Servicing Our Customers Week 6 8 Weeks to Director Oct 2018

Objectives

* To understand the role of the business leader in servicing customers… and the importance of creating a customer service PROCESS.
* To learn how to incorporate New Member Orientations/ Member Update appointments into our Customer Service System:
* How to introduce new members to additional Shaklee products.
* To review incentives to offer members for hosting events, referring friends and attending webinars, conference calls and other Shaklee events

To review ideas for introducing business information to members.

We bring value to our customers many ways…

#1: The consumer gets the **Shaklee difference in products**

-- Shaklee’s obsession with purity and potency

-- Ingredient suppliers are scrutinized—those few who meet Shaklee’s rigorous standards.. then use that in promoting themselves to other companies….it is THE gold standard in the industry to be a Shaklee supplier.

**#2 in our way of doing business**

-- The consumer gets personalized attention,

-- customized nutrition programs and

-- real live human who cares about their needs.

In a World of High Tech… Need for High Touch

* Technology is increasing in every aspect of our lives

The challenge is how to use technology to better service our customers…

with the goal of bringing the human factor to an increasingly tech world..

* CAUTION – that we not use technology to avoid direct contact with others.
* Shaklee Connect Mobile App – It is important to use it and embrace it. It will continue to evolve and expand.

“ Definition of illiterate—People who are unable to learn, unlearn, and relearn..” The Third Wave Alvin Toffler

The Goal – integrating BOTH – technology with human factor.

Honor technology, but keep people at the center.  
Roger Barnett

Shaklee’s Objective .. To use technology NOT to replace people.. But to EMPOWER them.

In our business ..

Success is ALL about

customer relationship and customer friendships

That’s what leads to orders, referrals, and business partners

People do business with people they know …And like…And trust

Customer Service Tips

1. First impressions should be special We are Shaklee to everyone we meet… we want to represent it well with our health and our friendliness and our kindness.
2. ..and so should every other time be special, too.
3. Show a little TLC .. People feel beat up, lonely, criticized and tired.. When they come to us, we lift them up and brighten their days.
4. Give people 100% of your attention. Be Present If you aren’t taking care of them.. Someone else will

5. Send thank you notes .. Respond to “ alerts” on Shaklee Connect Mobile App

6. Excel at communication and conversation .. Comes with practice.

7.Educate, recommend and support

8. Acknowledge and Appreciate customers, distributors and business leaders. The more we touch them .. The more loyal they will be.

87% of consumers want to know if the company they do business with has a social conscience.

Make our mantra .. “ gratitude always”

It’s Our Job

People become Shaklee members for 3 reasons:

* To purchase Shaklee products at a member discount
* To have access to our health resources, guidance and special promotions and to us … a caring advocate.

To receive GREAT SERVICE.

* It is our job **to teach** new members about each remarkable Shaklee **product** and how it makes their life healthier.. And
* To create ways for them **to earn additional discounts by sharing with others.**

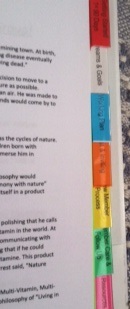
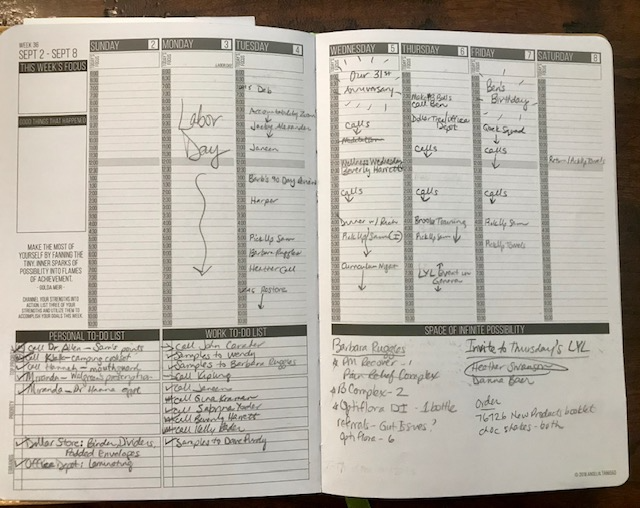
And **benefits of a Shaklee business**.

