

———— Shaklee® ————

Sponsor Guide

What Does It Mean To Be A Sponsor?

Sponsoring is helping someone new enroll and get started with Shaklee and then supporting them to experience success.

As an Ambassador, you'll sponsor Members and other Ambassadors.

Sponsoring new people is one of the most important things you'll do each month to help your business grow.

Why Is It Important?

Growing your Shaklee business can be looked at as a simple formula:

$$\text{Sponsoring} + \text{Retention} = \text{Growth}$$

As you sponsor new Members and retain Members you've helped in previous months, your business will grow.

This growth formula can compound when you sponsor other Ambassadors and help them have success. This is often referred to as 'Duplication'. Duplication simply means helping a new Ambassador to begin sponsoring and retaining other Members and Ambassadors.

Duplication is the accelerator to your business growth, allowing it to compound beyond just your efforts alone.

$$\begin{array}{r} \text{Sponsoring} + \text{Retention} \\ \times \text{Duplication} \\ \hline \text{Compounding Growth} \end{array}$$

Sponsoring A New Member

A Member is a customer who has additional benefits like 15% off on every product and free shipping on orders over \$150. A free Membership is included with the Ready Set Wellness bundle as well as in any order over \$150 or higher that someone makes when they join Shaklee. Separately, a membership can be purchased for \$19.99.

SET EXPECTATIONS

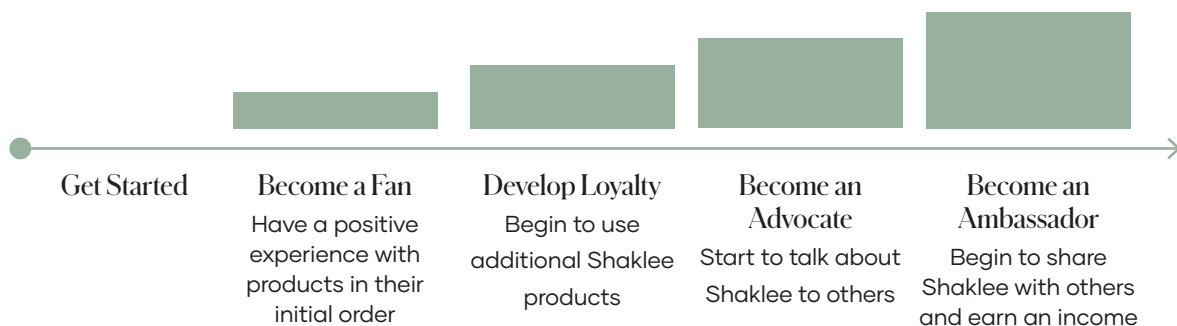
Help every new Member understand that while they'll see some immediate results, that making meaningful and lasting improvements to their wellness will take time as they build healthy habits. The Ready Set Wellness bundle is our most clinically proven nutrition system to create a foundation for a longer, healthier life.

MAKE REGULAR CONTACT

When you sponsor a new Member, reach out to them at least every five days during their first month to check in on them and ensure they're having a positive experience. You can use the New Member Follow-Up Guide in the appendix to help you. Help your Members take advantage of the benefits they have, like Member pricing on all Shaklee products and Loyalty Rewards. To learn more about Loyalty Rewards, check out <https://ca.shaklee.com/loyaltyrewards>.

New Member Progression

Keep in mind a simple progression model for the Members you sponsor. Not all will become Ambassadors, but the more Members you help progress through the stages of the progression outlined in the graph below, the more Members you'll retain and the faster your business will grow. Helping someone get started with a Ready Set Wellness bundle is the best way for them to experience Shaklee and begin to move through this progression. Members move through this progression at different speeds, which is why it is important to stay connected to the Member and ensure they're having a great experience.



Sponsoring A New Ambassador

An Ambassador is someone who earns income as the people they've helped get started make purchases and as they support other Ambassadors in doing the same thing.

DO A GETTING STARTED RIGHT CALL

One of the most important things you'll do to help a new Ambassador get started is to have a Getting Started Right call with them. See the following page for help on how to do this.

S.H.A.R.E. SYSTEM

It is important that a new Ambassador start learning the SHARE system and taking action quickly. When a new Ambassador earns their first commission check quickly, it helps them to feel more confidence and excitement about their business. Help them learn and follow the SHARE system as part of the Getting Started Right training that was sent to them when they enrolled. You can find a copy of this Getting Started Right training on the Share app in the learn section or at <https://events.shaklee.com/ready-set-share>

In the Getting Started Right training, a new Ambassador will do the following:

- S**tart conversations with people they already know
- H**elp them get the Ready Set Wellness video and booklet
- A**sk them to get started
- R**emind them of the 'why' as they answer questions
- E**arn supplemental income as people get the Ready Set Wellness bundle

SET EXPECTATIONS

It is a good idea to help every Ambassador know that success in sharing Shaklee and earning income happens as they consistently work on it over time. Encourage them to make the commitment to 'be here a year from now' as a Shaklee Ambassador so they will have the right mindset to learn the business and overcome obstacles that may come up.

