



8 Weeks to
Director
Week #4
Oct 2, 2018

Session # 4

The Art of Closing and Offering Next Steps

Today's Training Team



Master Coordinator
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Senior Coordinator
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Course objective -- to help all distributors attending generate 2000 PV/month or more over the next 8 to 10 weeks... by...

1. Developing a customer base of 20 to 30 members
2. And identifying 3 potential business partners

Objectives for Session # 4

The Art of Closing and Offering Next Steps

- To review key elements of the events we set up.
 - To understand the role of the leader in wrapping up conversations, appointments and presentations.
 - To observe a variety of options and word tracks to help find a comfortable way to guide someone to next steps.
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- barb

4 Objectives for Every Event or Contact

- 🌱 1. Build relationships
- 🌱 2. Get them started on a Shaklee wellness program
- 🌱 3. Obtain referrals ... schedule events hosted by others (online or in home)
- 🌱 4. Identify potential business partners

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Close appointment/ events/ meetings with these in mind

Key Elements of an Event/ Appointment/ etc

- Share our health story
- Why we are developing a business
- Shaklee Difference ..
 - And how the Shaklee Philosophy of living in harmony with Nature extends to every product Shaklee makes
 - the Shaklee Community
- Product Discussion and experience/ sampling/ tasting
- Close and NEXT STEPS

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Closing – Is Simply Guiding Our Prospective Customers and Distributors to the Next Step

- Prospects look to us for direction and to lay out the options.
-- Don't allow fear of being pushy to keep us from doing our job as consultant and nutritional counselor or business advisor.
- Our role after learning their interests and needs is to now be **an advocate for them** .. And to recommend what we believe to be in their best interest.

karen

Events/ Appointments/ Meetings, etc

- In homes and virtual events
 - new product launches
 - Smoothie sampling -- Youth demos
 - health topics (cold and flu, kids' nutrition, women's health, gut health, etc)
- Individual appointments
- Business opportunity presentations

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Invitation – all about education

- People's time is precious ..
- We want them to know we value their time and will present information that is valuable, useful, important, and interesting ..
- So be sure to convey that in our inviting .. What's in it for them .
- Let them know what to expect .. And that they will leave with a “ favor”
 - ex Youth virtual event -- they get sample packs to experience at home of all the products
 - ex – Kid's Nutrition – all left with recipe cards with Peanut Butter Fudge recipe, silicon muffin cup vitamin cup (Target) ,
 - ex – Make and Take or Earth Day event Basic H general cleaner spray bottle,
- Leave your wallets at home .. This is all about education. karen



Closing – Offer Guidance in Helping Them To Make an Order

Don't just ask .. What do you think or Let me know if you need anything then disappear

- *This is a lot of information.. May I offer my recommendations on best place to start ...What I am hearing you say is*
- *If you can afford it.. Best option is to place \$150 order .. Because that gives you ,.. Free membership (15% discount) , free shipping, and special member privileges etc)*
- *If you would like help in determining a wellness program for you or your family, we can get together next week .. And I am happy to help you sort through that.*

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CHOICES

Closing After a Product Conversation

- Use Nutrition Assessment form or Health Print and ask questions to identify health needs.
 - *“So based on what we have discussed, seems we have a few options here ...*
 - Let me show you a few options.. And let me know the reality of your budget...
 - ...Then offer ... 3 packages
 - Good -- for around 50 to 75 PV
 - Better -- 100 PV
 - Best -- 150 PV or more
- francine

Examples of Good/ Better/ Best Packages

For immune issues:

Good -- any individual items ... ex .Vita Lea, Optiflora Pearls, (\$45)
+ \$20 membership (NOT recommended) ... **buy retail**

To get best value for your money ...

Better -- Vitalizer + Life Shake (free membership)

Best – Vitalizer + Life Shake + extras francine

\$150 on autoship (at least temporariiy)

(free membership .. PREFERRED membership .. FREE shipping

...)

