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 w/ Dr David Colby

Feb 22 – Stress and Adrenal Fatigue w/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

Shaklee | Live 2015

100 Day Goals
Tara Bauman

- Current: Director, 3 active legs, 5800+ PGV in December

- Rank: Coordinator
- Benefits:
- Qualify for New Director's Conference
- Qualify for Incentive Trip
- Help two people achieve a $1,000/month income and qualify for New Director's Conference

- 100 Days Goals:
- Senior Director by February, Coordinator by March
- Bring 50 new members into our Shaklee family, 15 new members personally
- Sponsor 10 Gold Ambassadors into our Shaklee family, 3 new Gold Ambassadors personally
- 4 meetings a month (with team, bigger area events, Facebook, and members hosting)
- Grow my base to 4,000 PGV so it is SOLID outside my "new" directors (making it at least 8,000 PGV total)

- Activity:
- Dedicate 15-20 hours/week to Shaklee – phone calls, follow up, email, events, etc.
- Make AT LEAST 3 phone calls per day – focus on QUALITY phone conversations
- Share Shaklee openly with those who express a need, follow up on prompting comments (e.g. whole food choice, health issues/concerns, financial worries, etc.)
- SHARE THE BUSINESS! Reach out to EACH PERSON on my "scare" list (10 people and counting) – Cassie to hold me accountable (at least 1 person on the list/week)

"I have a dynamic team that anxiously anticipates and seeks out the needs of individuals and families and helps provide a natural solution to meet their health and financial goals. Our members seek our input and advice in regards to their health goals."

- Annual Goals:
- Star achiever recognition at conference
- Member care: Ensure ALL members know about CD program, incentives to host, and are exposed to ALL product lines
- Promote THREE first level directors and at least one 2nd level director
- Sponsor/upgrade EIGHT Gold Ambassadors, personally
- Take FIVE builders to Orlando in August
- Help ONE builder earn the 2017 Incentive Trip – FAST TRACK!
- Develop a stream-lined system for introducing new builders to Shaklee and getting them up and running RIGHT AWAY. Training is good and important but they need to jump headfirst into activity.

Tip of the Day – Stephanie Bruce – Hand-Written Thank You Note

I just opened a separate Shaklee bank account and today I received a thank you card in the mail from the bank ...

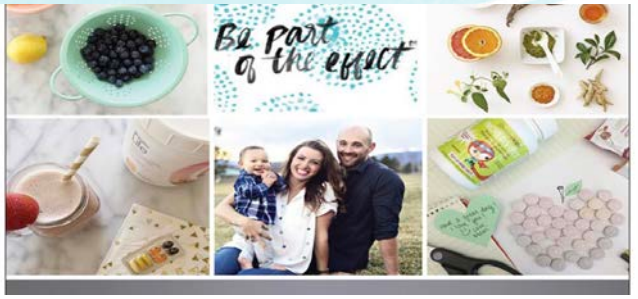
I was excited and opened it first even though I had no idea what it was, but it was a hand-addressed card...

So much better than bills and credit card offers.

***My point: send thank you cards to your customers after EVERY order!! People appreciate the thanks, the recognition and the time you took to go the extra mile and stand out!

Walmart doesn't send thank you notes, but you do --more business & referrals!!

