

Shaklee Requesting ...

To send Roger Barnett our 100 Day Plan starting
with the first day after Global Conference in
Orlando ...

Copy Heather@Shaklee.com



What to Expect at the Shaklee Global Conference in Orlando...

- Expect to make new friends!
- Expect to have fun!
- Expect to be motivated by speakers such as Astronaut Captains Mark Kelly & Captain Scott Kelly!
- Expect to take lots of notes!
- Expect to make new goals!
- Expect to be inspired and in awe of how many people cross the stage for different levels of achievement!





Tips for the Global Conference...

- Try to register on Wednesday once at the convention center – you won't want to miss anything on Thursday morning!
- You will walk A LOT around the convention center – ie. Remember comfortable shoes.
- Carry a tote bag of sorts that can hold your purse, notebook, pens, snack bars...
- You are usually given a tote bag at registration, but I like to bring one from another year so that mine is easy to locate quickly.
- Want to sit with your group? Find a section that you like and try to meet there for each general session. You may not always be sitting right next to each other, but you will be near by.
- Check around for lunch spots that you may want to try during the week. It is ideal if they are close by so you don't miss anything in the next session.
- Be sure to check out the Shaklee Expo – there are lots of Shaklee items – sometimes things that you haven't seen on the website.

Travel Tip...



- Mears.com is a shuttle service that can take you from the Orlando Airport (MCO) to various hotels and back on Sunday.
- The Orlando World Center recommends this service.
- This service can be walk up, but I liked that I could go ahead and reserve and pay for the shuttle (round trip).
- Once on the homepage, click on “Book Orlando Shuttle now”
- Then you will be asked to put in your information – Airline, Flight number, number of guests, travel dates...
- Then click next and continue to put in your name and payment information.
- Shuttles from the Airport to the Orlando World Convention Center are \$37/per person – round trip.
- Once your flight has landed, go to the 1st floor of the airport with your receipt and look for the Mears Transportation desk.
- They will scan your receipt to confirm your ride to the hotel. I would keep your receipt for the way back to the airport as well on Sunday.
- Happy Travels!



New Strategies for Building a Shaklee Business 5 Week Series

Summer 2016 Session #4 July 21, 2016

Taking Conversations Off-Line

With



Senior Executive
Coordinator
Katie Odom



Senior Coordinator
Becky Choate



Key Coordinator
Harper Guerra



Senior Executive
Coordinator
Ashley McDonald



Master
Coordinator
Barb Lagoni



Objectives for Session 4 –

Conversations Off-Line

Taking

- This summer, we have been exploring a variety of ways to connect with friends, old acquaintances, new acquaintances , etc via social media.
- Today we want to review a few of those ideas ... and then more importantly.. discuss how we move from a Face Book relationship to a personal relationship.



The point of building a business online is not that it stays online but that you connect & take it OFFLINE.

- Treat a FB message the same way you would create a conversation & then keep it going.
- Avoid mentioning your company, network marketing, & too much info – this is left for the EAR TO EAR conversation
- We want to create curiosity not raise resistance.

We spend time connecting via social media (using scripts provided in webinar #2 of summer series) & then we take it offline... ash

Questions from Webinar #2:

- What if you've been in Shaklee 20 years and most of your contacts know you are with Shaklee.
- What if the person says "I have time now what is it about" and they insist on 'now'?
- What's your recommendation for someone you've spoken with years ago and said maybe, and recently mentioned a concern about retirement income?
- This is so good!!! Wondering what videos do Ashley and Rachel use in "Scheduling the Exposure"?
- Any suggestions for general posts on fb? Wording, branding etc?
- Are you using a personal FB page or FAN page for business?
- How can you let or help someone who is not or don't like FB/ social media to grow their business?.....
- Ashley - if someone responds to your PM right away during your first 30 min blitz, do you "stop" the reach-outs and converse back and forth with them?
- How do you send a FB message BEFORE you have sent or accepted a friend request?
- I see where FB lets me know birthdays on the day of their birthday. Where can I find birthdays a few days ahead of time? ash

Connecting With Others Via FaceBook and Social Media

- FB posts ...
- FB messaging
- FB Events
- Instagram
- Linked In

Social media platforms are a way to connect to others ...

