



Step 5: SHARE



Keep it simple
so others can
duplicate what
you do.



Step 5: SHARE

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 Will Use

Select at least one tool you will 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 (see Confidential Price List for item code) and the Shaklee 180™ After-After™ Magazine (#76511), as well as online tools, give a new Specialist the materials to successfully support and run Shaklee 180™ parties. It is all part of an easy-to-follow process that is 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, you can select the **Welcome to Shaklee DVD (#67059)** or the **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 brochure (#76184) 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, including system requirements if necessary, and download and ordering information.

✓ 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 are so enthusiastic about Shaklee products and a ONE-MINUTE statement about why you have 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, 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 am 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 college 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 are a reality. Right now we are working toward earning extra money through a special FastTRACK program, and I have 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.*



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Follow These Steps for a Successful Presentation

The following is a sample presentation outline. (Follow Shaklee 180™ presentation guidelines if you are hosting a Shaklee 180™ Turnaround™ Party.) It makes no difference if it is 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 are 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 have 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 U.S., first Climate Neutral™ certified company in the world), and its leadership under Roger Barnett, the Chairman and CEO.
 - **Use the Product Guide to cover the key products.** Refer to the *Why Supplement* and the *Changing Brands Can Change Your Life* brochures. Talk ENTHUSIASTICALLY but BRIEFLY about your experiences with the products.

- **Provide them a copy of the *The Dream Plan* brochure.** BRIEFLY talk about your dreams, the car you are working toward, and the incentive trip you plan to achieve. Depending upon time, you may want to use the *Shaklee Opportunity* PowerPoint presentation 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 utilize 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 are rewarded. It is as simple as that.

5. Use third-party credibility. Use testimonials from your Business Leader and others. Talk about people who have 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 clinically test their products so that we know they work, and they have over 100 research publications in peer-reviewed scientific journals. That's a commitment to science that's rare. Shaklee has made products for NASA, been used by top athletes, who have won 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 be of interest?"



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





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

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Additional support facts:

“Just consider this: A bottle of Vita-Lea, our multivitamin/multimineral supplement, is under \$30 for a full two-months supply. And our Get Clean® products are so economical because they are concentrated. You could spend thousands of dollars to get the same cleaning power from major ready-to-use brands. For example, one 16 oz. bottle of Basic-H²® equals the cleaning uses of 5,824 bottles of 26 oz. Windex®.* Let's get you started and you can see for yourself.**”**

*Source: Sterling Laboratories. This label comparison was conducted on May 29, 2012, 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 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 the Shaklee products improved my family's health and how the 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. There are several earmarks of a pyramid company. One is that they pay compensation to their distributors for simply getting other people to sign up as distributors. 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 have a 90% buy-back for distributor inventory. That is what differentiates Shaklee from companies that are pyramids.**”**

“I have 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 over 50 years and has paid over \$6 billion in commissions. Shaklee is known for its unsurpassed quality control, as well as its outstanding products that work, that are safe, pure, and backed by solid science and clinicals. It’s an association you can be proud of. It has the distinction of being the number one natural nutrition company in the U.S. It is also 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 has drawn the support of world-class, gold-medal winning athletes around the world and the late 2004 Nobel Peace Prize Laureate, Dr. Wangari Maathai.

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 you 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.*



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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 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 are 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 the 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 are 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 a preferred customer with the Free Membership with Vitalizer™ offer and take advantage of a 15%–25% discount from the suggested retail price on all product purchases.*
- **Use the products.** Get to know what is so special about Shaklee products and why they are so easy to share with others because they are always safe, always work, and always green. Begin to Shakle-ize their home. Get on our automatic shipment program called AutoShip and save 10% on many of their favorite products.

*Save 15% on all purchases and an additional 10% when you purchase products on AutoShip.



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

- You'll stand behind anyone who joins you to earn an income, and you will 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 SPONSOR section (Step 6) for how to sponsor them after your presentation. If the presentation has been a 1-on-1, you will 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 them at that time or arrange to meet with them again.

JUST REMEMBER: You are looking to offer them 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 are 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