

Webinar Video Archive

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Monday Wellness Webinars

Feb 1 -- Gary Burke, Presidential Master and master teacher, will review the key benefits of a Shaklee Home business that has helped him and his wife, Faye, generate a \$400,000 income .. and the story of what he has learned along the way

Feb 8 –Essential Nutrients for a Healthy Heart -- Rusty Ost

Feb 15 -- Adulteration of Vitamin Supplements in the Marketplace Dr David Colby

Feb 22 – Stress and Adrenal Fatigue Pam Cary

Feb 29 – A Walk Through the Product Guide

March 7 – Kristen Jakubowski Story and Review of Benefits of Shaklee Business

March 14 – Nutritional Support for Cancer Patients – Dr Steve Chaney

March 21 – Lyme Disease – Martha Willmore

March 28 – A Walk Through the Product Guide

becky



Michelle Parrott 100 Day Plan

- ✔ September -- advanced to Coordinator
- ✔ Qualified for very FIRST Shaklee trip to Cabo,
- ✔ Qualified for car bonus program
- ✔ Earned the New Directors Conference
- ✔ Qualified for the Chairman's Leadership Retreat! (
- ✔ There are so many times I could have thrown in the towel, and trust me, I debated it for about a year of no growth. Then, I grew to Director and again got "stuck".
- ✔ My husband was NOT on board. He saw me putting in so much time and effort yet I wasn't going where I wanted to be. I was overseas, away from team members and I just lost my zeal. Thankfully, a move back stateside helped revive things.
- ✔ I attended my first-ever global conference and my passion was reignited. I am now learning how to manage this business while still being the best wife and mother(of 4) I can be. My husband even said, "I guess Shaklee isn't so bad." with a smirk on his face after he drove home in his new 2016 Honda Accord that I earned.

Michelle Parrott 100 Day Plan

- Now on to the goals...
- I will be a Senior Coordinator in the next 100 days. I will help my two directors increase in rank to Senior Director by helping build up a 2nd generational Director under each of them.
- I will host 3 in-home events to start sharing the gift of Shaklee in my new community. I will also be partnering with Harper Guerra to start a Healthy Souls group to help encourage those in our Shaklee community who are looking for spiritual growth in their lives as they grow their businesses.
- I will earn the 2016 trip for my husband and I and will start earning the higher car payment so we will not have a car payment at all. I will double my check from Aug. 2015 conference so I can attend Global in 2016.

Winter Wellness For Kids

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Stephanie
Bruce Winter
Wellness for
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UNTIL
FURTHER
NOTICE
CELEBRATE
EVERY
THING!

8 Weeks To Director Shaklee

Business Training 2016

Communication Skills
Week # 2
February 4, 2016

Tell me
about ...

acknowledge

Ask permission
to share
information



Our Training Team



Senior
Executive
Coordinator
Harper Guerra



Senior
Executive
Coordinator
Lisa Anderson



Senior Executive
Coordinator
Katie Odom



Executive
Coordinator
Ashley McDonald



Senior Coordinator
Becky Choate



Master Coordinators
Barb Lagoni & Jo Coogan



jo

Objectives for Week 2 ..Communication Skills

- To help everyone attending achieve rank of Director over the next 8 weeks
- To learn communication skills to help us connect with people and build relationships.
- To learn how to ask questions to identify needs.
- To learn the power of talking less and listening more.
- To understand now that we are a Shaklee distributor what our role is ... especially with friends and family (advocate & consultant & using 3rd party reference)
- To learn to ask permission before giving information.
- To learn how to avoid giving “sales pitches” lisa

Learning Good Communication Skills Helps Us Be More Effective When Introducing Shaklee Products and Business Information To Others

There are 2 key elements to developing a successful Shaklee business

1. Learning how to introduce new people to the products to develop a customer base
2. Learning how to introduce new people to benefits of a Shaklee business to develop a business team. katie

The skill needed to achieve both objectives is learning the art of authentic meaningful conversations.