Ashley McDonald's thank you post card



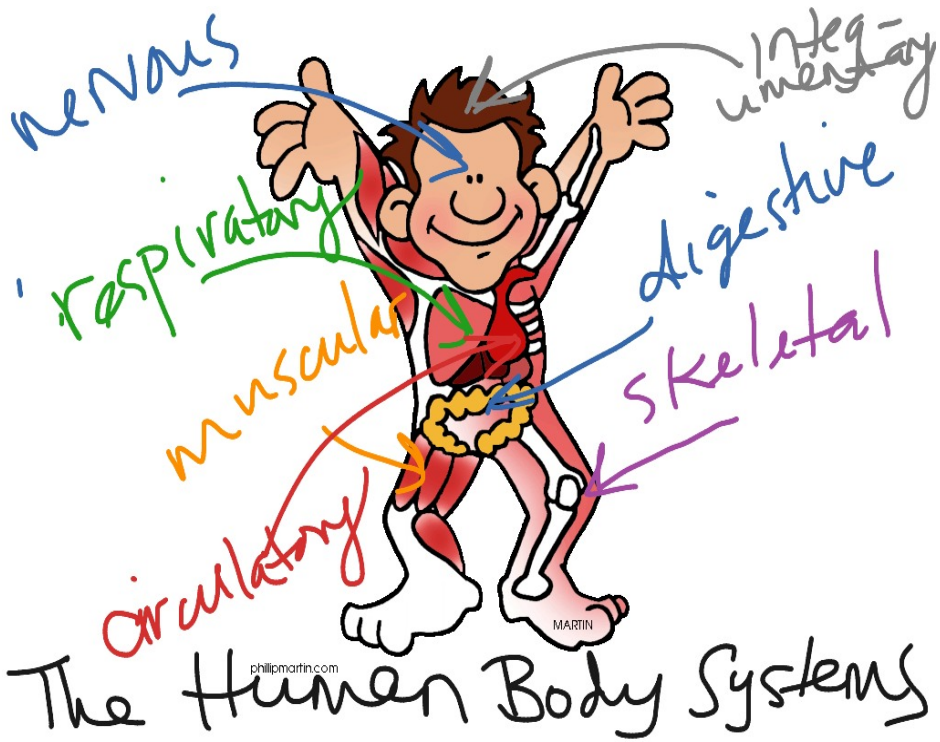
8 Weeks To Director--Shaklee Business Training 2016

Nutrition Consultations

How to Help Our Customers Get Started on Shaklee Nutritional Supplements

Week #3

February 11, 2016



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

Barb Lagoni

Master Coordinators

Jo Coogan

Nutrition
Appointments
Helping People Start
Down the Road to Better Health
with Diet and Supplements
lisa

Objectives for Nutrition Appointment

1. To determine which products are best for our customers
2. To understand what systems in the body are likely needing nutritional support for various health conditions
3. To explain why you trust Shaklee products for best quality and purity
4. To build rapport and friendship for a long-term relationship with every potential new customer .. And maybe business partner.
5. To simplify the process of getting customers started on nutrition programs …To understand why starting new customers on Vitalizer and Life Shakes or the Shaklee Life Plan (Life Strips and shakes) produces such excellent results for most people.
6. Being mindful of the process that can be duplicated by business partners lisa

Countdown to 2000 PV

3 nutrition appointments / week X 4 wks = 12 appointments

12 appts X 100 PV = 1200 PV

12 X 50 PV = 600 PV

(When customer orders again within 60 days to add up to 100 PV, the sponsor will receive 2 trip points ..

And when on autoship 3 times .. The points double when 100 PV or more)

(5 appts/wk X 4 wks X 100 PV = 2000 PV) lisa

Our Role --

1. To be an advocate … not a doctor…to understand their needs, and then offer some information about products we feel would be helpful.
2. To emphasize the difference in Shaklee Products, science, research and absorption.
3. To understand the Shaklee product line from...
   - The Product Guide
   - Nutrition and You Booklet (VitaBooksfor4U.com)
   - Using the products
   - Listening to podcasts ,webinars, Product Talks, Health Chats and hearing the stories.. reading nutrition books
4. To practice prevention & healthy living ourselves
5. To understand what it takes to be healthy

becky

Questions to Help Get the Appointment

- If there were one thing you could change about your health, what would it be?
- When you think about the people you know, what kinds of health issues do you hear them having concerns about ?
- I have a very helpful Nutrition Assessment form that helps identify nutritional deficiency symptoms .. If I were to send that to you, would you like to see it. If yes .. when do you think you might complete the question
- Great so if I were to call you the next day, we could have a nutritional consultation

ashley

Strategies for Setting up Nutritional Consultations

- " I ran a drawing among my current members for a free nutritional consultation ($100 value) … and your name was selected .. You must schedule this call by Feb 15, … and when you take advantage of this call .. Regardless of whether you order or not .. Your will receive a free sample pack "

  Send them note afterwards with sample pack reviewing your discussion

  •Offer drawing for free nutritional consultation at events (attach form)

