to see how it's done! They can also coach you and advise you on the best resources and tools to use to help you present Shaklee effectively. Most importantly, start right away to set up your meeting dates and times for inviting people to hear about Shaklee.

Plan

something

fun to capture

their interest!



Step 4: **CONTACT AND INVITE**

What You'll Say to Invite Contacts From Your Prospect List

The following gives you suggestions for how to invite, drawn from the experience of top Shaklee leaders. If you're using the Shaklee 180™ Program, the process it specifies is designed to help ensure you maximize success with Shaklee 180.

If you're approaching prospects outside the Shaklee 180 process, the following suggestions will be helpful as you develop your comfort level in inviting others to hear about Shaklee. Initially you can use this approach with your close contacts. Let them know you're reaching out to them because they're supportive and you'd like to have them as your first audience while you learn how to do this new venture. No obligation, just hear you out. You'll be surprised at how supportive people can be.

Once you get comfortable, you can develop other words to say. Making an approach script can really help relieve your anxiety. Work with your sponsor/Business Leader to get the language that will be right for you and your prospects.

Remember, EVERYONE WANTS what it is we're offering. Everyone wants to be healthier, feel better, have a healthy home, keep a healthy weight, drive a new car, travel, and EARN MORE MONEY! Now, this does NOT mean everyone will TAKE ADVANTAGE of what you're offering, and that's OK. **Your objective is to INVITE people, then SHARE the story, then work with the willing.**

■ The most important points to include in your invitation are:

1. Let them know you've been thinking about them. (This affirms their value.)
2. Mention the specific need you heard by listening to them.
3. Use phrases that make them feel comfortable—words that take down the wall of resistance.
4. Show passion for your business as you mention Shaklee.
5. Tell them how Shaklee has met YOUR need in a similar situation (rather than saying "this would be good for you").
6. Include a couple of more "comfort" phrases.
7. Ask permission to meet.

See next page to see how these points are used in an actual script.

**Everyone wants
what Shaklee
is offering.**



Example using points from page 34:

“ Hi, Anita. (chat) **(1)** I’ve been thinking about you since our conversation yesterday when you mentioned **(2)** you’re looking for a way you can earn enough money to send your children to a private school next year. **(3)** I don’t know if you’d be open to this, **(4)** but I have a business I absolutely love. It’s with Shaklee, a company that’s been a leader in the nutritional industry and for green products in the home for nearly 60 years. **(5)** It’s met my need to earn the extra money I wanted to pay for those kinds of special things for our children. **(6)** As I said, it might not be exactly what you’re looking for, but **(7)** if you’re open, I’d love to meet and show you what I do. It could be something for you to think about. (Set time and place.) ”

■ Always use phrases that make your prospect comfortable

- This might be a match for the things you want...
- I don’t know if you’d be open to this, but I’d love to get your opinion...
- I’d like to see what you think...
- I’d love to share some of my favourite products with you. Maybe you’ll fall in love with them, too...
- I’m perfectly OK with “no” or “it’s not for me”...
- This might be a solution for...
- I’d love to show you what I do...
- It might be something for you to think about...

■ Open the door in an indirect way to invite interest and referrals:

- I’m interested in finding people who want greater control over their lives, ...who want more time with their family, ...who want to be their own boss, etc.
- Do you know anyone who’s looking to have greater control...?
- If it’s not for you, do you know anyone who...?

Set your
prospect
at ease.



**Open the door
in a way that
meets their
needs.**

Step 4: CONTACT AND INVITE

■ Friendly product approach with contacts you know

Group product event—In-Home presentation

“ Hi, _____. (Brief, natural chit-chat.) *I can't tell you how excited I am. I've been using some products from a company called Shaklee and I've noticed (I feel so much better OR I have so much more energy OR I've lost some weight and I just feel great OR I switched to their non-toxic cleaners and I feel so much better about the baby around the house). In fact, I'm so impressed that I've agreed to have a gathering at my house to let my friends hear all about Shaklee. It's on (date and time). I'd LOVE to have you come and see what you think. It'll be fun, no obligation, just a chance to meet some great people and learn about some things that might make a difference for you, too. Feel free to bring a guest; the more the merrier! Can I count on you to come?*”

For a group product event—referencing a need they have

“ Hi, Mary! (Brief, natural chit-chat.) *I was thinking about our conversation last week, about your concern for your kids' health. I know a lot of parents who have the same concern, so I'm having a gathering at my home next Tuesday at 6:30 p.m. and I've invited some great people. I'll be sharing what's been working for my family, including some products that I've found really helpful. I'd love to have you come. There's no pressure to buy anything, just a chance to consider something that could be of help to you. Besides, you'll meet some fun people and have a great night out. Can I put you down as coming?*”

For a 1-on-1—meeting a stated need

“ Hi, Terry. It's (your name). *How have you been? (Brief, natural chit-chat.) I've been thinking about you and your little one. I bet she's grown so much since I last saw you. Hard to believe, isn't it? I'm calling because I'd love to meet with you over coffee one morning next week when the kids are at school. This may or may not be of interest to you but, knowing what a great mom you are, I thought you might be interested in some products I found that are making a difference for me and _____ (your child's name). And there's even more to it. Should be a quick half hour and we can enjoy some quiet time. Can I count on you? Does next Wednesday at 9:00 a.m. work for you?*”

Grand Opening—leading with products

“ Hi, _____. *I have to tell you how excited I am. I've been using Shaklee products to (improve my health, lose weight, reduce toxins in my home, whatever applies to you or your prospect) and can't believe the difference I'm seeing! I'm so impressed with Shaklee products that I've decided to open my own business and would LOVE to get your opinion of these products. I'm planning my Grand Opening on _____. You've always been there for me, so I know I can count on your support. It should be a lot of fun, and there'll be people coming that you may know. No obligation, just a chance to learn about this company that's really making a difference. Feel free to invite someone. Can I count on you to come and bring a friend?*”



■ **Friendly business approach with contacts you know**

For a Grand Opening Event—family member or friend:

“ Hi, Peter! I’m so excited. I’ve decided to launch my Shaklee business and I’m just learning how to do it. My business coach is coming over to give the presentation and I’m going to watch. I just need an audience! I would really love it if you would come to support me. It’ll give you an insight into what I’m doing and you might even find it interesting for you or someone you know. I’ve got two dates planned. (Give dates.) Which one works for you?”

For a group event

“ Hi, Mary! (Brief, natural chit-chat.) The reason I’m calling is to tell you that I’ve recently started a Shaklee business. I’m so excited because it has the potential to allow me to replace the income from my job and stay home with my family (or whatever your story is). I was thinking about our conversation last week, about your concern for your job and how you’re exploring other options. I’m having an event at my home next Tuesday at 6:30 p.m. and I’d love to get a chance to introduce you to Shaklee. I’m also going to be talking about the products that have really worked for my family, and how I’m transitioning to Shaklee and building my income. Are you open to coming? It’s going to be a lot of fun.”

For a 1-on-1

Same as above, but instead of saying, “I’m having an event,” say, “ I’d love to meet with you over coffee or tea (or at the park, or for lunch), so I can introduce you to Shaklee and give you some great information about _____. In fact, I’d like the chance to share a little about our company’s history, philosophy, the wonderful products, and the way we do business. Does next Wednesday at noon work for you?”

■ **Direct business approach**

For a contact you know well

“ Jim, I was thinking about you today. I’d like to grab a coffee and share a business idea with you. I’ve always respected you for _____ and I just partnered up with some amazing people and an amazing company. I don’t know if it would be a good fit for you, but I’d like to share it with you. Can we get 30 minutes together on Thursday or Friday?”

(They will ask, “What is it?”)