Create a System for Servicing and Customer Care

* 3 ring binder
* Alphabetical divider
* Create one for every new customer. Insert in alphabetical divider.

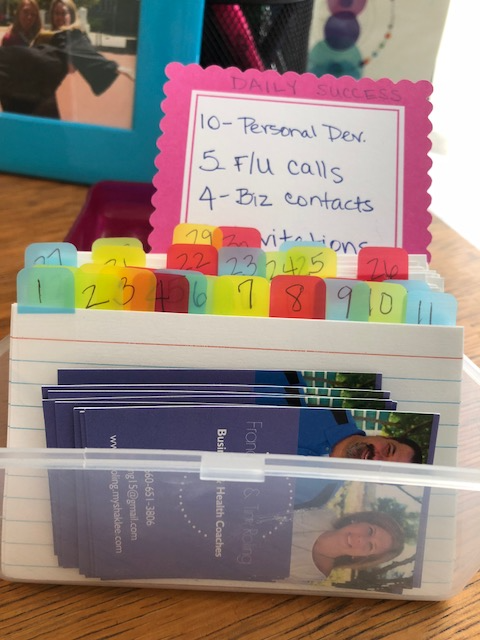
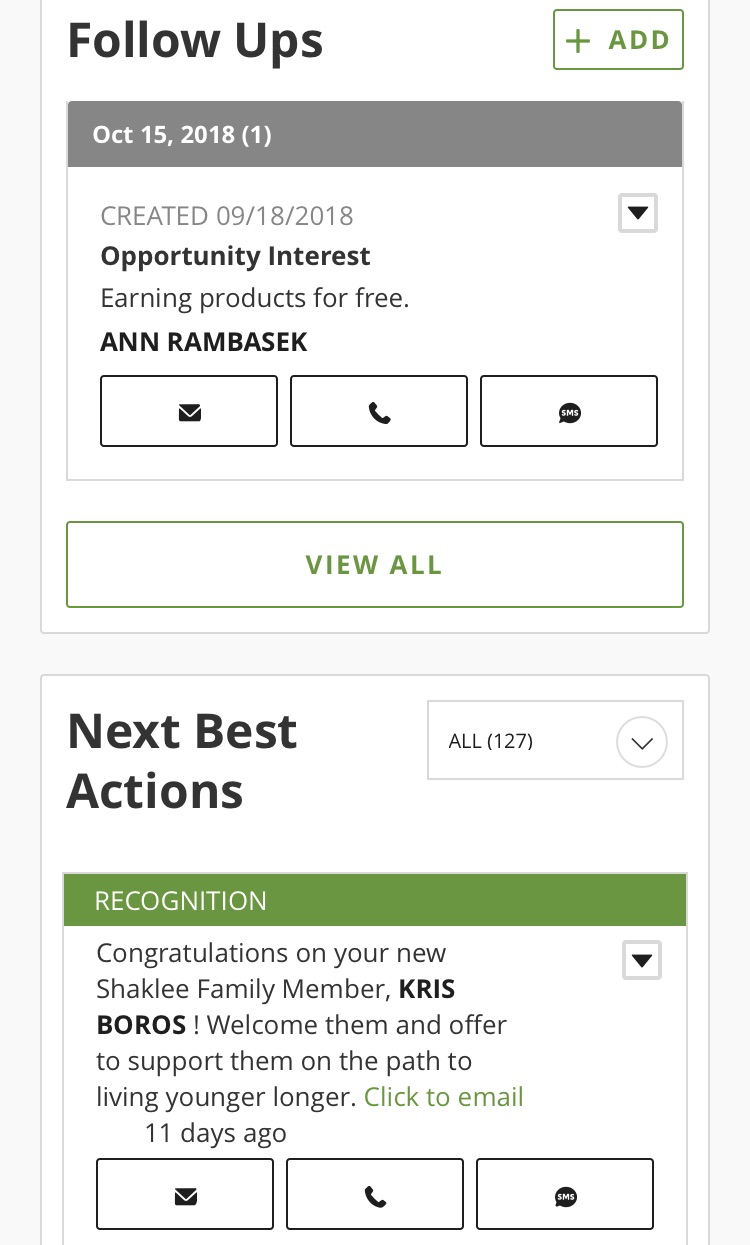
Make notes with every contact you make with them

