



# Step 7: TEACH



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

*— John Quincy  
Adams*

## Step 7: 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 them 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 a very easy, simple-to-follow process to help a Shaklee 180™ Specialist build their Shaklee business. Be sure to take a look at the Shaklee Specialist Start-up Training available on MyShaklee.com for the simple steps to take with a new builder to launch their 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 builders 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 a new builder. 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 they're 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 the business builder 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 List, setting up the dates for their first events, and starting to reach out to their contacts. Likely you will cover all the information you need to cover (outlined on pages 61–63) by the third session. After that, you will 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 are they using products, etc. (This is essentially the same thing as the Member Orientation, as seen on page 55.)
- 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* (available in the Shaklee Business Library on MyShaklee.com), as a resource. Have them watch the *How The Dream Plan Works* course in Shaklee University that shows how people earn money and rewards in Shaklee. Indicate that you will review in each session how The Dream Plan works so they can gradually understand how they make money.
- Then review topline the duplicatable process—the seven steps for building the business: DREAM, COMMIT, LIST, INVITE, SHARE, SPONSOR, TEACH—and the strategy “3 & 10, Do It Again” (see page 5) that they will use to build their business. Reinforce the use of the *First Step Resource Guide* as their resource in understanding the steps they will 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 college 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 business?
- 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 are willing to give.

#### ☐ Talk about their COMMITMENT

- How much of a time commitment are they willing to give to see their business 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 check!*





*Commit to  
action and  
success will  
follow.*



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- Emphasize the need to Shaklee-ize their life 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 will devote to working their business and where they will find the time. (Use form 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 are 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 Center? Show them what is there.
  - Help them set up their 100 PV AutoShip if they haven't already.

Point out that these are investments in your 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 LIST:

- Using the tickler list on pages 26–27 of this guide, show them your recommendations for building their 100-name list. 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 do not use it to qualify or limit any of their contacts. They are 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 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:



*Help them to learn to read the “green flags”—how to listen for prospects’ “hot buttons” in conversation.*

- > A Shaklee 180™ Turnaround™ Party where they will have an easy process to follow to invite and share Shaklee 180™
- > Grand Openings where they launch their business with family and friends and people they know. (These are a great first step!)
- > 1-on-1 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 invite 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. In MyShaklee.com see My Business/ Email & Campaigns for invitation suggestions.)
  - > Postal mail invitation followed by a phone call.
- Help them begin to draft the language they will use. Show them through actual calls how you do it. Use the sample scripts in the INVITE section of this guide to help you. Just make sure what they are 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 is no obligation.
- Help them decide on any materials to provide to the prospects before and after they meet with them.

- ☐ **Tell them you will help them SHARE/present Shaklee to their prospects.** They are not alone. Introduce them to the tool you use to share the whole Shaklee story and indicate they will learn how to use it by watching you give presentations. Use this guide as a resource.
- ☐ **Reassure them you will 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 are committed to their success** and that, working together with you, they can succeed!

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



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### 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 1-on-1 time. Gradually have them take over some of the presentation until they are 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 are hosting Shaklee 180™ Turnaround™ Parties with your new Specialists, you will 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 will learn to do with their business builders. Again, this *Resource Guide* can be a real resource in directing your new business builder about what to do. Initially you will 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 will recommend activities that they will do and you will work with them to become comfortable with those activities. You are 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 are looking for results. Are they sponsoring? Is their group product volume growing? You must see signs that they are 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 will 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 are gathering your team and building your volume. You are working toward the rank of Director and are starting to help develop your leaders. You have set your goal for Executive Coordinator within a year's range after reaching Director. And you are 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 will 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 in three months or less\***

Get on the *FastTRACK*. 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 12 to 15 months or less\***

Successful Leaders recommend you should always articulate your next stretch goal so you know where you are 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.

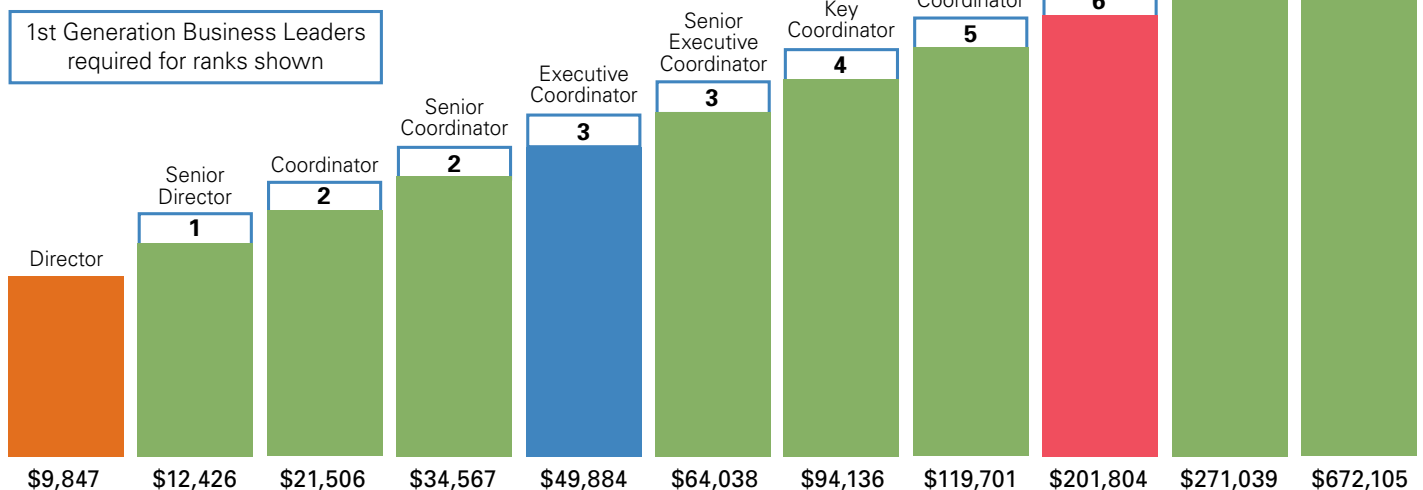
- **Visualize Master Coordinator in 36 months or less\***

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 will 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 \$50,000 in *FastTRACK* Bonuses, on top of other income sources.

### Take a look at the average earnings and what they can mean for you!

#### Average Annual Income by Rank\*\*

Figures based on 2012 earnings



\*Maintenance requirements apply. See the 2013-2014 Incentives Booklet in the Shaklee Business Library on MyShaklee.com for full details.

\*\*The average annual income in 2012 for the Business Leader ranks ranged from \$9,847 for Directors to \$672,105 for Presidential Master Coordinators. Average annual income for each rank is calculated monthly based on information reported on Form 1099-MISC for all U.S. Business Leaders who achieved the rank that month. The sum of these monthly averages is the figure reported. Results will vary with effort. Shaklee Corporation does not guarantee that any particular income level will be achieved.





