

Creating a committed customer

It's important to be committed to your customer's success in losing weight and learning how to keep it off. Because the more successful they are, the more loyal and trusted Shaklee consumer they'll be. And the more successful you'll be, too.

How and when to check in during the first 'critical' 30-60 days

THE SUPPORT CALL

Day 3

"Hi (customer's name). I'm calling to make sure you received your Shaklee 180™ Kit. And I want you to know I'm always here to support you in reaching your goal." (Let them know the complete Shaklee Product Guide is also in their Kit, and if they have any questions you'll be glad to share more about the "Shaklee Difference" once they're at their healthy weight.)

CHECK-IN COACHING CALLS

Days 7, 14,
21 & 28

- Just a friendly check-in to follow up on their progress
- Provide encouragement and share Turnaround tips
- Reinforce that Shaklee 180™ with leucine is designed to help lose inches not pounds!
- Offer to help them get their product for free. Schedule a 3-for-free party

INTRODUCING OTHER PRODUCTS

Days 30

Review the Lifestyle Score they created initially and find out:

"If there's anything you could do to improve your health, what would it be?"
"What's the one area you're most concerned about?"

TRANSITIONING TO A LEAN & HEALTHY KIT AND OTHER SHAKLEE SOLUTIONS

Days 60

Inquire about how they're feeling and how their progress to their goal weight is going, then ask if they've considered learning how they're going to maintain their shape once they've reached it. Suggest the Lean & Healthy Kit to help learn to keep their shape, and other Shaklee products if they've indicated they could use them.

Remember!

If you need any help or advice don't hesitate to call your sponsor (or our Field Support Team at 925-734-3636). We're here for you!

How to share Shaklee 180™ Before, During & After your party

BEFORE

Marketing your party



Watch the
Marketing your
Party video

Your tools

Let Shaklee 180™ do the inviting!

Make sure your guests get at least 2 tools before your party.



AFTER-AFTER™
MAGAZINE



YOUR SHAKLEE™ 180
WEBSITE



SAMPLE MAILERS



TURNAROUND™ CALL
(925-924-3180)



E-INVITATION WITH
'YOU'RE INVITED'
VIDEO

How to invite people

Every step matters, so make sure you follow the process we've created for you to market your party; it helps make it easier for people to commit to their own personal Turnaround™, and sets you up for an even more successful party.

"Hi (guest's name) do you have a few minutes to talk? I'm really excited about a new weight-loss program I found—it's different from anything else I've seen and I'd like to share it with you.

Introduce

My goal's...[Example: '...to lose 30 lbs and to learn to keep it off']...and I'm committed to doing it because this program really works! Can I send you a...(first tool)...and call you back tomorrow to see what you thought?"

"Hi (guest's name). I'm calling to find out what you liked most about that info I sent you the other day."
(guest's response).

Invite

"Great! We're all getting together at my house for a Shaklee 180 Turnaround Party and I'd like you to join us. It would mean a lot if you could support me with my weight loss. Can I send you some more information? I'd like you to also have a look at...(Second tool)."

Confirm

"Hi (guest's name). I'm really looking forward to seeing you tomorrow! I was hoping you could bring some (...ice for the Energizing Smoothies, a blender, napkins, fruit, etc: this helps to create more commitment)."
(Guest's response.)

"That's great—thank you so much! This is going to be fun! See you tomorrow!"

TOP TIP: 'Over-invite' to keep your attendance up. If you want at least 6 people, invite at least 15. For those who need to cancel, offer to bring the party to them! Or start a new list for another party.

Your Turnaround™ Party agenda

17 Minutes

A. **Socialize and get to know your guests.**
Serve Shaklee 180™ product samples, get to know your guests, and have fun. No selling yet.

3 Minutes

B. **Welcome**
Invite everyone to sit down and ask some guests to share their goals.

2 Minutes

C. **Share your 2-minute story and introduce Part 1 of the Turnaround Today DVD**
Share your 2-minute Turnaround story and briefly introduce the DVD.

15 Minutes

D. **Play Part 1 of Turnaround Today**

5 Minutes

E. **Identify customers**
Pass out the Shaklee 180 customer application and fill out flavor choices.

2 Minutes

F. **Introduce Part 2 of the Turnaround Today DVD**
Explain that this part will show them how to get their products for free, and what you do as a specialist.

10 Minutes

G. **Play Part 2 of the Turnaround Today DVD**

5 Minutes

H. **Wrap up**
Invite your upline sponsor to give a 2-minute Financial After-After™ testimonial. Identify who is a 1, 2 or 3 (See “H” opposite page). Sign up customers and new Specialists. Set party dates.

Total Time: About **1 Hour**

TIP

Train your new specialists after the party!

Secrets to a successful party

Here are some scripts created by successful specialist for you to follow at your party:

A. **Socialize and get to know your guests**

While you're socializing, ask your guests, "What are you hoping to get out of tonight?" and "What brought you here tonight?" (These questions sort your guests as having goals 1, 2, or 3. See "H" below).

B. **Welcome**

"I want to thank you all for coming to our Shaklee 180 Turnaround Party tonight. Let's all take a seat!" (And when everyone's seated...) "Many of us came here tonight with a goal. (Share a couple of goals you heard while socializing.)

"Unfortunately I didn't have a chance to hear from all of you, so who else is willing to share in a sentence what you're hoping to get out of tonight?"

C. **Share your 2-minute story and introduce Part 1 of the Turnaround Today DVD**

"Now that we've heard some of your goals, let me share my story with you. Last year I noticed..." (Share your story, then give a short introduction to the video.)

"You know, this short video does an even better job of explaining the Shaklee 180 program than I can, so let me show it to you." (Play Part 1 of the DVD.)

D. **Play Part 1 of the Turnaround Today DVD**

E. **Identify customers**

(First, pass out the customer applications) "From the form I just passed out you can see everything that's included in your first 30 days on the Turnaround program—and that's where you want to start if you really want to lose weight. So if you already know that's where you'd like to begin, just go ahead and fill out your flavor choices right now."

F. **Introduce Part 2 of the Turnaround Today DVD**

"Now I'd like to take a few minutes to show you how you can get your products for free. And you'll learn a little more about what I do. Not only did I lose weight on Shaklee 180, but I also became a Shaklee 180 Specialist...and this is what I do now: I host parties!" (Play Part 2 of the DVD.)

G. **Play Part 2 of the Turnaround Today DVD**

H. **Wrap-Up**

"Thank you so much for your time tonight! You know, everybody has a different goal: Some people want to lose weight or stay trim; some want to do that, and get their products for free; and some of you may want to pay down debt, earn some extra money, or go on a trip. And some of you...well, you want all THREE! Whatever your goal is, Shaklee 180 can help you reach it. So which of these goals fits you best:

1. I want to lose weight or stay trim
2. I want to lose weight or stay trim, and get my products for free.
3. I want to become a Shaklee 180 Specialist and earn extra money (and more) while helping others.

"For those of you interested in getting your products free, I can help you by hosting a party for you and your friends...at your house or mine. In fact, the first two people tonight who set a party date with me will get this free gift!" (Show the hosting gift you prepared before the party, then go around the room and sign up your customers, new Specialists, and set party dates.)"