* Your welcome email and other materials ( see Addendum )



**Set up a 3-ring working binder, day planner or MyShaklee.com Shaklee Connect**

* Include a calendar with events to which you are inviting people.
* Your goals – keep our 90 Day goal … and goals for current month in front of us every day
* Use Shaklee Connect app for follow up



**Offer Education on Wellness & Shaklee Products**

* We want our customers to see us as a resource on wellness
* Offer Health chats & events:

-- Women’s Health, Children’s Health, Natural Medicine Cabinet , Healthy Home, Healthy You, YOUTH Look Younger Longer, Live Younger Longer , etc

* Learn and Earn – BetterHealthin31Days.com/\_\_\_\_\_ your name … download report form. Offer $10 off next order for listening to 3 programs.

Healthprint – guide customer to best offer with free product, free shipping and free membership with $150 choice

**More Customer Wellness Education**

* Create customer FaceBook group or plug into upline’s group
* Post general health information .. Not just Shaklee products
* see Week 2 Social Media Do’s and Don’t’s
* Mail thank you note with product/ health information sheet … example .. Products for Digestive Health, Immune Health, Back to School products,
* Offer gift for scheduling personal health consultation ( can use health assessment form )
* Personally deliver collection of products to try .. Cleaners, personal care and shakes sample with recipes.

Create customer appreciation sales in December and July

**Offer Incentives for Referrals / Hosting Events Online or In- person**

* $10 shopping credit for each guest attending
* Free product for referring a new member … ex Vita –D-3, Basic H pint, Germ Off Wipes, Eye Makeup Remover, consider product line new to them
* Sponsor guests and referrals under them.. And explain benefits.
* When they invite 5 to a Smoothie Workshop, they come free.
* Example – ask customer greatest health concern among their friends… then set up Health Chat on those topics ( digestion ,cancer prevention, etc) .

**Learn and Earn Program**

*You Can Earn Cash Rewards for Learning more about Shaklee!*

*Listen to 10 Online Topics and get $60 in Free Products! (or listen to 6 for $30)*

For the online listening program, you can earn money while listening/learning about Shaklee.  Some of these are audio only and others are audio and webinars.  For listening and taking notes on 10 topics, you can earn $60 of free Shaklee products!  Short on time? Listen to 6 and earn $30 of products! You may listen online or on a podcast app

Here are 3 topics to start you out then you can choose from other topics you would also enjoy.

***Why Choose Shaklee?*** <http://www.betterhealthin31days.com/roling/kecd/ShakleeSetsStandard>

***Women’s Health:  In a World of Delicious and Dangerous Foods -*** <http://www.betterhealthin31days.com/roling/kecd/WomensHealth>

***Inside the World of Shaklee*** <http://betterfuturestartstoday.net/roling>

You will see lots of other topics on the Better Health in 31 Days site!

**Benefits of New Member/ Member Update Appointment:**

* Build relationships
* Introduces customers to all of the Shaklee product lines & the Shaklee Difference .. And increases PGV.
* Helps create lifelong customers.
* Allows us to offer incentives for referrals and hosting events… which often leads to business partners.

Introduces benefits of the business opportunity

**New Member/ Member Update Appointments**

* Pam’s story – set up Member Update Appointments and generated 1500 PV first month.
* Offered 10% additional discount for meeting with her to review new catalog.
* And offered $10 off their order for every guest they brought to the meeting
* See addendum for word tracks and dialogues

Earn & Learn Program

***You Can Earn Cash Rewards for Learning more about Shaklee!***

***Listen to 10 Online Topics and get $60 in Free Products! (or listen to 6 for $30)***

For the online listening program, you can earn money while listening/learning about Shaklee.  Some of these are audio only and others are audio and webinars.  For listening and taking notes on 10 topics, you can earn $60 of free Shaklee products!  Short on time? Listen to 6 and earn $30 of products! You may listen online or on a podcast app.