FOLLOW UP

Plan on touching base at least weekly with your new Ambassador. Help them following the steps outlined in the Getting Started Right training and encourage them to stay focused on the goals you discussed on your Getting Started Right Call.

Sponsoring A New Ambassador

The Getting Started Right Call

You should have a 'Getting Started Right' call with every new Ambassador. The purpose of this call is to help a new Ambassador:

- Identify a motivating purpose for them to succeed in their business
- Help them set short term goals for success
- Help them identify potential roadblocks and solutions
- Establish how you'll support them as they get going
- Review the Getting Started training they received

To help you, follow the First 30 Day Action Plan that's included in the Getting Started Right training. If you'd like help with this, see the 'How To Do A Getting Started Right Call' in the Appendix.

Make sure the new ambassador knows to look for their welcome email from Shaklee.

This will have the Getting Started Right training and other information you'll need to do an effective Getting Started Right call.

To help set up the call, you might send them a message right after they enroll that says something like this:

“I'm so excited to have you on my team! I'm going to follow up with you and make sure you get your first order without issue, but while we're waiting for it, let's find a time in the next 24 hours to connect so I can walk you through a few things. I have time tomorrow at ____ or the following day at _____. Would either of those work for you?”

Once you find a day and time, say something like:

“Great! So, you should have received a Welcome email from Shaklee. It has some important information you'll want to review. Most important is the Getting Started Right training. You can print this out or just look at it electronically, but we'll go over it when we connect on _____. Let me know if you have any issue finding it!”

For additional help on how to do an effective Getting Started Right Call, check out the Getting Started Right call training in the appendix of this workbook.

First 30 Day Action Plan

My Why

My First 30 Day Goals

- I want to earn _____
- In my first _____ days, I want to have helped _____ people with a RSW Bundle
- I want to have had _____ experience with the product
- _____

My Time

How much time each day I will dedicate to my business and how I'll find that time:

My Commitment

Potential obstacles I'll face and how I'll overcome them:

Getting Going

- I will be using a wellness group to invite people to.
- I will complete the Getting Started Training by _____
- I will make an announcement post on social media by _____
- I will earn my first commission check by _____

HOW TO DO A GETTING STARTED RIGHT CALL

To start the call, ask them to have their First 30 Day Action Plan where they can follow it as well as something they can write or type on.

My Why:

Take time to help your new Ambassador identify a purpose, or a 'why,' for their business. This needs to be something meaningful to them that will help them stay committed during the initial learning curve and as they encounter obstacles. Most people aren't used to articulating or thinking about a purpose like this, so use questions to help them. Consider these examples:

Why: I want to earn more money

Questions: How will more money impact your life? How will it make you feel if you were able to make that additional income? What will you be able to do if you made that additional income that you can't do now?

Why: I want more time with my family

Questions: When you have more time with your family, what will you be able to do? How will you feel being able to be home / go on vacation, etc?

My First 30 Day Goals:

Help your new Ambassador set some initial goals for their business in their first 30 days. This will help them stay focused as they get started and help you have a better idea of how you can help them.

My Time:

Take the time to help them identify 'business hours' each day when they can work on their business.

Typically, 60-90 minutes a day done all at once during the day is ideal. However, finding smaller pockets of time throughout the day is also a solution. The key thing is that they understand the importance of consistent, daily action to build their business.

My Commitment:

This is to help the Ambassador identify the potential obstacles they may face as they get going and have a gameplan on how they will overcome these obstacles.

Getting Going:

This last section is designed to help you give your Ambassador a jump start by focusing on some short-term outcomes they can be accountable to. If possible, it is a good idea to go through the Getting Started training with them as well, though it is designed for them to do it on their own.

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APPENDIX

FOLLOW-UP GUIDE AFTER SPONSORING A NEW MEMBER

Use this guide to follow up effectively with new Members.

DAY 1 - Day They Place Their Order

- Thank them for their order
- Connect them to a wellness group or other support system

DAY 5

- Let them know their products will be arriving soon

DAY 10

- Confirm their order has arrived
- Help them get started using their products

DAY 15

- See how their experience has been with the products so far
- Share a favorite recipe or tip

DAY 20

- See how their experience has been with the products so far
- Mention the 'Refer-a-Friend for \$10 off' opportunity

DAY 25

- See how their experience has been with the products so far
- Confirm Loyalty Order or help place their next order

DAY 30

How are you doing with your health goals?

Touch base regularly to see how they are doing and how they're progressing towards any health goals.

Have you seen the other products Shaklee has to support your whole family?

Suggest additional Shaklee products for children or other family members.

Did you hear about _____ promotion we have going on this month?

Share the current month's promotion to help them try other Shaklee products and save money.

Have you heard about _____ product?

Recommend a new product or a product they haven't tried yet.

Remind them about using their Loyalty Rewards points (if they have them).

Find out if they want some suggestions on new products to try with their Loyalty Points.

Celebrate an achievement with them

Look for opportunities to recognize and celebrate an achievement they've had.

Ask if you can share their story

Sharing stories is a great way to show that Shaklee products work. Make sure you get permission first!

Ask if you can share information with them about earning money by sharing Shaklee.

Invite them to learn about the benefits of joining your team as an Ambassador.