- Free gift with consultation

The Appointment
3-way call
Individual Appointment
Phone Conversation
harper

Step One – Identify Health Needs

You Cannot Solve a Problem …Until it is Acknowledged

You cannot tell someone they have a problem… It is offensive

ex. NOT to do– *" Your kids have missed so much school…you should get your kids on Incredivites and Vita C so they don't get colds … and Alfalfa is also really great for allergies .. And did I tell you… your husband should be on the Vitalizer .. Let me tell you about that, etc"*

Instead –

If calling ask.. *"How does your family do with colds and viruses this time of year? I am hearing already kids are missing school from these crazy weather changes. The reason I ask is there are a few Shaklee products that really have helped our family avoid that stuff. May I tell you about them?"*

Begin by letting them tell you about their health ..

" To start, Jane, would you like to tell me a little about your health, and I'll take some notes here and see if there are some products that might make sense for you or your family."

harper

Questions -- continued

- On a scale of 1 to 10 …. Where would you put your energy?
- On a scale of 1 to 10 … Where would you put your stress?
- Mood swings? (tell them how common this is)

Very few people have good energy, and without it … it is difficult to function in the home or workplace. This is one of the first goals we work on

.

We might ask them to keep a notebook or journal or calendar by their bed... and before they go to bed at night, to think about the day and rate their energy. (or how many headaches they had that day, or level of pain, etc) If they have mood swings (and A LOT will). we ask them if they think they could find a way to assess their happiness level (between 1 and 10) .. We want them to be paying attention and have some way to measure the improvement they will feel after taking the supplements. katie

Questions to Guide the Conversation and Guide Their Thinking

(because there is a reason behind each question that helps us try to identify causes)

- **List any symptoms** they mention (headaches, pains, blood tests, mood swings, allergies, colds, viruses, skin issues, digestive issues, etc)(May have to ask to help them remember)

  Symptoms often fall into 6 or 7 categories that supplements and dietary changes can help… weakened immune system,(such as allergies); inflammation (asthma, pain) ; cardiovascular issues; mental & mood issues; energy/fatigue; blood sugar and candida and digestive issues.

- **Any medications**?

  Don't need to know specific names, but what the medications are for (I tell them I am grateful for medications but that my goal is always to help people build their health so they don't need the medications) . katie

  May want to recommend Liver DTX with second order.

  Never advise people about their medications.. That is their doctor's realm.

Interesting Facts…

- The average number of different drug prescriptions a person fills annually; including those filled once and those taken continuously-
  - -- Medicare patient over the age of 65: 19.1
  - -- Under the age of 65: 7.9
  - -- Shaklee person over 65: .6

The US Pharmacopeia recommends testing for 80 contaminants … Shaklee tests for 350 !

Shaklee conducts over 100,000 quality tests a year to insure purity and potency.

More than $300 million in Research and Development

becky

Medications

- Because Shaklee vitamin products are somewhat like food tablets, there are very few interactions to worry about
- There are only a very few herbal products that you might occasionally want to check .. . (St John's Wort and birth control pills or anti-depressant)
- However, some customers are more cautious by nature, and if so … you can suggest they call their pharmacist and read the ingredients on the label to check for any possible interaction with a medication they may be taking.
- "And when the pharmacist says it's OK, our goal is to help your body get so healthy that you can either reduce that medication or eliminate it because you have no more need for it."
- " Taking medications are your decision. If it were me .. This is what I would do…"
- Always suggest they check with their doctor before eliminating medications .. Some need to be reduced slowly. becky

Questions -- continued

- **Walk me through what you eat** .. (remain neutral)

  Tell me about breakfast? Beverage?

  When do you eat again? What do you eat? (you are looking for refined carbs and vegetables)

  Is there a time during the day when you have cravings for **sweets or carby**, snacky, chippy, salty, starchy things?

  "This tells you when your blood sugar is plummeting. So let's see what we can do to stabilize that." (protein and fiber and B Complex .. So then is a good time to taste Shaklee Life Shakes and 180 bars)

- **How many vegetables do you eat a day?**

  The goal is 6 to 9 / day. When they put the vegetables in, more of the damaging carbohydrates come out.. Especially important if wanting to lose weight… for cancer prevention.. digestive issues katie

Questions – continued –
You are teaching as you go.