Live Videos increase the connection and accelerate the time it takes for someone to get to know you .. And like you .. And trust you...

But the best way to build relationship is ear-to-ear, face-to-face . harper

This is a Relationship Business

- When we answer someone's inquiry by sending them a link about a product ...
We are selling them something.
- When we take the conversation from Face Book to the phone or an appointment...
We develop a life-long customer .. Who understands Shaklee comitment to rigorous quality standards and their total health.

Ex “ What do you have for headaches?”

Response ... “ There are several issues that cause headaches and good solutions to each... But first I have a few questions . When is a good time for us to talk .. ?
Wednesday at 1 ish or Thurday evening ? “ harper

The Power of Taking it Offline:

People buy from people NOT BUSINESSES

They will remember how you make them feel

Connection fuels trust & trust is what drives a legacy

Non verbal cues both witnessed & displayed can seal the deal

It's duplicable for your team

This is really the foundation of network marketing ash



Remember Your Objective:

- To get the right information to everyone so that THEY can make an educated decision for themselves
- Your job is not to “sell” them but to walk away knowing you gave them the tools to decide on their own.
- Remain emotionally UNATTACHED to the results & rather FOCUSED on sharing the goods

***They are already interested or not before they even sit down...



Becoming a Presenter:

WHY?

- Required for success in this industry
- Not dependent on anyone else

Misconceptions:

- You have to know it all – Nope! Use 3rd party tools
- You have to be a great speaker – Nope!
- You have to already be successful – Nope!
- You have to sell & convince – Nope!

The sooner you can get on the phone – the better. Your progress & success in the “Massive Action” is determined by how many conversations you have OFFLINE.

Invite Calls –

- Step 1: Be in a hurry

“I know we need to catch up but there’s a reason why I am calling. I don’t have a ton of time. I came across something I am excited about & thought of you...”

- You’re acknowledging that you want to catch up at a different time, eliciting excitement & bringing their guard down by letting them know it will be quick.

Step 2: Share your story

“Let me tell you what’s been happening on my end OR I am not sure if you can relate or not, but here’s what’s been happening with me...” (no longer than 90 seconds)

****60 Second Story****

- Create CURIOSITY & RELATABILITY
 - Background/profession
 - What you didn't like about your background that led you to current company
 - THIS company/opportunity gave me a solution
 - Share your results
- PRACTICE this A LOT!



- Step 3: Compliment them (sincerely)

“And I am calling YOU because...” Ex: Motivated, driven, health driven, etc

- Genuinely connect them to the opportunity – why would THEY be good at this & why did you think of THEM.
- Don’t spend too much time here but be specific.



Step 4: Use these 3 phrases:

1. “It may or may not be for you”
2. “Would you be open...”
3. “If I, would you..”

****You’re letting them off the hook WHILE inviting them to look closer at what you’re sharing. This helps you avoid being “salesy” & keeps you genuine.**

Step 5: Schedule the exposure (3rd party tools)

- Schedule a specific time for them to watch
“Do you have a couple of minutes right now?”
“When might you have time?”
- Schedule a follow up call (3 way) or meeting to answer questions

Call is DONE - GET OFF THE PHONE 😊



Invite call + Expert call (3 Way Calls)

- Connect, share, connect & expose
- Find out what they liked best, answer questions, & ask if they're ready
- Keep it simple, clear & brief – you're sorting, NOT selling.
- Get comfortable being uncomfortable 😊

3 Way Calls: Let's break it down...

CALLER'S ROLE:

- Determine call type
- Make sure you know how to initiate a 3 way call on your phone ;)
- Have prospect on the phone & then call expert
- Make brief introduction – share what prospect liked best & shut up.
→ HIT MUTE
- Do not interrupt – it discounts the expert.

3 Way Calls: Let's break it down...

EXPERT'S ROLE:

- Introduce yourself & reaffirm what they liked best
- Share story (brief)
- “Do you have any specific questions” – Answer them clearly & quickly
- “Do you see this as an opportunity for yourself?”
- “Are you ready to get started?”