Mastering the Art of Authentic Meaningful Conversations

- The marketplace , for most of our friends, is noisy ... meaning there are lots of messages coming at people constantly pitching to them to buy something ... on TV, on internet, on Face Book, on billboards, everywhere ... so people begin to tune everything out ...including us ...
- So what we want to learn is how to have "authentic and meaningful conversations " with others ... then we will sound different and be different than all that other stuff...because we will be asking about what they care about... Not giving a sales pitch. .. Conversation is natural , honest and real .
- There are just a few easy phrases to learn and it is wonderful how people will begin to open up to us and our messages . katie



Ask.. Don't Tell, Listen... Don't Pitch

- In our conversations, we want to avoid slipping into a situation in which we are “pitching” information to someone. When we do all the talking, or when we start right in with what we want to tell them, there is a tendency for our prospect to erect a wall of “sales resistance” to what we are “pitching.”

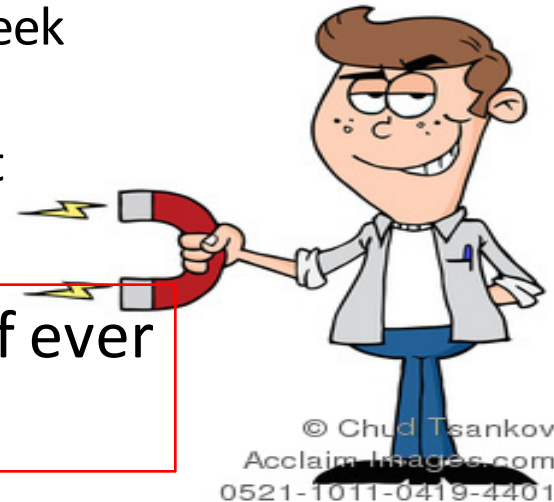
They PUSH BACK against the information.

Our goal is to create an environment in which they seek to PULL the INFORMATION toward them .

And that we achieve by allowing them to tell us what they want and what's important to them...

lisa

And Therefore eliminating the danger of ever being viewed as “pushy”



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3 Key Elements of Authentic Conversations

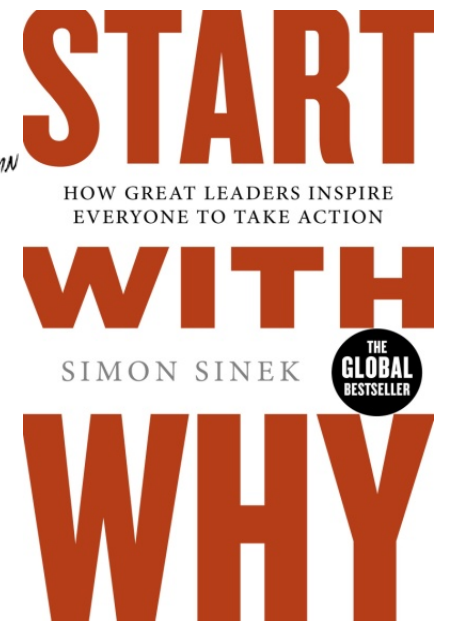
- Asking questions and listening well using
 - *Tell me about*
 - *Tell me what that's like*
 - *What else*
 - *Tell me more about*
- Acknowledging people --
- Sharing your reasons for making the contact or whatever you are discussing

These 3 elements can be used in inviting or handling questions and concerns.

|



acknowledge





Tell Me About

In our business conversations, we want to discover what is important to the person with whom we are speaking.

We start by learning about someone ... And learning about their values and where they are in their life.

- A great way to do that is simply to say ...
Tell me about.... your summer, the kids, your job etc
Tell me more about that *katie*
- Listen carefully for words that indicate a need or interest

**Moves people from their heads .. To their hearts
From their thinking to their emotions.**

Express Your Reasons for Contacting Them Not what you are inviting them to , but Why



- Include in your conversations and invitations ... **why** you want to speak with them ... **Why** you think they may want to attend an event ... They will need a reason to attend ... Something important to them. They don't come just because you are having a webinar or an event.

- Example: *I am calling because I had some serious health issues for several years...*
- *Or I just returned from the Shaklee Global Conference and /.....*
- *Or I was reading an article*
- *I am so grateful to have learned about prevention and what it has meant for my family ...*
becky



People don't buy what you sell ...
They buy WHY you sell it...
They don't buy what you do...
They buy WHY you do it ..