Last time on antibiotic

Indicates need for probiotic … also weak immune system.

The questions we ask don't just tell us what the need is …. But they guide the thinking of our prospective customers so they understand why we are recommending the products we will suggest.

By the way, unless people are eating a completely organic diet, they are likely getting plenty of antibiotics from their meat, poultry and dairy.

Do you ever experience gas or bloating

Especially If they have immune issues(allergies, sinus, colds) explain 70% of immune system is in the gut .. This can lead to a conversation about Candida yeast overgrowth fed primarily by refined carbs. katie

Categories of Health Needs –

- **Weakened immune system**
  allergies, frequent colds, viruses, sinus, infections,
  nutritional support for cancer patients, surgery, etc
- **Inflammation --** " itis's"(bursitis, arthritis, colitis etc) , asthma, even cancer, heart disease, joint health, pain
- **Cardiovascular issues**
- **Mental & mood issues** -- PMS, depression (20 million), anxiety (40 million), learning challenges, ADD, behavioral issues, memory, cognitive function
- **Energy/fatigue**
- **Blood sugar and candida**
- **Digestive issues** (heart burn, IBS, gas, bloating, irregularity, poor immune system, moods and focus, Candida, food sensitivities, migraines, headaches, antibiotic or steroid meds, etc
- **Obesity** (aggravates blood pressure, cholesterol, joint pain, blood sugar, etc) harper

General Recommendations for Diet

- **6 to 9 vegetables** / day(with some **fresh** fruit)

  Offer suggestions– homemade soups, main dish salads, stir-fry dinners, veggies and dip for kids after school, (for kids.. eat 3 little carrot or cucumber sticks for every cookie or chips etc)

- **Reduce / eliminate refined carbohydrates & sugar**

  People need a lot of help with this. Experts say it is an "addiction" (same place in brain we get addicted to cocaine and opiates) … not will power – that makes people feel guilty.

  A metabolic imbalance that supplements have been shown to help. (Grain Brain by Dr Perlmutter, Wheat Belly Dr Wm Davis)

  harper

General Principles Of Prevention

- Traditional US medicine treats SYMPTOMS… Not causes.
- Offer information from 3rd party
- One Disease – Malfunctioning Cells

  2 Causes -- Nutritional deficiency

  -- Exposure to toxic (

  mention the importance of using Get Clean Non-toxic cleaning products & Shaklee personal care products) becky

  from *Never Be Sick Again (Raymond Francis)*

Immune System – The Shaklee Immune Products Work so Well That People Usually See Results Quickly

Might start here:

Vita C

Nutriferon (unless auto-immune .. Then wait on this one)

Optiflora Capsules (70% of immune system is in the gut !)

Can Add:

Premium Garlic

Alfalfa Complex

Immunity Formula I

Vita D-3

Defend and Resist Echinacea Complex

Vitalized Immunity Fizz Tablets becky

Remember to explain why you use and only recommend Shaklee products .. The science, the integrity, the 60-year history of nutritional leadership and research, superior absorption, and perhaps your story or the story of someone whose health improved with Shaklee, etc

Categories of Health Needs – Digestive Issues (Acid Reflux, IBS, gas, bloating

Optiflora Capsules (start with capsules to avoid gas.. Add powder later)

EZ Gest

Alfalfa

Stomach Soothing Complex (nausea, indigestion)

Reduce/eliminate refined carbs and sugar –especially gluten and wheat

Add vegetables (cooked if intestines are sensitive)

Dangers of wheat, gluten and dairy

Linked to immune issues (70% in gut), mental issues (60% of neuro-transmitters in brain, but 40% in gut)etc harper

Mood Swings -- affected by
Fluctuating Blood Sugar and Nutritional Deficiency

B Complex

Omega Guard

Mood Lift (if not on anti-depressants.. And 1 in 10 Americans are)

Vita D-3

Protein Life Shakes

Diet (add vegetables, reduce/eliminate refined carbs)

katie

To Reduce Inflammation (A Major Cause of Pain; Also Linked to most Serious Illnesses)