“ The company is one of the most respected nutrition companies in Canada, and it’s called Shaklee. It has a relatively new owner and has launched a program that allows people to drive cars, travel, and potentially earn a six-figure income. Jim, I’m excited to get into the details. If you don’t see a fit for you, that’s OK—perhaps you could point me in the direction of someone who may be open to it. Sound good? (Book the time, place, and day, or book an online presentation.)”

People today
are searching for
**an opportunity
to change
their lives.**



Step 4: **CONTACT AND INVITE**

It's all about what they WANT in their life, not what they NEED.

■ Questions approach

The two approaches below can be used very effectively with people you meet and don't know—and, with modifications, with people you do know. Here you focus on what you're going to ASK. **It works best as a conversation and is not as direct as the earlier approaches.** It allows you to get to know your prospects so you can decide how best to invite them. Remember: it really doesn't matter whether they need what you have to offer—if they don't want it, it makes no difference to them how valuable you think it is.

● Conversational, friendly approach

This is called the “**FORM**” method of asking questions and is a relaxed way to find out about your prospect's needs in a conversation:

F for **family**: Do you have children? How old are they? Are you concerned about the health of your family? What do you do about it today? Are your children no longer living at home? (Are they empty nesters?)

O for **occupation**: What do you do? How do you like it? How long have you been doing it? (Concerns often come up about instability of the future.) Is it your ideal career or are you looking for something different?

R for **recreation**: What do you do in spare time? Do you have any fun vacations planned this year? What motivates you?

M for **money**: This is a sensitive topic to raise, so as you get responses to earlier questions, listen for needs that relate to money. Lots of things come up in conversation, such as a car that's just broken down, or being tired of putting the kids in day care, or concern about an investment portfolio, etc. In other words, listen for needs that would be solved if the person had more money. ““ You mentioned (monetary issue). I'd love to show you what I do. It might be something to think about and may be of help to you.”” (Set time and place.)

If someone appears to be a good prospect for the products, you can invite this person to one of your product events, knowing you'll open the door to the entire Shaklee story at that time.

● Direct business approach

This is called the “**SEVEN QUESTION**” direct approach, which emphasizes **occupation** and allows you to find out where they're right now in their life or their job, what they like or don't like about it, where they would like to be in five to 10 years, and what they're doing to get there.

What do you do? This is a common question and breaks the ice. If you already know, skip the question.

Step 4: CONTACT AND INVITE



How long have you been doing it? If they say anything over three years, say something like: **“Wow, you must really love what you do!”** How they respond will tell you a lot about where they’re coming from.

What do you like about it? This is important to learn so you know how to tailor your segue to the opportunity so it will appeal to their specific interests.

Are there things you don’t like about it? Any downsides? This allows you to find out what they don’t like, so when you refer to the opportunity later you can address how it solves their concerns.

What would you like to be doing five to 10 years from now? If they have a definite idea, you know they’re goal-oriented individuals. Many times you’re likely to hear: “I don’t know, but it sure isn’t this!”

What are you doing to make it happen? This tells you how serious they are. If they have a plan and are doing something about it, they are self-motivated and could be good candidates for Shaklee. If they don’t have a plan, either they haven’t found the right vehicle or they’re not serious about change in their lives. By this time, they’ve shared great information with you and you’ll have a very good idea whether a person is a good prospect. Based on what you learn, you can decide how you want to proceed.

AFTER you use either of the question approaches, if someone appears to be a prospect for the opportunity, you can ask:

“Are you open to new opportunities?” OR “Are you looking for ways to create additional streams of income?” If they say no, move on, but be sure to leave them your contact information in case they change their minds. If they say yes, invite them to hear about Shaklee:

“I’d like to sit down over a cup of coffee and share with you what I’m doing. You may find out that you can (say what they wanted) without (say what they didn’t want or like). Will Tuesday at noon work for you? Just so you know, no is an OK answer, and it won’t affect our relationship.”

The point is this: until they say they’re open to looking at other options or opportunities, don’t make an approach to invite them. Nobody shoots you down or gets defensive. You don’t have to be defensive because you know you won’t ask until you’re sure they’re ready to say YES.

Just be sure you keep it conversational. Respond, give feedback, and build a bridge between you. You’ll discover that the rapport builds very quickly and easily and is a lot of fun because you know where the conversation is going to end up. Most likely, they’ll be willing to set up an appointment.

Relax.

Have fun.

Keep it conversational.



Step 4: **CONTACT AND INVITE**

Always ask for permission to introduce your prospect to Shaklee.

Set Expectations That You'll Cover the Whole Shaklee Story

Regardless of whether your approach is product or business based, always ASK FOR PERMISSION to introduce your prospect to Shaklee by giving your prospect an overview of who we are.

■ If you're talking with someone who has expressed an interest in being healthier:

Prospect: "I've got to get my act together and get my health and the health of my family in shape."

Distributor: "Have you ever thought about a nutritional solution?"

Prospect: "No."

Distributor: "Would you be open to some information?"

Prospect: "That sounds good."

Distributor: "Great! Let's set up a time to meet for coffee and I'll share some options. Our family has really benefited from using Shaklee products. I know you're looking for things you can do to increase your family's health, so we'll spend time talking about what might be the solution for you. **I'll tell you more about Shaklee and the way we do business.**"

■ If you're inviting people to an event in which you want to feature Get Clean®:

"Hi, Mary. I'd love to invite you to a presentation I'm having in my home about Shaklee Get Clean products. They're earth-friendly household products that work SO great—without all the toxic chemicals. I really thought you might be open to learning about them **and all that Shaklee has to offer**. The date is Wednesday at 7 p.m. Will that work for you? (If not, give an alternate date.) That's OK. I'm also doing it on Friday at 8 p.m. I'll see you there!"



☑ Use Third-Party Reference/Materials as a Resource

Always be ready to approach someone by remembering to use third-party references (tapes, books, a friend’s experience) and by asking permission to share information:

“ I have a CD in my office called ‘Why Supplement.’ Would you be open to listening to it?”

“ I was just talking with someone who had the same challenge. Would you like me to send you information on what helped her?”

Many successful Business Leaders recommend sending the prospect some materials to review prior to meeting with him or her. It could be a simple e-mail confirming the date, time, and place, with a short video clip to review on the Shaklee Difference or something he or she might be interested in. Shaklee 180™ has excellent recommendations on what to do and what tools to use to market your Shaklee 180 Turnaround Parties. Be sure to have your Shaklee Personal Web Site (PWS) activated when you begin inviting others to hear more about Shaklee, just in case people want more information before coming to your event.

☑ Other Great INVITE Ideas

Don’t forget to watch the INVITE course in Shaklee University featuring Master Coordinator Shawn Gray. Shawn covers his approach to inviting family, friends, and acquaintances, and he also addresses how he handles questions. Well worth your time!

“ This right here is the engine of the vehicle that will allow you to achieve your dreams.”

— Master Coordinator Shawn Gray

*Have your
**Personal Web
Site up and
running so
people can
check it out.***



▶ Step 5: **SHARE**

Keep it simple

so others can duplicate what you do.

After inviting people to hear about Shaklee, **PRESENTING** Shaklee is the **MOST IMPORTANT** thing you can do to grow your business. The more you **PRESENT** Shaklee products and the Shaklee opportunity to others, the faster you will grow your business.

ACTION STEPS

Get ready to share

Become Familiar With the Tools and Materials You'll Use

Select at least one tool you'll use. Your Upline Business Leader can help you in the selection and show you how to use it. Let the tool do the work for you! Here are a few of our most popular tools:

Shaklee 180™ Turnaround Today DVD and Tools: This plug-and-play DVD (#67094) and the *After-After™* magazine (#77213), as well as online tools, give a new Specialist the materials to successfully support and run Shaklee 180 parties. It's all part of an easy-to-follow process that's designed to net you product volume and new business builders.