Simon Sinek

becky



(Meaningful conversations continued)



Acknowledge people— Look for opportunities to sincerely compliment people ... Especially when they are raising a concern or question.

ex – *“Great question, I can see you have done some reading .. Good for you.. Love that you are reading labels... I want to acknowledge you for how healthy you feed your kids already,” etc*

Ex *“I thought of you because... Since we last spoke, I have had you on my mind... When I was on a webinar last week, I kept thinking about you ... ”*

“I’ve been thinking about asking you about something...”

“I was wondering if you might want to take a look at ...” katie

Invitation To Take a Look – Taking on the Role of Consultant – Business Consultant ... or Nutrition Consultant

The initial objective of successful leaders ...

To educate prospective customers .. and business partners... on what they have to offer....

And then let those prospects decide if this is something they would like to know more about

“ instead of acting like sharks, the professionals were more like coaches or consultants. They built relationships and then offered common-sense solutions to people’s problems. Who wouldn’t like that?” Eric Worre harper





“It’s my job to provide
you the information ...

And it’s your job to
decide what you want
to do with it.”

becky

Next Helpful Concept -- Permission Marketing

- Never send anything without first obtaining permission
- Asking permission differentiates us from other “sales people”.
- Being bombarded with information and invitations and emails is a turn-off.
- Be authentic and vulnerable and honest ...

“ I don’t know if this is going to be for you or not ... but I want to give you the opportunity to make that decision...

Would it be OK to send you some information on the company I have just started ... or .. Would you be interested in hearing more about Shaklee ? Or the products that have helped our family so much ... etc “ ashley



Handling Questions/ Concerns/ Typical Situations

Guidelines ...



- **Validate** – look for ways to acknowledge people and validate their choices .. We don't want to “ make them wrong” .

Ex --” so glad you have found some products that you like So impressed at how much you care about reading labels... how much effort you take in feeding your family well .. That you have a home business, too.. Don't you love working from your home? ... How conscientious you are about exercising, etc

“

- **Connect** – Look for ideas, values, interests that you might have in common ..
Share something about yourself ashley

Ex – “ I'm just learning about supplementation myself .. What a difference it has made. .. Or.. I've been working on ways to get vegetables into our family and especially our kids .. Or ... I'm just starting a home business myself ..



Responding to Questions/ Concerns/Situations ... cont'd



- Validate .. Early and often
- Connect
- **Ask questions to discover needs –**
“ Tell me about the vitamins you are taking... how did you come to select those? ... how much do you know about vitamins? ... How did you come to start a home business? Oh, you work full-time .. Tell me about that ? How do you manage covering your kids while you work? ...
- **Conversation --** get to know them ...and their needs and interests ashley

Engage in Conversation .. Not a Lecture .. Don't Fire-Hose

- ✔ Learn to ask just enough questions .. And mention just enough information... about your story or someone else's or an article or other third party reference that people will want to ask more.
- ✔ Ex – My son's eczema is terrible...(Don't pounce .. Don't lecture)
- ✔ You – So sorry .. Tell me about that ...
- ✔ When it's your turn to talk I'm hearing that is becoming pretty common these days .. I don't know if this would be helpful or not ... I was reading a blog post of a woman who had some success using natural approaches .. Have you tried anything like that ? Or

In my Shaklee business , I hear a lot of stories of people who are choosing more natural approaches to health issues .. Etc would you like to know more about what worked for Stephanie .. I can send you her blog if you'd like to check out what she did. Harper

Feel, Felt, Found

When someone expresses hesitation or reluctance to look at the business.. Or the products ... etc ... many times we can understand how they are feeling or why they are skeptical ...so you might say ..

“ I think I can understand how you feel

I can remember feeling (felt) that way, too...

What I (happened to me) found was ...

Ex ...“ this company is different ... or this business is more about training and teaching than it is selling... the company’s commitment .. If not obsession with science and purity and quality is unique in the marketplace. Etc” jo



Examples of Authentic Honest Reach Out Conversation

- Hey! I am at this event for my business & you have come to my mind several different times. Your love for health & fitness just totally resonates with everything I am hearing & I would love to get your opinion on some things. Let's grab a coffee! I am free after 3 pm Tuesday & Thursday – what works for you?

(NOTE – offer 2 options for meeting time)

- So I have to admit something to you. You are on my chicken list! I honestly think it's because I really value your opinion & look up to you as a person.