Omega Guard Omega 3 Fatty Acids
GLA
Vita C
Joint Health Complex (if osteo-arthritis, a cartilage issue)
Glucosamine + Boswellia
Joint and Muscle Pain Cream (addresses a symptom ... pain)
Vivix

<u>Foods that increase inflammation –</u>
Sugar
Red meat
Dairy
Animal sources of food

becky

Candida Yeast Over-Growth-

Can Affect Brain, Digestive Tract, Immunity, Hormonal Balance, and is VERY Common

- Probiotics are fragile micro-flora that live in the gut
- Probiotics inhibit harmful microbes, prevent food poisoning, synthesize Vits B, A, K; manufacture & repair hormones, enzymes for bones; break down lactose, etc
- Killed by antibiotics, steroids & other meds,
- Then Candida grows out of control in gut.. Attaching to walls of intestine (Leaky Gut Syndrome, headaches, esp migraines, food sensitivities, auto-immune conditions, because toxins in gut now migrate throughout the body)
- Remedy – Stop feeding the candida with refined carbs and sugar
- Optiflora to restore friendly bacteria
- Garlic to kill the yeast
- Strengthen the immune system (C, Nutriferon [unless auto-immune], E, Zinc, Vitalizer)

katie

Overweight and Obesity

Carrying extra weight increases our risk for serious diseases ..
Diabetes, heart disease, cancer, stroke, dementia (by 70%!), gall bladder disease, kidney disease, etc…

Talk about eating better…..

getting healthier…….

becoming more fit

(more appealing than “weight loss”)

Shaklee 180 Products… Turn Around Kit, etc ashley

Fatigue –Lack of Energy

Most Common Complaint to Doctors

Vitalizer -- New customers report first thing they notice – more energy

Shaklee Life Shakes - Energizing Soy Protein --Starting the day with good protein, fiber and vitamins stabilizes blood sugar, provides healthy fuel for the cells

Also

B Complex (in addition to Vitalizer)

Vivix

Energy Chews

Energy Tea

CorEnergy

lisa

Closing –

Why We Start Most People with Vitalizer

After reviewing the problem, discussing some causes, introduce vitamins and specific supplements that may help .

"You can see why Shaklee scientists created Vitalizer .. The perfect starting place to begin to incorporate the nutritional deficiencies we have uncovered…Because the 80 nutrients in the Vitalizer (or Life Strip) plus the Life Shake offer support for each of these 7 categories of health issues."

AND gives them free membership and thus access to the 15% discount PLUS other special promotions throughout the year. .. AND an ADDITIONAL 10% discount with autoship

They will get better results faster if we also add the Life Shake (the Vitalizing Program of the 3 starter packs)… and we will also receive 2 sponsoring points with an order of 100 PV

And it is Convenient !

katie

Closing –
Be Conscious of 2 Concerns to Avoid

1. Not overwhelming them with too many products initially .. Even if they might have health issues that may really need a lot of nutritional support.

   Ex " You would probably benefit from a number of these products, but let's start with some basics and then we can go to additional products if necessary."

2. Their budget – especially if they have not been using vitamins before.

   Ex.. " I want to be conscious of your budget, so I'll share with you the most important products first and then you let me know what you would like to add to that."

ashley

Closing – continued

Questions to help complete the transaction

”Let’s pause here .. How is all this feeling for you ?”

“How much do you think you spend on medications?.. And over-the-counter remedies

And if they are not ready .. “ When you are ready, I want you to know… my door is always open. Feel free to call any time.”

“So now that I’ve had a chance to learn more about you and your health concerns .. I’d like to ask..if you could close your eyes and snap your fingers, what is one thing you would like to change about your health right now?”

ashley

Healthy Nutrition

Build a lifetime of better health. Let the finest ingredients from nature put you on a path to well-being.

"There are 3 starter packages ..
Life Plan is about $7/ a day
Vitalizing Plan is about $4/day
Essentials Plan is about $2/day" R Colby

Nutrition for life

Shaklee Life Plan

Vitalizing Plan

Essentials Plan

ashley

Shaklee
Creating Healthier Lives

Healthy Foundations – Vitalizer and 1 Life Shake

The Shaklee Essentials Plan is a very good deal -- because...