Shaklee iPad Presentation App* does a great job of helping you share the complete Shaklee story. This interactive conversation tool includes an overview of the main aspects of the Shaklee story and can be played in a recommended sequence or re-ordered depending on your prospect's interests. The app includes FAQs, success stories with thumbnails and descriptors, and an online sponsoring app.

Or, if you do not own an iPad, you can select the *Welcome to Shaklee* DVD (#67059) or **Shaklee Opportunity PowerPoint presentation** (available in the Business Library of MyShaklee.com).

And don't forget the **Shaklee Dream Plan Calculator.*** It allows you to show the earnings potential to your prospects on an iPhone, iPad, or even online and helps you identify your prospect's goals and how to achieve them.

The Dream Plan Rewards brochure (#77349)* is a great leave-behind for after the presentation. It covers all the incentives and compensation available in Shaklee. Other great leave-behinds are the **Why Supplement?** brochure (#76133)* and the **Changing Brands Can Change Your Life™** brochure (#76132.)*

*See MyShaklee.com for a full description of all tools.



☑ Prepare Your Two-Minute Story

No matter what tool you select to use, always be ready to give your BRIEF two-minute story. It's simply a ONE-MINUTE statement about why you're so enthusiastic about Shaklee products and a ONE-MINUTE statement about why you've decided to build a Shaklee business. Your prospects need to know what attracted you to Shaklee. The important thing: speak from the heart, BUT keep it to **two minutes!**

Example:

“*Today I want to share with you why I'm excited about this company, its products, and its business opportunity. I heard about Shaklee from a friend who had a great experience with the products. Now, I'm a hard sell. I'm not sold by marketing gimmicks. I want solid proof that products work. I heard his enthusiasm and saw how healthy he felt, and he shared some of the science behind these products. So I agreed to try them and that's why I'm here today. I saw what they did for me and my family, and now I feel like shouting from the rooftops about Shaklee.*

But it doesn't stop there. Once I got excited about Shaklee, I couldn't stop telling other people. When I found out that I could earn an income sharing Shaklee products, I got even more excited. Jim and I have been wondering how we could afford the university expenses we see looming in a few years. Now we have an answer, and, having seen the average earnings published by Shaklee, I know they're a reality. Right now we're working toward earning extra money through a special FastTRACK program, and I've never been so motivated. I'm even working toward a luxury incentive trip that will give Jim and me a long-overdue getaway that we don't have to pay for.

So this is truly an opportunity that can give you all sorts of benefits. If you'd like to learn more about the products or the opportunity, we can talk more about that after our presentation.”

☑ Invite Your Sponsor/Business Leader to Help You

Your sponsor or Business Leader can help conduct the first few presentations you've scheduled. That way, you can see how easy presentations are to conduct and you'll know what to do.

Engage them—
don't overwhelm them.



Share your enthusiasm, but keep it brief.

Step 5: **SHARE**

Follow These Steps for a Successful Presentation

The following is a sample presentation outline. (Follow Shaklee 180™ presentation guidelines if you're hosting a Shaklee 180 Turnaround Party.) It makes no difference if it's a group meeting or a 1-on-1—keep the presentation short, sweet, and simple. Target 20–30 minutes! Why? You want to keep your prospective business builders and Members interested and engaged. You want them thinking: “Hey, I can do that!” It's also a good idea to leave them wanting more!

- 1. Open the presentation** with a welcome, introductions, a “thanks for coming,” and your two-minute story.
- 2. Tell them that you're going to cover all aspects of Shaklee:** the company, the products, and the opportunity—so there are no surprises.
- 3. Find out about them.** (Even if you know them, don't assume). What are their interests and concerns? Engage them. Ask questions so when you present the benefits of Shaklee you can relate back to what they've said.
 - Is health a concern for you or your family? Safe, green products?
 - Are you concerned about the insecurity of the economy? More time with family?
 - Do you like what you do for a living now? Are you looking for something new and exciting?
 - Are you looking to make a change in your life, both from a health perspective and from a financial standpoint?

You can even use the FORM questions you learned in INVITE on page 38.

- 4. Talk about Shaklee.** Cover company, products, and the opportunity. Share your ENTHUSIASM, but keep your message BRIEF—that's the key!
 - **Talk about the company**—its history with Dr. Shaklee, its contributions (#1 natural nutrition company in the United States, first Climate Neutral® certified company in the world), and its leadership under Roger Barnett, the Chairman and CEO.
 - **Use the Product Catalogue to cover the key products.** Refer to the *Why Supplement?* and *Changing Brands Can Change Your Life™* brochures. Talk ENTHUSIASTICALLY but BRIEFLY about your experiences with the products.



- **Provide them with a copy of the *Dream Plan Rewards* brochure.** BRIEFLY talk about your dreams, the car you're working toward, and the incentive trip you plan to achieve. Depending upon time, you may want to use the Shaklee Opportunity PowerPoint presentation that's available in the Shaklee Business Library on MyShaklee.com, or the iPad Presentation APP. (Using the iPad2, you can display the presentation on your TV.)
- **Talk about how Shaklee is marketed.** We call it Social Marketing®, where we use the powerful grassroots method of reaching people. People who are enthusiastic about our products and our income opportunity tell others. In turn, Shaklee rewards them for building a community of users and builders. The more people that share and join Shaklee through your social network, the larger your team grows and the greater you're rewarded. It's as simple as that.

5. Use third-party credibility. Use testimonials from your Business Leader and others. Talk about people who've joined you in Shaklee. (Just be sure to keep this BRIEF. Just a confirmation that the business works—someone else's two-minute story.)

6. Handle questions and any objections. Try not to become defensive. Instead of taking an objection personally, acknowledge the question graciously: "I'm so glad you asked that. What a good question." Use the "Feel. Felt. Found." approach as shown in the examples: "I know how you feel; I felt that way, too, but I found... ." Always end with a statement or question that leads them back to a decision.

"The products are too expensive."

“ I know how you feel. I felt the same way. But I've learned that not all nutritional supplements are alike, and that you really need to do your research to find out what a company puts in their products. Here's what I found out about Shaklee—they do more to make sure their products are safe; for example, I know they put all new herbal ingredients to a battery of over 350 tests and conduct 80,000 quality tests each year. They also do clinical studies on their products to prove that they work. I can't think of another supplement company that has more than 90 research publications in peer-reviewed scientific journals. Shaklee has made products for NASA, been used by top athletes who've won over 63 Gold Medals, and has a 100% money-back guarantee on its products. The results I've got from Shaklee have been worth every penny. If I can show you how you can earn dollars toward your product purchases, would that interest you? ”

*An objection is
just a **request for
more information.***



Step 5: **SHARE**

Always end with
a statement
that leads
them back to
a decision.

Additional support facts:

“ Just consider this: A bottle of Vita-Lea®, our multivitamin/multimineral supplement, costs less than \$25 for a full two-months’ supply. And our Get Clean® products are so economical because they’re super concentrated. You could spend thousands of dollars to get the same cleaning power from major ready-to-use brands. For example, one 473 mL bottle of Basic-H2® equals the cleaning uses of 5,824 bottles of Windex®.* Let’s get you started and you can see for yourself.”

*Source: Sterling Laboratories. This label comparison was conducted on October 17, 2013 and is valid only for the named product marketed at that time. All trademarks are the property of their respective owners.

“I don’t have time for this business.”

“ I know how you feel. I felt the same way. And yes, time is a really important issue. I found that making the time made the difference. If you really want these benefits, do you think you could find five hours per week? [Or replace last line with: I could show you a way to work Shaklee into your current schedule. Let’s start with the hours between _____ and _____ (two hours). What do you usually have on your calendar?]

“I can’t sell.”