Anyhow – I am sitting at this event & it just hits me that I can't keep this to myself anymore. I don't know if this will interest you or not, but I would kick myself for not letting YOU be the one to decide. Let's grab a coffee! I am free after 3pm Tuesday & Thursday – what works for you?

ashley

When in doubt ... Tell the truth .

- Hi _____, I just watched this amazing webinar & you came to mind several times. It's all about women's health & talks about some of the same topics we were just discussing! **This may or may not interest you** but I thought I'd reach out & see if you'd be interested in watching it?
- Hey friend! I am not sure if you noticed or not but I recently embarked on a new business adventure that I am so excited about! I have decided to build my own wellness business due to my love & passion for health & nutrition.
I would love to share more about this new venture with you & get your opinions on it all – I am so nervous/excited! Can we grab a coffee or phone date? I am free after 3 pm Tuesday & Thursday – what works for you? ashley

Business example

You hear –” I’m thinking about getting a new job “

You – Oh yeah .. Tell me about that ?

What drew you to that job in the first place ..?

What do you like about it ?

What are you looking for now ?

As you are considering options ... you might want to take a look at what I do .

I love what I do .. Because I wanted the same things you are mentioning you are looking for .. Etc Or share a story of someone else...

My colleague Jan had the same struggle.. She is also a nurse but the hours were becoming so difficult, that she needed something that was more flexible and she could work around her kids schedule. ... harper

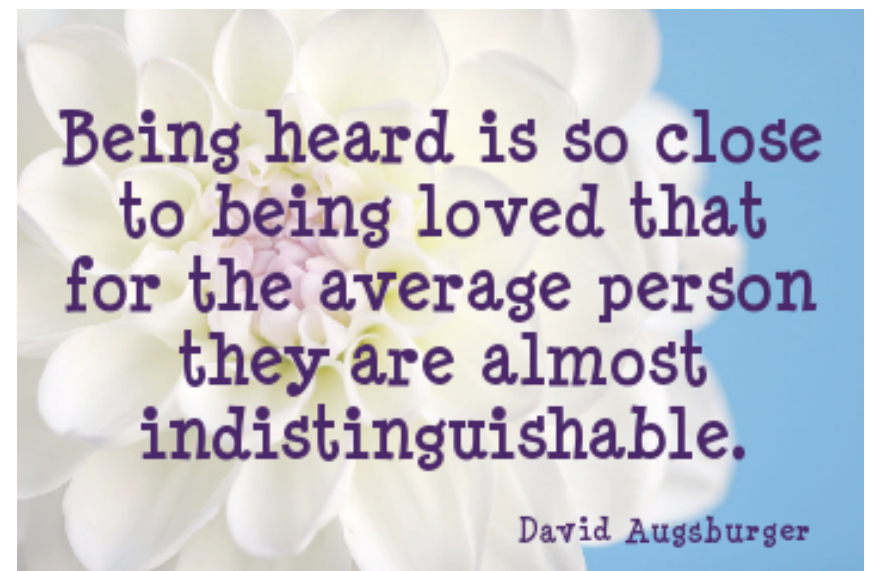
Every good conversation starts with good listening

*The most basic and powerful way
to connect to another person is to
listen. Just listen.*

*Perhaps the most important thing
we ever give each other is our
attention.*

Rachel Naomi Remen

katie



QuotePixel.com

Additional Tips for Communicating With Others

1. Speak clearly . . . In language that is easy to understand
2. Body language – open ..and non-threatening
(folded arms is closed)
3. Warm welcoming facial expression – power of a smile
4. Listen
5. Make eye contact
6. Avoid distracting gestures (finger drumming, fidgeting)
7. Sound and pace of your voice ... observe voices and speakers you enjoy ..
8. Posture – sit or stand straight lisa
9. Commanding hand shake , observe power of touch

Communication skills ...