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* ***Inside the World of Shaklee***

<http://betterfuturestartstoday.net/roling>

You will see lots of other topics on the Better Health in 31 Days site!

**TO QUALIFY FOR FREE PRODUCTS:**Simply click on the audio topic, begin the audio stream and make note of at least 3 things that you learned from each topic in the form provided on that page.  After your notes are completed on that particular topic, click submit and I will receive your notes.  I will be able to see when you have completed the 10 topics.  It is really simple! Also, keep a list of people you know who would also like this information. We provide rewards to you for referrals!

**TO GET STARTED:**  
Begin listening and taking notes! If when listening, you think of a friend who would benefit from the information, feel free to ask if they are interested in listening as well.  I would be happy to make this same offer to them!

Francine & Tim Roling

Roling Natural Solutions

660-651-3806 (Mobile)

roling.myshaklee.com (Website)

[francinenomiddlename@gmail.com](mailto:francinenomiddlename@gmail.com) (Email)

Partnered with Shaklee: the #1 natural nutrition company in the United

**Maximizing Your Shaklee Membership**

**New Member Welcome Letter  
Maximizing Your Shaklee Membership**

Welcome to Shaklee!

Thank you for joining Shaklee and for being part of our mission of contributing to healthier lives and a healthier planet. I was raised on Shaklee products. They have really made a difference in my health and the health of my family.

This letter will help explain the discounts, programs and resources that are available to you. Understanding this information will help you get the most out of your membership.

I look forward to being a resource and advocate for you!

To your health,

~ Pam Cary

First, a little business:…

* **Activate your account:** To activate your lifetime membership, go to [www.myshaklee.com](http://www.myshaklee.com/" \t "_blank), enter your member ID# in the *Activate your Membership* box, choose a password and you are good to go! (Please let us know if you need your ID#). This makes on-line ordering simple and easy!
* **Options for Ordering:** You have three options for ordering products. First, you can order online at [www.myshaklee.com](http://www.myshaklee.com). (There are additional benefits for using the flexible Autoship option). Second, you can call 1-800-SHAKLEE (1-800-742-5533) to order by phone. Third, you can contact me to place your order for you!

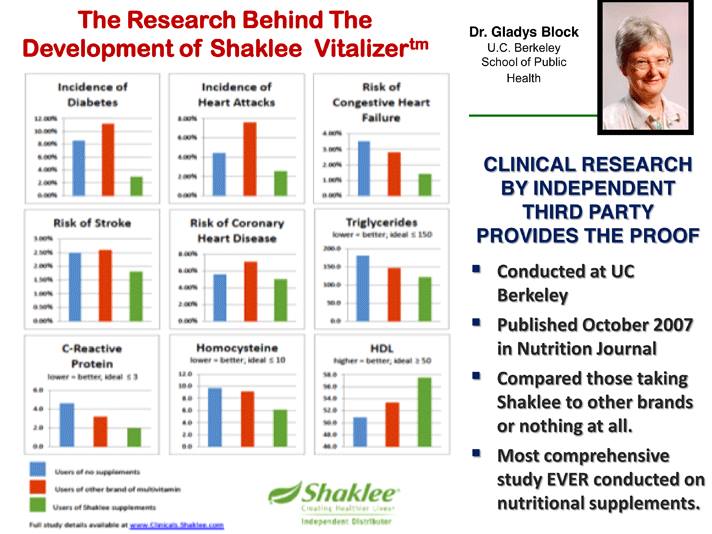
Member Benefits:…

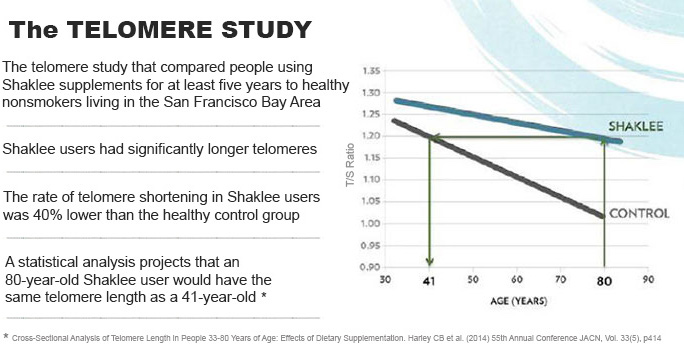
* **Membership Discounts:** 
  + 15% discount on ALL Shaklee products.
  + Periodic promotions and discounts. (Usually monthly. Watch for them!)
* **Personal Nutrition Consultation:** Available for you, your family members and friends. Take our Healthprint survey or request a free, personal, nutrition consultation via phone.
* **100% Guarantee:** Remember, all Shaklee products are covered by a 100% money back guarantee.