“ I’m glad to hear that! I don’t like to sell either! I like to think of myself as being in the business of helping people live healthier, happier lives. Shaklee is such a gift. It’s like when I see a great movie—I tell everyone so they can enjoy it, too. I feel the same about Shaklee. I know when I share my story about how Shaklee nutritional products improved my family’s health, and how the cleaning products are green and don’t harm the environment—AND can save them money—I’m not selling; I’m SHARING something that changed my life and could change the lives of others! You told me that you want to earn extra money because (fill in their reason for needing Shaklee). By ‘sharing’ Shaklee, you’ll be able to do that and so much more! Let’s get you started and you’ll see.”

“Shaklee? Isn’t that a pyramid?”

“ Let’s start by defining what a pyramid is. A pyramid company pays commissions, bonuses, and overrides to their distributors for simply getting people to sign on the dotted line. In a pyramid scheme, recruitment with a substantial investment by the recruit, either in fees and/or purchases of sales materials or inventory, is the goal, with no buyback protection if the distributor leaves the business. Shaklee is definitely NOT a pyramid. At Shaklee, the way commissions, bonuses, and overrides are paid to our Independent Distributors is through the SALES of our pure, safe, and green products. In addition, we don’t inventory load and we have a 90% buyback for distributor inventory. That’s what differentiates Shaklee from companies that are pyramids.”



“I’ve been a part of other network marketing companies in the past and I didn’t do so well. What would be different about Shaklee?”

“ I’m glad you asked. You’ll have the confidence of being a part of a company that’s been in business for close to 60 years and has paid over \$7 billion in commissions. Shaklee is known for its unsurpassed quality control, as well as its outstanding products that work, are safe and pure, and are backed by solid science and clinicals. It’s an association you can be proud of. It has the distinction of being the first Climate Neutral® certified company in the world, meaning it has totally offset its CO₂ emissions, resulting in a net-zero impact on the environment. As testament to its excellence, it’s drawn the support of the late 2004 Nobel Peace Prize Laureate, Dr. Wangari Maathai, and world-class, gold-medal winning athletes around the world.

Not only will our products make a big difference in your success, but you’ll have access to the support of successful Field Leaders, online training, conference calls, and tools. You’ll even have your very own Personal Web Site that will keep you in business 24 hours a day, seven days a week. Just know that Shaklee is as committed to your success as I will be. Let’s get started and I’ll show you what I mean. Then you can be the judge.”

“Isn’t that like _____?”

“ Tell me, what is _____ like? (Usually a negative that Shaklee is not like.) Shaklee doesn’t operate like that. That’s why I’d love to have you evaluate this opportunity. I think you’ll find, as I have, that Shaklee is different. It comes down to several things that make Shaklee different. **Add the previous response to your answer:** ‘You’ll have the confidence of being part of a company...then you can be the judge.’”

Show your care—and that you stand behind anyone who joins you as a partner and will work for their success.

Believe you have
a **gift to offer**
them with
Shaklee.



*Paint the picture and **lead them to a decision about Shaklee.***

Step 5: **SHARE**

7. End by summarizing what Shaklee is all about:

- It's about using and sharing products that make a difference in people's lives—products that are always safe, always work, and are always green, backed by science and clinical research.
- It's about making people and the planet healthier.
- It's about having time for family while providing for them.
- It's about making a living commensurate with your efforts.
- It's about realizing your potential and growing as a person.
- It's about making a better life, not just a better living.

8. Ask them to think about where they fit in Shaklee:

- Are they interested in exploring the business and creating a financial future with Shaklee?
- Are they interested in earning money to help supplement what they're already making?
- Are they interested in simply using the products—becoming healthier, losing weight, reducing the toxins in their home?

9. Let them know getting started is easy:

- **Just join Shaklee.** We recommend one of our GOLD PAKs as the best, most comprehensive way to join Shaklee because the GOLD PAKs provide the best value and offer the greatest financial return. And the GOLD PAKs are the best way to get started if they're interested making money and exploring the business. Then they can see how much fun it is to share Shaklee with their family, friends, and people they meet.
Or, if they want, they can join as preferred customers with the Free Membership With Vitalizer™ offer and take advantage of preferred pricing on all product purchases.*
- **Use the products.** Get to know what's so special about Shaklee products and why they're so easy to share with others: they're always safe, always work, and are always green. Begin to Shaklee-ize their homes. Get on our automatic shipment program called AutoShip and save an additional 10% on some of their favourite products.

*Save an additional 10% when you purchase select products on AutoShip.



10. Close the presentation with your statement that you're committed to be a resource as they explore Shaklee.

- You'll stand behind anyone who joins you to earn an income, and you'll work for their success.
- You'll work to meet the needs of anyone who joins you as a preferred customer.
- You'll sit with them to help them in their decision-making process. They decide what they want.

Look to the SPONSOR section (Step 6) for how to sponsor them after your presentation. If the presentation has been a 1-on-1, you'll go directly into the SPONSOR step. If the presentation has been at a Grand Opening or a group presentation, arrange to touch base and meet individually at the end of the presentation with each person to take the SPONSOR step. For an in-home presentation, many Leaders recommend meeting individually at the kitchen table to determine the level of interest and to sponsor people at that time or arrange to meet with the prospect again.

JUST REMEMBER: you're looking to offer people options, and they get to choose their level of participation.

Other Great SHARE Ideas

Visit the SHARE course under FIRST STEP TRAINING in Shaklee University and hear from Senior Master Coordinator Jennifer Glacken about tips and techniques to present Shaklee. When you learn from a Master, you're learning from the best. Jennifer explains how easy and fun it is to "SHARE" Shaklee to grow your business and reach your goals.

“ If you fail to plan, you plan to fail. Take the time to prepare yourself for success.”

— Senior Master Coordinator Jennifer Glacken

*“Sow the seeds of happiness in others, and you will **reap a joyful harvest.**”*

— Dr. Forrest C. Shaklee



Step 6: FOLLOW UP

Follow Up, Follow Up, Follow Up!

Follow-up needs to be done with each person after you have made a presentation to them. Just remember, you always want to keep them in their comfort zone.

Why Follow Up?

Shaklee customers remain customers because:

- The Shaklee Effect™ and the Shaklee Difference™ – they become “Shaklee-ized”
- The results of the products
- The Distributor/customer relationship

Follow-Up Makes a Difference

The larger your organization, the more you need to implement a follow-up process. Start when you’re small; then, when you grow, people won’t slip out the back door.

“*Permission Marketing is just like dating. It turns strangers into friends and friends into lifetime customers.*”

—Seth Godin

Key Factors for Effectiveness:

- The Shaklee Effect and the Shaklee Difference – be a professional and offer high-quality customer service
- Share your passion and belief
- Build a relationship one contact at a time – be truly interested in each one
- Ask permission to touch base and keep it brief:
 - “Is this a good time?”
 - “Do you have a few minutes?”
- Have a step-by-step process – consistent, scheduled, and managed
- Practise, practise, practise so it becomes second nature
- Make it duplicatable so your team can do it, too!

*Without good follow-up, **you have people going out the back door as fast as they’re coming in the front door, and the end result is little or no gain.***



Suggested Tools for Success:

- One click on MyShaklee.com gives you everything you need to follow up with your existing members
- To find training resources, login to MyShaklee.com and click on the “My Business” tab, then click on “All Training” and select “PWS Training Calls” to see schedule, workbooks, and archived calls
- Check your leads and follow-up alerts daily
- Re-engage existing Members by seeing their order histories
- Encourage or take part in training Webinars
- Shaklee University Modules
- First Step Training Materials
- Tools for success: binder, labels, sticky notes, alphabetical dividers
- Step-by-step process: prospect, customer, Member, Distributor
- *Welcome to Shaklee* DVD
- Templates and designs available at MyShaklee.com (e.g., thank-you and welcome cards)
- Refer to Vimeos (personal stories as well as information about products)

ACTION STEPS

Follow-Up System:

Begin by entering the customer information into a spreadsheet, on an index card, in a folder, etc. If you’re using an electronic follow-up system, it’s important to back up the information as a precaution. Recommended follow-up times are as follows:

- First 48 hours
- Five days after first order
- One week later, set up a New Member Orientation
- 30 days after first order
- Follow up once a month for at least six months
- Then, call every other month

Send monthly newsletters, a thank-you note after every order, and once (or more!) a year do something really special (e.g., send a little thank-you gift, such as a book)!