- Free membership
- 10% off on auto ship
- Budget-friendly
- Good starting point with Vita Lea, Life Shake and Omega
- 50 PV and leaves room for additional products such as children's items

katie

Closing – continued

Budget –Friendly Family Starting Place 100 PV

Vita Lea 240		MP $40.95	$10/mo
Vita C 180		MP $21.70	lasts 3 to 4 mos.
Optiflora Caps		MP $19.10	1 to 2 mos
Incredivites		MP $ 29.70	
	Total	**$111.45 (PV 82.70)**	

so add 1 more product from below ...to reach 100 PV

B Complex 120	MP $21.70		2 to 3 mos.
Shaklee Life Shake	MP $40.80		
Energizing Soy Protein	MP $35.90		katie

Follow Up and Closing

- Offer incentive with deadline ..

  ex –" Let me know if this isn't comfortable for you .. However, in order to personalize an option for your health needs and financial situation .. It would be helpful for me to know ..What is your budget for wellness?"

- Offer good, better, best collections

- Let me work on this and I'll get back to you by tomorrow …

- Ex – if customer said stress is an issue ..offer a deal ... "Here's what I can do .. When you order the Vitalizing Plan in the next 2 days, I will include a free bottle of Stress Relief Complex (or a product for their kids, related to some need they told you about)

ashley

Nutrition Resources

- Nutritional consultations in 3-way calls with your upline
- Health Tips from the Professor .. Dr Steve Chaney
- HealthResource.Shaklee.com
- BetterHealthin31Days.com (subscription with webmaster and personalized pages).. Nutrition information
- Health Talks/Chats Conference Calls
- www.WebMD.com
- *Wheat Belly* (Wm Davis, MD), *Grain Brain* (Perlmutter, MD) , *Salt, Sugar, Fat… How the Food Giants Hooked Us* (Michael Moss), harper

Action Steps Week 3

- Consider setting up 3 nutritional consultations this week
- And/or 3 3-way calls with your upline or other mentor
- Ask friends if you can practice with them …
- Explore resources on nutrition to hear the amazing affect Shaklee products have had on people's health.
- Review Shaklee Difference video at www.shaklee.tv
- Download the Nutrition Assessment form from the Business Leader Guide (p57 and 58) and ask permission to send it to 5 people this week. Follow up with scheduling nutrition consultation.
- Download the outline for a nutrition consultation p 29 in Business Leader Guide .(download from Learning From the Masters Face Book page)

lisa

Health Questionnaire

- What would you list as your number one health concern?
- What other health concerns would be of importance to you?
- What vitamin and/or herbal products are you currently taking?
- What's most important to you when choosing a nutritional product?
- If I could change the way I feel today it would be…

becky

Your smile is your logo.
Your personality is your business card.
How you leave others feeling after
having an experience with you …
becomes your trademark.

Becky Choate 2016 Plan

Recap 2015

Rank: Senior Coordinator

Personal Volume: 7000PV

Associates: 1 : A.

Directors: 2 : F. & C.

Second levels: 0

Third levels: 0

OV: 15,000

2016 Goals

Rank: Senior Executive Coordinator by Dec, 2016

Personal Volume: 11,000PV

Associates: 4: C., L., M., J

Directors: 5 : F., C., A., L., K.

Second levels: 4: J., K., E., A.

Third levels: 2: J., A.

OV: 45,400

All Year Long:

Read leadership and inspirational books daily

Read affirmations daily

Concentrate on WHO I am being

Weekly Coaching calls with team members

Support with Facebook pages

New Member Appts.

Activities to discover new business partners

Shaklee Live 2015

January 1 – April 10th

Break out 3rd first level Director.
Develop 1 new Associate
Help to break out 1st and 2nd second levels.
Help to break out 1 third level.

April 11th – July 20th

Break out 4th first level Director.
Develop 1 new Associate
Help to break out 3rd and 4th second levels.
Help to break out 2nd third level

July 21st – Oct. 30th

Break out 5th first level Director
Develop 1 new Associate
Help to break out any new levels that have developed

Oct. 31st – Dec. 31st

Develop 1 new Associate
Help to break out any new levels that have developed

Shaklee Live 2015