**CHILDRENS PRODUCTS**  Tear-Free Shampoo Shakleebaby™ Gentle Wash Baby Bath Shakleebaby™ Gentle Wash Baby Lotion Shakleebaby™ Soothing Lotion Massage Oil Shakleebaby™ Massage Oil  Chewable Multivitamin *Incredivites* Chewable Meal Shake (Protein, Fiber) Meal Shake (Vanilla or Cocoa) Chewable Calcium Cal. Mag. Chewable Chewable Vitamin C Vitamin C Chewable Chewable Omega-3, DHA Mighty Smarts chews

**The most important Member Benefit:   
The Shaklee Difference**

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**Which Products Do You Use? *Switching to the Shaklee Difference could change your life!***

**PERSONAL CARE** Bar Soap Meadow Blend Bar Liquid Soap Hand Wash Concentrate Shower Gel Enfuselle® Shower Gel Bubble Bath Enfuselle® Shower Gel Exfoliating Scrub Refining Polisher Hair Shampoo ProSante’ Shampoos Hair Conditioner ProSante’ Conditioners Hair Spray ProSante” Finishing Spray Hand & Body Lotion Enfuselle® Hand & Body Lotion Foot Cream Herbal Multi-Purpose Cream Deodorant Desert Wind / Antiperspirant Chap stick Lip Treatment SPF 15 Sunscreen Enfuselle® SPF 30 for Body

**SKINCARE** Facial Cleanser Luminous Gel Oil Cleanser Facial Scrub Enfuselle® Refining Polisher Toner Perfecting Skin Toner Moisturizer Age Defense Mineral Moisturizer Skin Hydrating Treatment Calming Complex Eye Cream YOUTH Restoring Eye Treatment

Night Cream Advanced Renewal Night Cream Eye Makeup Remover Enfuselle® Eye Makeup Remover Anti-Aging Skin System YOUTH Advanced Anti-Aging Regimen

**LAUNDRY**  Concentrated Powder Detergent Fresh Laundry (powder) Liquid Detergent Fresh Laundry (liquid) Laundry Pre-Spotter Fresh Laundry (liquid) or H2 Delicate Fabric Soap Fresh Laundry (liquid) or H2 All Fabric Bleach Nature Bright Dryer Sheets Soft Fabric Dryer Sheets Fabric Softener Soft Fabric Concentrate

**HOUSEHOLD CLEANERS**  All purpose Cleaner Basic-H² Window Cleaner Basic-H² Floor Cleaner Basic-H² Chrome & Glass Cleaner Basic-H² Tub & Tile Cleaner Scour Off Heavy Duty Paste Scouring Cleanser Scour Off Heavy Duty Paste Degreaser Basic-H² Heavy Duty Cleaner Basic-H² Toilet Bowel Cleaner Basic-G & Nature Bright Disinfectant Cleaner Basic-G Dishwashing Liquid ` Dish Wash Concentrate Automatic Dishwasher Detergent Auto Dish Wash Disinfectant Wipes Germ Off Cleaning Wipes

**VITAMINS & MINERALS** Multivitamins/Miulti-mineral Vita-Lea Anti-Aging Vivix Antioxidants C, E, Carotomax Immune System Booster NutriFeron

Airborne/Emergen-C Vitalized Immunity B-Complex B-Complex Vitamin C Vita-C & Chewable C

Vitamin D Vita-D³

Vitamin E Vita-E Complex & Selenium Beta Carotene Carotomax Calcium OsteoMatrix Magnesium VitalMag Iron Iron plus C Zinc Zinc Fiber Supplement Fiber Products EPA OmegaGuard® Fish Oil OmegaGuard® Lecithin Lecithin Probiotics Optiflora Cholesterol Lowering Cholesterol Reduction Complex