*“Sow the seeds of happiness in others, and you will **reap a joyful harvest.**”*

— *Dr. Forrest C. Shaklee*



*Paint the picture
and lead them
to a decision
about Shaklee.*

Step 6: FOLLOW UP

ACTION STEPS

Follow-Up System:

The following is the type of follow-up you will do depending upon the decision they made at the end of your presentation.

1. New Customer Follow-Up:

(Create trust and life-long users become Members)

- Send a card to thank them for their orders
- Call 5 days** after order to inquire whether they received their order and if they have any questions before getting started
- Call 15 days** after order to ask how they're doing and talk about benefits of membership
- Call 30 days** after order to ask if they'd like to place another order and if they'd like to join Shaklee and reap the benefits
- Ask for permission to stay in contact or carry on to Member follow-up

2. New Prospect Follow-Up:

(Create customer/business partner)

- Send a card to thank them for their time (or for attending an event)
- Call within 2-3 days** to ask questions:
 - 1) Did they go through the material, etc.?
 - 2) Are they ready for the next step?
- If they're not ready to make a decision, provide other information and tools
- Ask for permission to provide updates, special offers, and/or newsletters until they become customers or business partners

3. New Distributor Follow-Up:

(Retain interest, build belief, and get them earning money right away!)

- Send a congratulatory note/card about their decision to build a business
- Go through the new Distributor Kit and watch the *Welcome to Shaklee* DVD
- Make a list of names (with phone numbers)
- Hold a planning session **within 48 hours:**
 - 1) Go over the Dream Plan and find out their WHYs, goals, time frames, and target income ranks
 - 2) Set up Shaklee Direct Deposit
 - 3) List and board names
 - 4) Third-party calling – invite to grand opening
- Plug into weekly training nights, conference calls, and/or Webinars
- Get started with the First Step Resource Guide and Shaklee University courses
- Set up PWS and order business cards
- Set up an appointment time to call every week for accountability and guidance



4. Shaklee 180™ Turnaround Follow-Up:

(See results, free products, and cross sell)

- Day 3** – Getting-started call
 - 1) Have the products arrived? Explain program!
 - 2) Share your commitment to their goals, tips, etc.
 - 3) Explain the myth of the scale: encourage measurements and “before” photo
 - 4) Highlight the Shaklee Product Catalogue
 - 5) Discuss the mobile app and health assessment
- Day 7** – Coaching call
 - 1) Focus on goals and check on progress
 - 2) Reinforce the myth of the scale: how are clothes fitting? This is how leucine works, etc.
 - 3) Ask questions: What do they like best? Do they have any concerns?
 - 4) Offer help for getting free products: referrals, parties
- Day 14** – Coaching call
- Day 21** – Coaching call
- Day 30** – Coaching, offering encouragement, and opening the door to other Shaklee products
 - 1) Ask questions, assess needs, and share solutions
- Day 60** – Coaching, prepare transition to Shaklee 180 Lean & Healthy Kit
- Day 90** – Transition into Shaklee 180 Lean & Healthy Kit or start another Shaklee 180 Turnaround Kit

*“Sow the seeds of happiness in others, and you will **reap a joyful harvest.**”*

— Dr. Forrest C. Shaklee

Shaklee 180™ Follow-Up Research:

Of people who placed a single order or cancelled AutoShip after one month:

- 58% said they had product left over – means they weren’t following the program as designed
- 46% of new Members didn’t get contacted after their first orders
- 70% said they would definitely be interested in purchasing Shaklee products – even if they cancelled their kit purchase – if someone called

And you don’t have to do it all yourself:

- Engage your builders in active follow-up to teach them how to build and maintain a business in trade for meetings and help with presentations
- Get a business student from your local high school or community college to help you with administrative work

Follow-Up Makes a Difference!



*Your goal is to **help your prospects determine how Shaklee will fit into their lives** and help them get started.*

Step 7: **SPONSOR**

ACTION STEPS

Find Out What Your Prospect Is Thinking

By this point, you should know a few important things about your prospects so you can relate to them in the options you present. Whether you do this after a 1-on-1 presentation or a group presentation, get the help of your sponsor or Business Leader, if possible, or follow the recommendations below. Just make sure they're in their comfort zone. No pressure. (Note: if you're using the Shaklee 180™ Program, follow the recommended process for enrolling someone into Shaklee as a customer or Specialist.

Give Your Prospects a Choice

And they'll make a choice. Don't prejudge anyone and assume you know the best way for someone to become a part of Shaklee. Let your prospects determine their level of interest in Shaklee. Ask them these questions:

- Are they interested in exploring the business and creating a financial future with Shaklee?
- Are they interested in earning money to help supplement what they're already making?
- Or are they interested in simply using the products—becoming healthier, losing weight, reducing the toxins in their home?

■ If they say they would like to earn a car, the trips, and a good income, offer the business-building option to join Shaklee:

“ Jim, I'm so happy to hear that you're as excited as I am about the Shaklee income opportunity. As I mentioned in my presentation, the best way to join as a business builder is to select one of our GOLD PAKs because you can earn money right away. You also have the potential to qualify for our FastTRACK program to help put you on the path to earn the car, the trips, and a great income. With all our GOLD PAKs you get preferred pricing on the products and a comprehensive package of business-building materials. You also earn a cheque from Shaklee and have access to special bonuses and incentives exclusive to the GOLD program. Let's take a look at each PAK or Product Action Kit.



The **GOLD Plus PAK** is our career pack that contains everything to get you started on the path to success. Worth \$2,000+, it allows you to join Shaklee for just \$699. It's a great way to get to know and experience the benefits of a selection of Shaklee products and begin to Shaklee-ize your home. And you even get one year of your own Personal Web Site.

Then, there's our **GOLD PAK**, worth more than \$870. It allows you to join Shaklee at the special price of \$349. You get a selection of some of our most popular nutritional products, a full-sized bottle of our top green household product, plus accessories. This PAK allows you to get your feet wet and experience some of the top Shaklee products, and even includes three months of your own Personal Web Site.

So, based on what you've said you want from Shaklee, which one sounds best to you?"

Always sell up so they can achieve the greatest number of benefits, but be sensitive to where they're coming from. If they've said they just want to supplement their income but aren't ready to jump in with both feet, you may want to suggest the \$349 GOLD PAK as their best option.

If they say, "I don't think I can afford that right now," acknowledge their concern but be aware that the problem may not be money. It could be that you need to continue working on establishing value for the opportunity before they're ready to say yes. See if this makes a difference: "What if I can show you a quick way to make enough money to earn your investment in the GOLD PAK? Would you be open to learning how?" (See the companion guide, *The Shaklee Dream Plan—How It Works* [available in the Shaklee Business Library on MyShaklee.com] for a review of the payout of the GOLD and Power Bonuses.)

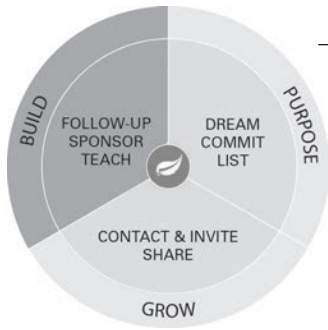
■ **Always be prepared to present the Distributor Welcome Kit if you get resistance.**

"If you feel that one of the GOLD PAKs is too much of a commitment, you can also join Shaklee by sponsoring with the **Distributor Welcome Kit**. For \$49.95 you get our basic business-building kit and preferred pricing. What you don't get that you get with the GOLD PAKs are products and the higher earnings potential. If you want the best income potential, you can upgrade to a GOLD PAK later.