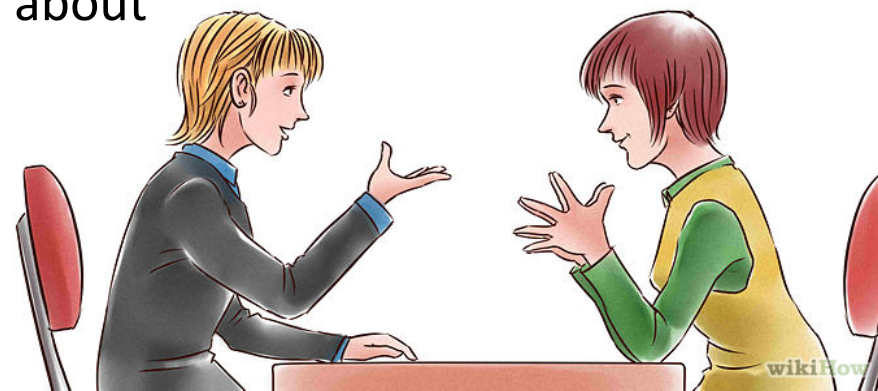
Directly responsible for
85% of one's success in life

Communication is a skill ...
It is meant to be practiced.

To review ...How You Build Relationships ... and Take on the Role of Consultant

- Learning how to have meaningful, authentic, honest, sincere conversations.
- Learning how to ask questions to discover needs....
- Avoiding the word “ should”
- Offer options for possible solutions.
- One of best phrases to learn is .. “ Tell me about”
- Ask permission to share information

katie





John Maxwell

"Ask yourself:
What can I do with what I know
so I can help people and add
value to their lives."

katie

Maya Angelou

I've learned that
people will forget what you said,
people will forget what you did,
but people will never forget
how you made them feel.

InspirationBoost.com

harper

Even in FaceBook Posts/ Emails/ Texting – avoid “a sales pitch “ .. Only shared experiences

- Ex – My son has been off his Nebulizer for 2 years since I started using Shaklee products .. So grateful
- Picture – how thankful I am that 17 years ago Tammy told me about Shaklee that has ...

➤ harper



Action Steps Week 2

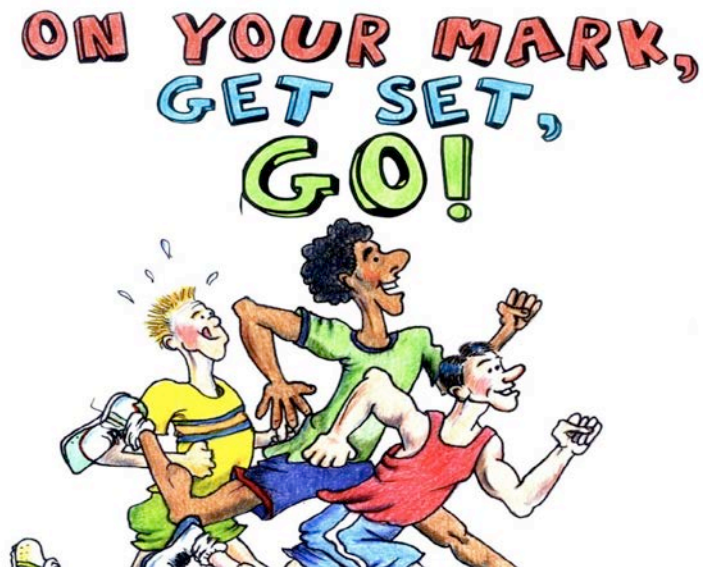
- Set up your Launch Event(s)
- ✔ Follow up with guests afterwards.. **Whether they attend or not**
- ✔ Continue to make contacts from your list applying your new-found communication skills
- ✔ Share your excitement for your new business on FB by sharing your personal experience with the products, etc
- ✔ Attend business presentations & training events, register for Global Conference
- ✔ Focus on 3 business partners & 10 customers, 3 & 10 do it again, this is the cycle for success!
- ✔ Schedule weekly coaching session with your upline
- ✔ Continue reading Business Leader Guide (downloaded from Learning From The Masters FB lisa



Action Steps Week 2 Communication Skills

- Begin practicing the 3 elements of conversations that connect ..
- Practice asking permission before offering information.
- Review today's session to practice some of the dialogues suggested here.

becky



So many people
believe in you.
Make sure
you are one
of them.



Leader's Job – To Stay in Touch

- Communicate with customers
- Teach customers we are their resource.. Avoid calling Order Entry .. Not trained to service our customers
- Understand the power of face-to-face in person gatherings and appointments
- Support and coach business partners .. Katie