**WEIGHT MANAGEMENT**  Weight Loss Drink LifeShake Breakfast Drink LifeShake Meal Replacement LifeShake & Meal Bars Snack Bar 180 Bars Energy Bar 180 bars Energy Drink 180 Energy Tea Mix Weight Loss Vitamin Metabolic Boost **Bottle Water**  Get Clean Water

**HERBAL REMEDIES**

St. John’s Wort (Moods) Moodlift Ginkgo Biloba (Memory) MindWorks Ginseng (Energy) CorEnergy,

Glucosamine (Joints) Joint Health Complex Prostate Health Aid Saw Palmetto Hormone Balancer GLA Evening Primrose Oil GLA

Liver Detoxifier Liver DTX (Milk Thistle)

Echinacea (Cold, Flu, etc.) Defend & Resist Sleep Aid Gentle Sleep Complex Digestive Aid Soothing Stomach Complex & EZGest Laxative Herb-Lax Garlic Garlic Alfalfa Alfalfa Stress Tabs Stress Relief

**SPORTS** Fluid Replacement Hydrate/Hydrate+ Muscle Builder & Repairer Build/Build+ Meal Replacement Life Shake Muscle soreness PM Recovery Complex

Energy Energize Drink/Energize+ Chews

**CHILDRENS PRODUCTS**  Tear-Free Shampoo Shakleebaby™ Gentle Wash Baby Bath Shakleebaby™ Gentle Wash Baby Lotion Shakleebaby™ Soothing Lotion Massage Oil Shakleebaby™ Massage Oil  Chewable Multivitamin *Incredivites* Chewable Meal Shake (Protein, Fiber) Meal Shake (Vanilla or Cocoa) Chewable Calcium Cal. Mag. Chewable Chewable Vitamin C Vitamin C Chewable Chewable Omega-3, DHA Mighty Smart chews

Benefits of AutoShip….

What is AutoShip? AutoShip is a service feature Shaklee offers so that you can continue with the regimen that meets your health needs on a regular basis with added savings as well!

* **Integrity:** The same integrity that Shaklee has in their products, they maintain in how they run their business. AutoShip is very easy to update and change so that it is convenient for you to benefit from.
* **Business Leader Access:** You can also choose to give me access to your AutoShip, so I can make those changes as a service to you, when needed.
* **Options:** Shaklee AutoShip offers you options. Each product in your AutoShip can be scheduled for every 30, 60 or 90 days. Use the Manage AutoShip option (see the drop down menu. “My Profile,” at the top of the home page) to manage clearly!
* **“Add one time” feature:** Allows you to add a product that you may not need on a regular basis.
* **“Skip” feature:** Allows you to move a product to your next AutoShip, when it lasts longer than anticipated.
* **Free Shipping:** Autoship orders of $150 or more, receive free shipping.

Learning more:…

* **E-mail Newsletter:** I provide an e-mail newsletter (usually monthly) that includes helpful tips, health information, as well as customer specials.

* **Facebook Group:** I have a Facebook group for my Shaklee customers. This is a great place to get timely information on promotions and upcoming health chats & webinars. Our online programs are designed to help you learn about health topics. You are welcome to join in on these yourself, as well as invite others who may want information on a specific health topic. This Facebook page is also a great place to post your products questions and results, so we can all learn together.
* **Learn To Earn Program:** We believe that education is a key element in the health journey. We would like to motivate you to continue to learn more—not just about Shaklee products, but about nutrition and the reasons why our bodies function the way they do. We have a variety of webinars (both live and archived), audio files and health chats that will allow you to hear from scientists, doctors, nutritionists and other people who have been where you are. Earn free shipping or a free product by listening to three sessions and filling out the Learn to Earn Comment Form before your next order or up to two weeks after an order. Check out some of the files at www.betterhealthin31days.com/cary.

Use, Share, Build…

My family and I have been blessed by Shaklee in so many ways. Because of that, I want to make sure you know what options are available to you.