The decision is yours. Where do you see yourself so I can help you get started in Shaklee?"

Leave them room to choose.

You want them connecting with Shaklee.



Step 7: SPONSOR

Objections are requests for more information—
your prospects want to be comfortable with the decision they're considering.

Leave them room to choose. The important thing to remember: you want them connecting with Shaklee in some way; once they try the products, they can always upgrade to a GOLD PAK.

Some prospects are ready to launch a business right away; others are not as ready to make a decision after the first presentation. Often, meeting with them two or three more times, answering questions and deepening your relationship, is required. Ask, “Are you interested enough to learn more about it?” That leads to an opportunity for another in-person meeting as soon as possible.

■ **What happens if all they want to do is simply use the products?** Validate their decision. Welcome them to Shaklee.

“I’m so glad you decided to try our fabulous Shaklee products. You’ll never regret it. Based on what you discussed (refer to specifics), which products that I talked about rang a bell with you? (Or, ‘You would probably enjoy trying _____ products.’). Thanks to the money-back guarantee, you have nothing to lose. When you become enthusiastic about these products the way I did, you may even find yourself wanting to revisit sharing these products and earning some money.

So let’s get you started by joining with a “join free” **New Member Regimen Pack**, where you get preferred Member pricing. We have a special offer for **FREE** membership with your first product order. Or you can join with the **Distributor Welcome Kit**, where you get preferred Member pricing and the opportunity to earn cash bonuses. Which products would you like to order today to get started feeling great?”

Get them experiencing the products. Follow the recommendations in this chapter that cover what to do with Members, such as ongoing follow-up, the New Member Orientation, getting them on AutoShip, and obtaining referrals. Remember: Shaklee is a relationship business, and you can always revisit the opportunity with them and upgrade them to a GOLD PAK.

Be Prepared to Answer More Questions

Some may repeat earlier concerns: “I don’t see how I could fit Shaklee in. I’m too busy!” **OR** “I could never sell.” **OR** “I’m not sure I could build a business.”

Remember: questions are nothing to fear.

As was addressed in the SHARE course, one of the best ways to respond is to use the **“Feel. Felt. Found.” approach to answering questions:** “I know how you feel. I felt that way, too, but I found...” and genuinely share what you found that eliminated that concern or objection.

☑ Conduct Member Orientation Session

Here's a great way to schedule your New Member Orientation:

““ You have other benefits to your membership besides the preferred pricing. You're not obligated to use any/all of them, but I'm obligated to let you know about them.””

There are many ways you can orient new Members about Shaklee: providing them materials via e-mail or snail mail, suggesting they watch some of the videos on your Personal Web Site (PWS), etc.

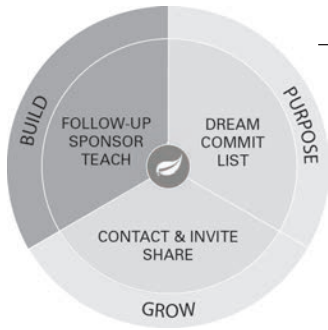
But the best way is to connect directly with them in a 20-minute New Member Orientation Session so you can:

- Answer any of their questions once they've had a chance to use the products
- Cover the product lines
- Refer to specific product use
- Recommend AutoShip and reinforce its benefits
- Open the door to the opportunity again—be sure to show them how they can earn money toward their product purchases as a Distributor
- Get referrals
- Agree on ongoing communication
- Meet their wants and needs

Using the *Shaklee-izing Your Life* sheets on pages 19–20 and watching the *Member Care Counts* Shaklee University course should give you some great ideas for conducting a New Member Orientation Session. This session also allows you to open the door to the opportunity discussion once again. The same steps you take with a Member are also the product portion of the New Distributor Orientation and Strategy Sessions you hold with a new business builder.



*When you follow up, **always keep them in their comfort zone.***



**Shaklee is a
relationship
business.**

*Enjoy building
relationships!*

Step 7: **SPONSOR**

Reinforce the Value of AutoShip

In your New Member Orientation Session, point out the specials that they can get by using AutoShip (10% off select products, loyalty rewards), the convenience of delivery, and the ability to modify their order whenever they need to do so.

Open the Door to the Opportunity

Ask questions like these that give you a way to talk once again about the business opportunity:

“ *How many people have you told about Shaklee?*

Do you find yourself thinking about people who could benefit from Shaklee?

Have things changed with you since our last meeting?

Have you thought about the possibility of earning extra money with Shaklee?

Do you have any questions?”

Feed off of their enthusiasm and offer to talk with them further about Shaklee. If they're still hesitant, let them know you'd like to keep the door open so, if circumstances change, they're free to contact you and you'd be happy to be a resource. Again, no pressure.

Ask for Referrals

Think about it—the concept of Social Marketing® is in part based on the power of referrals. We recommend products and services to our friends and family all the time. We often see movies, read books, and purchase certain brands all because they were recommended to us by someone we know. It's the same with your Shaklee business.

Referrals through your good customers offer the best way for you to open the door to new people about Shaklee products and the opportunity. The more your new Members know and trust you, the better their experience with you and the products, the more enthusiastic they are, and the more interested they'll be in letting you talk with their friends and family about the products and the business opportunity.

What a great way to expand your Prospect List! You'd never run out of people to talk to. You'd be **adding names** to your Prospect List on a regular basis! That's the power of getting referrals.



■ **Always ask for referrals—** “ Who do you know that would benefit from these products...who wants to feel better...lose some weight?”

■ **Point out there’s a way they can earn some extra income** to help pay for their products as they switch brands. Here’s a great way to open the door to the opportunity while you get referrals:

“ *What’s great about Shaklee is that when you purchase products and you help get others using the products, Shaklee gives you the opportunity to earn cash bonuses as a Distributor, or product credits as a Member. It can be a great way to earn dollars toward your product purchases. If you’re interested, I can show you how that works. No obligation on your part.*”

■ **Offer to hold a Shaklee 180™ Turnaround Party** or an in-home presentation—such as a Healthy Home or a Wellness Hour—in their home. You could even do a Web presentation. These are great ways to get them interested in becoming fledgling business builders. (Your sponsor and/or Business Leader can help you do these initially.)

■ **If they don’t express an interest in getting the benefit of referrals,** don’t be afraid to still ask:

“ *Who comes to mind that you care enough about that you want them to know about these products?*” **OR...**

“ *Can you think of anything Shaklee offers that could benefit those you care about?*”

Again, don’t press. Show genuine concern about wanting to share these products with others who can benefit.

■ **If you do share the Shaklee opportunity again, and if the timing still isn’t right,** open the door to referrals:

“ *Thank you for letting me share the Shaklee opportunity with you. I understand that the timing may not be right for you at this moment, but perhaps you know someone who might be open to it. Can you think of anyone who could benefit from extra income and a flexible schedule to work around family demands?*”

Sponsoring Is a Process

End by reassuring them that there’s no pressure. They can try the products with the unconditional money-back guarantee as reassurance they can’t lose any money. In turn, you’ll continue to be a resource in their discovery of what Shaklee has to offer.

This is a great chance to open the door to products they have not used and to revisit the opportunity.



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

— John Quincy Adams

Step 8: **TEACH**

So what do you do when you find a new person who wants to start a Shaklee business? This section teaches you how to coach and mentor your new business builder by teaching him or her to do what you do by using the First Step Resource Guide and following the seven steps to success.

Note: the Shaklee 180™ Program has been designed to provide an easy-to-follow process to help a Shaklee 180 Specialist build his/her Shaklee business. Be sure to take a look at the Shaklee Specialist Start-Up Training, available at MyShaklee.com, for the simple steps to take with a new builder to launch his/her Shaklee 180 business.