(targeted products for immune system or digestive system or Kids, etc)

Incentives for Customers

- Free product (generates PV and tax deduction)
ex -- under \$10 Vita D, Herbal Blend, Basic H
- Understand Shaklee incentives the company already offers --
Healthprint . Free product --
monthly promotions
- Shipping (on orders under \$150)
- Each month for every order they place, they receive an entry into the Monthly Raffle Product of the Month (create product spotlights on Facebook or email, etc)
- Loyalty Programs – order on autoship for 6 consecutive months and receive product of their choice (up to \$50)
- Frequent Buyer Certificates

karen

Name _____

Address _____

City, State, Zip _____ Phone _____ Email _____

Check off any areas you would like more info on:

___ Women's Health

___ Men's Health

___ More ENERGY

___ Memory

___ Feeling YOUNGER

___ Toning Up

___ Immunity & Allergies

___ Digestive Health

___ Stress/Anxiety/Mood

___ Sports Nutrition

___ Healthy Weight Loss

___ Joint Problems

___ Nontoxic Cleaners

___ Sleeping Issues

___ Prenatal/Nursing

___ Natural Skincare

___ PMS and/or Menopause

___ Blood Pressure

___ Children's Health

___ OTHER

___ **Earning EXTRA Income Sharing SHAKLEE**

It's Our Job to Follow Up with Excellent Service

- Use Interest sheet as raffle ticket for the event give-away
 - They have indicated their request for further information on the topics of interest to them ..
 - OUR JOB to get that information to them . . And not bury them in a lot of literature and website links .. But to set up the next conversation.
 - At close.. *“Thank you for filling out the interest sheet ... you will hear from us within the week to follow up ... We can then answer any questions you have and provide information to you around the topics you have requested... and if you like.. Help you create a nutrition program for you or your family. “*
- karen

Ideas for offering incentives ...

Decide how much you want to invest in your multi-million dollar Shaklee business.

- Free shipping if order by Friday
- Offer discount a featured bundle ... Children's Collection, Cold and Flu Prevention Collection, Healthy Gut Collection,
- Birthday discount month .. Send coupon for \$5.00 off their order
- Utilize Shaklee Gift Fulfillment ..

karen

Incentive Ideas for Distributors

- Upline Director can offer to pay for literature and incentives for downline distributors and associates WHEN they commit to advancing to Director within 12 weeks (from week of commitment)
- Help Distributors offset costs of Global by offering cash incentives for performance (hosting meetings, sponsoring, PGV increase, rank advancement etc.)
- Offer dinner and/ or babysitting for sponsoring new Qualified Distributors

➤ karen

USE/ SHARE/ BUILD Close

Respond: (In a general Healthy Home Party)

“There are four ways that you can respond to what you’ve heard today”

- 1.Purchase some products** retail and share your results with us. We would love to hear how they work for you.
- 2.Become a member.** You will notice there are two prices in the Product Guide. The member price is 15% off. Membership is \$19.95 and not only are there no annual fees or minimums to maintain, but it also gives you a log-in for easy re-ordering..
- 3.Host a meeting.** If you would like to share this information with your friends and family, we would love to make that happen. When you host a meeting we offer _____.
- 4.Join us in the business:** If you think that you would like to create an income by changing people’s lives, we would love to share with you more information about what that looks like.

Drawing: Collect interest sheets and doing a drawing for a door prize francine

Closing After a Business Conversation

Share stories in the business presentation ...Then ...

“Where do you see yourself fitting in regarding the business?”

Would you like to see how you get started?

- Importance of becoming a QUALIFIED DISTRIBUTOR so they are eligible for Success Bonuses
- To become QD – purchase one or more Success Packs ...

Action Steps Week 4 Closing and Next Steps

- 🌱 Set up 3 to 5 Shaklee events and appointments to begin practicing comfortable ways to close your meetings and offer next steps and incentives ..
- 🌱 Log in to the Member Center (MyShaklee.com) .. Click on business tab ...to Shaklee Weekly ... fill out your action plan for the week
 - number of reach outs
 - number of events
 - follow up

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Next Session #5 – Identifying Business Partners