**There are three ways to experience Shaklee:   
Use, Share and Build.**

You can **USE** by purchasing Shaklee products and experiencing the way they can help you transform your health.

You can **SHARE** Shaklee products with friends and family through referrals. There are many ways to share:

* **Learn with your friends to earn free stuff:** Host a few…or a crowd…of friends in your home to learn about the Shaklee Difference and the range of ways Shaklee can address health goals and challenges. As the host, you will receive things like free shipping on your next order, free products, etc. (Contact me for more detailed information). You can also host a Shaklee Meeting on Facebook or the Zoom video conferencing platform and receive great rewards!
* **Share what you’ve learned with your friends:** We are happy to be a resource and advocate for those you know and care about. Please feel free to pass on any information we send you. When you refer your friends to me, you will be rewarded with free product!
* **Casual Distributorship:** You also have the opportunity to get a check back from Shaklee when you begin sharing with those you know. This casual option makes it easy for you to earn money from Shaklee to put toward the cost of your products.

You can **BUILD** a team in a way that works for you and fits your life…with the potential for *significant* financial rewards. I share this option with you because Shaklee has truly made a huge impact on my life, in ways that I never imagined. I currently have one of the fastest growing teams in Shaklee. This opportunity is available to you, as well, or even someone you may know. If you are interested in exploring more, let’s schedule a time to get together and talk about what joining my team might look like for you. The stability, integrity, community and wonderful products of Shaklee have created an amazing opportunity. Whether you are interested in a second stream of income or are at a place where you want to build something new, I would love to chat with you and share all that building could mean for you.

Thank you for taking the time to let me share with you how to maximize your Shaklee membership. Customer care is very important to me, so with your permission, I would love to follow up with you, now and then, to make sure you are getting the results and care you need. I also want you to know that I am your resource and advocate, so please call me anytime, with your questions!

To your health,

Pam Cary

630-632-5190

[pamcary@ameritech.net](mailto:pamcary@ameritech.net)

cary.myshaklee.com

***Additional Attachments:***

*Shaklee Difference Letter from Dr. Jamie McManus*

*Nutrition Assessment*

*Learn to Earn Comment Form*

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***Additional Attachments:***

Shaklee Difference Letter from *Dr. Jamie McManus*  
Nutrition Assessmen*t*  
Learn and Earn Program Information and link

Business Benefits Brochure

Next Steps

* Close: *Thank you again! What did you find was the most helpful in this discussion? What can I send you to help answer any additional questions? What is the best way to contact you?*
* Send a follow-up e-mail with any additional information they requested (smoothie recipes, Scour Off usage sheet, etc.) or set up an appointment to talk about business
* Send a hand-written note, if you have not already, to say thank you.

Let them know when you plan to contact them again—before their first autoship goes out, when their Vita Lea runs out, etc.

**Great customer service creates…**

**RAVING FANS**

**And**

**BUSINESS PARTNERS**

**New Member Process Materials**

* **Welcome letter**
* Newsletters – Customer Information sheets
* FaceBook pages and groups
* Referral rewards program
* Business Benefits flyer.. Part-time and full-time options available

**Jim Rohn – Keys to Success**

* **Talk to lots of people**
* **Be real nice to them**

**Give them great service**

**Action Steps for Week 6 Customer Service**

* Assemble new member/ member update packets
* Schedule 10 New Member Orientations or Member Update Appointments including business benefits.(may include upline if you are new )
* Create your customer service system … and then create a document outlining the system so you are duplicable.
* see 100 Days to Amazing Session 9 Role of Leader in Servicing Customers .. Oct , 2016 at [www.BetterFutureStartsToday.com\_\_\_\_](http://www.BetterFutureStartsToday.com____) your name
* Set up your working folder, binder, Day timer.. Shaklee Connect app, whatever works for you … to organize your daily activity.

ADDENDUM

**New Member Process Steps**

* Day 1-Becomes Member

Ask to add to Customer FB group

Ask to add to Newsletter email list

Add to Follow Up (working) Folder or Connect App

* Send welcome email that should include a personalized message & four attachments:
  + - Maximizing Membership (personalized) – see addendum
    - Letter from Dr. McManus on Shaklee Difference
    - Nutrition Assessment or send link to Healthprint
    - Learn & Earn form ( BetterHealthin31Days.com/\_\_\_\_ your name)

\* This should take no longer than 10 minutes!