“Coffee” Dates/Appointments

What to bring:

- Product Guide , especially if not a business meeting
- Computer to show a video or power point OR
- Print a power point of the Shaklee Opportunity (personalized with photos of your story .. And perhaps photos of your team, upline or downline, etc)
 Print 1 slide per page and UPS store will bind them into a book for \$5
- Keep samples to share handy ... Life Shake envelopes, Energy Tea, Energy Chews, Basic H sample, Pain and Muscle Cream, Vitalizer strip to show, etc

“Coffee” Dates/Appointments:

- Start by building rapport
 - Asking probing questions & listening for hot buttons
 - Questions about work, life, freedom, health, etc
 - 5 minutes max
- Transition into presentation by sharing personal story
 - “Well, Bob – I can really relate to some of the things you’re telling me which is why we are here...STORY”
 - 5 minutes max
- Use 3rd party tools for presentation
 - Ask questions THROUGHOUT – “Does that make sense?” “Has that happened to you?”

****Keep it brief & clear Keep the conversation moving along & flowing****

****You want to keep this meeting under 1 hour****

CLOSING



- Make it a natural progression at the end of the presentation
 - “What did you like best?”
- Ask THEM questions that make them think (become a consultant)
 - Scaling for interest
 - “If you could change one thing about your health, what would it be?”
 - “What would you do with an extra \$500/month”
 - “How much money would you need to make for this to be worthwhile?”
 - “If I could show you how to be successful, would you do it?”
- Schedule a follow up – ALWAYS schedule a follow up

Handling Objections

Your belief/dream HAS TO BE bigger than their objection.

- *Objections are natural & not a negative reflection on you
- *Act like a consultant – they are coming to you for advice
- *Your goal is to EDUCATE & provide understanding – Feel/felt/found



Common Objections:

- Money

- “Tell me this – do you really want to do it?” YES “What can we do to make this work for you?”
- “If money wasn’t an issue, would you get started today?” You will understand their true interest here...work with them if the answer is YES
- “How much longer do you want to have that problem?” (friend)

- TIME

- “If you keep doing what you’re doing for the next 5 years...will that ever change?”
- “Do you want to keep spending all your time building someone else’s dreams or start building your own?” (Friend)



Common Objections:

- Pyramid Scheme
 - “What do you mean by pyramid scheme?” “By your definition, NO.”
- I’m not a salesperson
 - “Good! Then I won’t have to un-train you!”
 - “Have you ever recommended a movie or restaurant to someone?”

***If you have identified they are not interested, transition to product use. When they have a positive experience – you can re-address the opportunity – “Get paid to share what you love!”**

You're Sorting Apples

Remember that you are SORTING apples – it is not your job to decide for others that this is for them...it is only your job to share the information, your beliefs & your excitement. YOU WILL FIND YOUR PEOPLE...but only if you are sorting!



Action Steps



- Send FB messages to 10 people this week on non-Shaklee topics.
ex – Hey I saw you had a baby .. How are you doing?
ex – Loved your post about your vacation .. Looked like you had fun.
- Select 3 people you previously sent information without a conversation and set up a phone call or appointment .. And” take it off line”.

Summer Strategies for Building Our Businesses

- Session # 3 -- Face Book Events & Health Chats July 14, 2016
- Session # 4 -- Taking It Off Line – July 21, 2016
Appointments, 3-way Calls, and Coffee Dates
- Session # 5 – Cold Market and Fitness Studio Pack Approaches July 28, 2016

SUMMER

Shaklee Video & Audio Archives



- Includes FIVE dedicated websites personalized to you!
- Best Shaklee Field Training Archive Available Today
- Largest online Shaklee Media Library
- Over 500 Shaklee audio/video recordings and growing weekly
- Automated Learn & Earn Program (included but optional)
- Dedicated Shaklee Business Resource Website
- Dedicated Shaklee Business Presentation Website
- Four Shaklee Podcasts
- Video archive of Training webinars
- And much, much more for only \$16.99/month

A video of this presentation will be on your Better Future website and in the Training Podcast usually uploaded by Saturday night.

[Subscribe Today here:](http://bit.ly/bhsubscribe)
<http://bit.ly/bhsubscribe>



FaceBook group – Learning from the Masters for weekly topics and registration links.