ACTION STEPS

Your Attitude Is Important

Be confident and positive. Leadership is a learned skill that you gain as you work step by step with others. Teaching your new business builder can be easy! Just follow this First Step Resource Guide and you’ll have a fully trained, ready-for-success team member who is ready to go.

Conduct Distributor Orientation and Strategy Sessions

These are the getting-started sessions for new builders. Successful Leaders recommend setting the first strategy session within 24–48 hours of a business builder’s decision to start a Shaklee business. Set aside two or three sessions of about one hour each. It’s important, while new builders are excited, that you sit down and walk them through what it takes to be successful. Use this guide as a resource.

You’ll notice pages 8–9 give business builders some insight into what the initial meeting will contain and how they can prepare for it. Try not to cover everything in one session. But, most important, get them started on income-producing activities (IPAs) RIGHT AWAY. Such activities can include making their Prospect Lists, setting up the dates for their first events, and starting to reach out to their contacts. Likely you’ll cover all the information you need to cover (outlined on pages 61–63) by the third session. After that, you’ll have weekly touch-bases and in-person meetings where you support them in their efforts.



Follow this checklist for the content of the sessions:

Review products, how Distributors get paid, administrative questions

- Cover their product orientation here—how they’re using products, etc. (This is essentially the same thing as the Member Orientation, as seen on page 57.)
- Cover how they get paid and how activity equals earnings so they understand that the time spent in productive activity leads to reaping dollars and earning rewards such as cars and trips. Use the companion guide, *The Shaklee Dream Plan—How It Works*, as a resource (available in the Shaklee Business Library on MyShaklee.com). Have them watch the *How the Dream Plan Works* course in Shaklee University, which shows how people earn money and rewards in Shaklee. Indicate that you’ll review in each session how the Dream Plan works so they can gradually understand how they can make money.
- Then review topline the duplicatable process—the seven steps for building the business: DREAM, COMMIT, LIST, CONTACT AND INVITE, SHARE, SPONSOR, TEACH—and the strategy “3 & 10—Do It Again” (see page 5) that they’ll use to build their businesses. Reinforce the use of the First Step Resource Guide as their resource in understanding the steps they’ll take. Reassure them this is a gradual process, but they need to get their feet wet so they get the best return on their time investment.

Talk about their goals, their DREAMS

Refer to the exercises in the Resource Guide under DREAM:

- What do they want from the business: additional income? Primary income? Change of career? Funds for a university education, home, other needs?
- How much do they want to earn? And how much do they HAVE to earn?
- How much time are they willing to give to develop their businesses?
- What goals will they set and in what time frame?

These are important questions to raise so you know what level of commitment to expect. You want to be sure their expectations meet the time and the commitment they’re willing to give.

Talk about their COMMITMENT

- How much of a time commitment are they willing to give to see their businesses develop? The TEACH course in Shaklee University recommends a commitment of one year to see the kind of results that can address their expectations.

The best lesson

is earning their first cheque!



**Commit to
action and
success will
follow.**

Step 8: **TEACH**

- Emphasize the need to Shaklee-ize their lives and get to know and experience the products. THIS IS A BIG SIGN OF THEIR COMMITMENT. (Use the form on pages 19–20.)
- Get specific about the hours they’ll devote to working their businesses and where they’ll find the time. (Use chart on page 15.)
- What meetings and conference calls will they attend to learn the business? Be specific about the dates and times of the ones you conduct or attend. (Record them on page 23.)
- Schedule a weekly time to check in and talk so they never feel alone. You’re there for guidance and support. (Note time and day on page 23.)
- Refer to pages 21–22 of the Getting Started Checklist:
 - > Make sure they have their PWS up and running.
 - > Have they looked at the Member Centre? Show them what’s there.
 - > Help them set up their 100 PV AutoShip if they haven’t already.

Point out that these are investments in their business activities (IBAs) that need to be done, but are not as important as the income-producing activities (IPAs) such as inviting and presenting.

Help them begin to build their Prospect LISTS:

- Using the “tickler” list on pages 26–27 of this guide, show them your recommendations for building their 100-name lists. Tell them to just get the names down first using the sheet on pages 28–30. Then they can use their phone or online contact system or the copyable sheet on page 31 to capture the address, phone numbers, and e-mail address later.
- Have them talk very briefly about a few of the names—what might be areas of interest—and jot them down on their list. But be sure that they don’t use it to qualify or limit any of their contacts. They’re just looking for the prospects’ potential “hot buttons.” (Do a few together to give them the hang of it; then they can do this later with each name.)
- Make sure before they leave you they have at least 30 to 40 names of people they know on their list.

Help them prepare to INVITE people to hear about Shaklee

- Explain the difference between the CONTACT AND INVITE and the SHARE steps. When they INVITE someone to hear about Shaklee, their objective is to get a time, place, and date to present Shaklee to their prospects, NOT to actually SHARE the Shaklee story.



- Help them decide what type of event is best and **set some dates right away** that will work for them:
 - A Shaklee 180™ Turnaround Party where they'll have an easy process to follow to invite and share Shaklee 180.
 - A Grand Opening where they launch their business with family and friends and people they know. (This is a great first step!)
 - One-on-one meetings with some prospects.
 - An In-Home presentation where prospects invite people to their home and you and the new builder make the presentation.
 - Attending a Webinar.
- Help them determine the number of people they need to invite to a group event to get a good turnout. Top Leaders recommend inviting 20–30 people or more to get actual attendance of 6 to 10 people.
- Help them decide the best way for them to extend the invitation:
 - With Shaklee 180™, you even have invitation tools to use!
 - Phone call alone.
 - E-mail or Evite® followed by phone call. (Some Leaders recommend not sending anything ahead of time and believe the phone call alone is the better route to gain acceptance. Some use e-mail as a confirmation of date, time, and place.) Visit [MyShaklee.com/My Business tab/Emails & Campaigns](http://MyShaklee.com/MyBusiness/tab/Emails%20&%20Campaigns) for invitation suggestions.
 - Postal mail invitation followed by a phone call.
- Help them begin to draft the language they'll use. Show them through actual calls how you do it. Use the sample scripts in the CONTACT AND INVITE section of this guide to help you. Just make sure what they're going to say is BRIEF and they:
 - Share their enthusiasm for the products and the business.
 - Focus on the prospects' needs and interests.
 - Use phrases that make the prospects feel comfortable.
 - Emphasize there's no obligation.
- Help them decide on any materials to provide to the prospects before and after they meet with them.

Tell them you'll help them SHARE/present Shaklee to their prospects.

They're not alone. Introduce them to the tool you use to share the whole Shaklee story and indicate they'll learn how to use it by watching you give presentations. Use this guide as a resource.

Reassure them you'll show them how to SPONSOR people into Shaklee so they can get comfortable with the process. Again, use this guide as a resource.

Most important, show them that you're committed to their success and that, working together with you, they can succeed!

Help them learn to read the "green flags"—
how to listen for prospects' "hot buttons" in conversation.

All trademarks are the property of their respective owners.



Step 8: **TEACH**

***The sooner
you get them
actively
involved,
the better.***

Conduct Presentations With Them and Teach Them How to **SHARE** and **SPONSOR** Others Into Shaklee

Include them in the presentation: let them do the welcome, introductions, and their two-minute story to get started. Then, at the end of your presentation, if the presentation is a group meeting, have them provide materials and bring people to you for one-on-one time. Gradually have them take over some of the presentation until they're comfortable doing it themselves. Successful Leaders indicate that process can take as few as three presentations and no more than five or six. Make sure they know how to close their presentation and sponsor others in Shaklee. (See the **SPONSOR** chapter of this guide.) If you're hosting Shaklee 180™ Turnaround Parties with your new Specialists, you'll find the process lays out what to do step by step and provides easy-to-use videos that make the presentation easily duplicatable.