* Welcome Kit Mailed within 48 Hours

Other possible inserts .. small Shaklee sample, “Thank You” postcard, Recipe Flyer (if applicable) & Coupon Card for next order.

Day 5

Call to make sure they received their order & see if they have any questions on how to get started.

Set up New Member Appointment to go over welcome email you sent them – offer an incentive for attending/

* DAY 15

Call & check in on how they are liking their products & see if they have any questions

* Day 25

Call to remind them of their autoship or need to make an order – emphasize their original goal.

Remind them of the Learn & Earn option they can utilize for an incentive

Ask permission to stay in contact with them regarding specials, events, etc.

* Day 45

Follow up with second order - This is important! - This is when they start to develop their healthy Shaklee habit.

Continued Follow up

Utilize Follow Up Notebook to keep track of communication & incentives offered

* Follow up at 30, 60, etc days after additional orders. At this point, they are getting regular communication from you via email, newsletters and personal phone calls.

**Setting Up The New Member/ Update Appointment**

* Ideally, schedule the New Member Appointment as soon as someone becomes a member.

*“Can we set up a time to chat briefly next week when your order arrives? I want to make sure you received everything and if you have any questions.*

*I also would like to go over some information to help you maximize your Shaklee membership.*

*I want to make sure you know about all the discounts and specials that are available to you with your membership.”*

* Or when a past member places an order:

*“Can we set up a time to chat briefly next week when your order arrives?*

*I have recently put together some information that I want to make sure you have available to maximize your Shaklee membership*.”

* Or to resurrect inactive members… Call or text -- and acknowledge

**To Reconnect with Inactive Customer**

* Hi Mary… I am just checking in to see how you and your family are doing..I just realized that I have been remiss in not keeping you updated on many of the newest and cutting edge products Shaklee has been introducing .. especially with the cold and flu season before us.
* So I was hoping to reconnect .. And not only to briefly update you on a few of the newest innovations, but also to offer you an additional special 20% discount .
* May I call you?

**New Member Process --Confirm and Send Materials**

A few days before the call, send the New Member Packet via e-mail and confirm the time you plan to call them.

Subject: Maximizing YouTo Reconnect with Inactive Customerr Shaklee Membership

*Sarah,*

*These are some documents I will be reviewing when I call you at 2 p.m. CT on Monday. I am looking forward to helping you make the most out of your Shaklee membership.*

**Follow-Up Process from Executive Coordinator Becky Choate**

What is the purpose of the Follow-up Process?: The purpose is to continue to service your customer with the utmost care. The benefits of doing great follow-up will expedite your success in your business. Your customers will feel cared for and well-educated so that when they have questions or would like to try something new, they will turn to YOU because you always provide excellent service.

***Where Do I Start?:***

Initial Follow-up

Closing The Sale

After First Order is Placed

***Along the Way:***

New Member Appointment

Learn & Earn Program

Referral Process

***Where do I go from Here?:***

Education Process for your Customer

Product Target Process for your Customer

Relationship Building Process for your Customer

**Strategies for Customer Rewards**

Gift Fulfillment – coupon -- Shipping Discounts:

* 1. Post on Facebook – take a picture of your products and share your excitement. Tag me in the post and receive $10 off your next order!
  + A. Attached is an example of a Facebook post – Remember to tag me, so I know to give you the discount.  If we aren’t Facebook friends yet, you can find me at:  Pam Schmitt Cary
* 2.  Write up a testimonial that I can use in our team newsletter and receive $10 off your next order!  Three to five sentences is just fineJ
* 3.     After you complete the Earn and Learn program, you can continue to learn about products and receive $10 off future orders –
* 4     Listen to webinars, write a few notes and receive $5 off your next order.
* 5. Offer Christmas in July Sale .. An additional 10% off all orders for a 2 week period .
* 6.    Attend any of our monthly events online or in person and receive $10 off your next order.