Show Them How You Follow Up and Train Builders

Reinforce that what you do with them is what they'll learn to do with their business builders. Again, this Resource Guide can be a real resource in directing your new business builders about what to do. Initially, you'll help conduct strategy sessions with their new builders until they become comfortable taking the leadership role. (Remember: your builders will do what you do!)

Accept People as They Are, but Challenge Them to Become More

This is a life-altering decision, and we need patience to walk them through the process and get them believing they can do it. The sooner you get them into action, the better. You'll recommend activities that they'll do and you'll work with them to become comfortable with those activities. You're committing to their success, but they, too, must commit time and energy to it also. Rick Seymour, in his **TEACH** course in Shaklee University, compares it to playing a game of chess: you move, they move. You're looking for results. Are they sponsoring? Is their group product volume growing? You must see signs that they're committed and are building their business.

Your weekly contacts with them will help you determine if you have a growing Leader, a good product sharer, or a committed product user. Whatever the case, value them for what they are and continue to validate them as a meaningful part of your growing organization.



✓ Other Great TEACH Ideas

Be sure to watch the TEACH course in Shaklee University. This course provides invaluable advice on how to work with a business builder to help achieve success. It's a complete review of what you'll want to do to duplicate your success with others. Also take the time to review the Shaklee 180™ training materials and videos. They help make training a new Shaklee 180 Specialist easier and more reliable.

✓ See Your Future

So now you know what to do. You're gathering your team and building your volume. You're working toward the rank of Director and are starting to help develop your leaders. You've set your goal for Executive Coordinator within a year's range after reaching Director. And you're building your belief in becoming a Master Coordinator by attending the Global Conference and other events where you're meeting many other successful leaders who are happy to share their wisdom and advice about building the business.

Believe in yourself! You can create a business that will pay you handsomely for your efforts. Get to know and understand all the ways you can earn money, cars, and trips with Shaklee. Look to *The Dream Plan—How It Works* guide. Few opportunities offer such a wealth of possibilities. See what it can mean for you.

Then follow the plan. Remember the 80/20 rule: do the income-producing activities (IPAs)—inviting, sharing, and sponsoring—EACH WEEK to grow your business. Don't get bogged down by the details. Plan your strategy to Director. Create your future!

“*Opportunity never comes knocking at the door. It never seeks entrance; never comes from without. Opportunity is of our own creation.*”

— Dr. Forrest C. Shaklee

**“A good example
has twice the value
of good advice.”**

— Author
unknown



Your Growth Strategy: Develop Leaders

Your growth strategy is to develop Business Leaders who'll emerge from your Personal Group and who, in turn, will develop Leaders downline in your organization.

■ Position yourself for *FastTRACK*, Leadership, and Infinity bonuses:

- **Work to get to Director***

Director is where your *FastTRACK* clock starts, and then get to Senior Director within 6 months to earn \$1,000. It's an extra incentive that can add to your income. You'll want to encourage your business builders to do the same.

- **Target the rank of Executive Coordinator in 18 months or less***

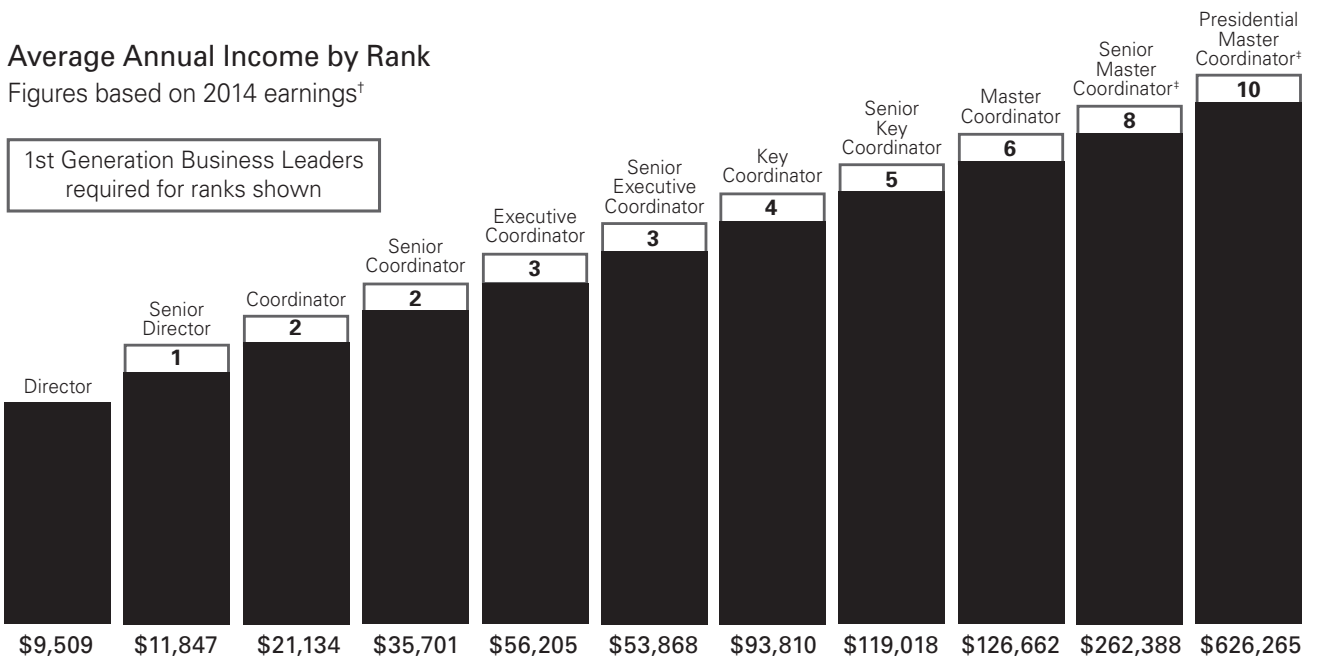
Successful Leaders recommend you should always articulate your next stretch goal so you know where you're going and why. Target Executive Coordinator in a 15-month time frame—you can earn up to \$34,000 in *FastTRACK* bonuses. Should it take a little longer, that's OK, too—so long as you get there and enjoy the income you earn at that rank.

- **Visualize Master Coordinator in 36 months or less***

Now, this is your BIG S-T-R-E-T-C-H goal, but every successful Leader who made it to Master will tell you that you need to visualize what you'll do to make it happen. Put it out there. It can happen faster than you think! Plan to take advantage of *FastTRACK*. Reach the rank of Key Coordinator within the 24-month time frame and Master Coordinator within the 36-month time frame and you can earn up to \$55,000 in *FastTRACK* Bonuses on top of other income sources.

Average Annual Income by Rank

Figures based on 2014 earnings†



*Maintenance requirements apply. See the 2015–2016 Incentives Booklet in the Shaklee Business Library on MyShaklee.com for full details.

†All levels must maintain a minimum of 2000 Qualifying Group Volume each month, including 100 Personal Sales Volume. This is a summary of the Compensation Plan. For a more detailed explanation, please see the Statement of Privileges and Responsibilities of Shaklee Family Members (P&R). In the event of any discrepancy between the P&R and this summary, the P&R governs. The typical participant in the Shaklee Canada Inc. Compensation Plan earns an average of \$223.44 per year. However, participants at the Business Leader level earn on average \$9,509 a year and can earn over \$126,662 a year at the top levels. Earnings were calculated on a monthly basis of those Business Leaders in the achieved rank. Results will vary with effort. Shaklee Canada Inc. does not guarantee that any particular income level will be achieved.

‡These ranks have not yet been achieved in Canada. Figures based on U.S. 2014 earnings.

