

A small step today. A lifetime of better health.
Free shipping (up to \$20) + free membership
when you join Shaklee with a new product ki



Be part
of the effect™

Shaklee continues Share the Effect Points.* From August – December 2014, when you earn 25 sponsoring points within a given month you'll receive a monthly reward valued at over \$250! In September – earn a GO PRO Camera!!!!



Teaming Up Fall 2014 —Lesson 4

Springing Into Action Part 1 September 25, 2014

Senior Executive
Coordinator

Lisa Anderson



Senior Coordinator
Katie Odom



Executive Coordinator
Harper Guerra

Be part
of the effect™

Impact 1,000,000 minds

Help us raise awareness and support for brain health research.



MindWorks™
CHALLENGE



CHALLENGE ISSUED

At Shaklee Live in Long Beach, our friend Maria Shriver challenged us to use our blockbuster new product MindWorks™ to raise money for brain health research.

For each bottle of MindWorks purchased, Shaklee will donate a portion of the proceeds to fund brain health research through a university research grant program.



+ **CogniFit**
Brain-Training Software

Join Free With Mind Works Pack

- Starting Wednesday, September 24 through November 30, 2014 new members can Join Free with a MindWorks™ Pak consisting of two MindWorks bottles for MP \$99.90.
- Think about who you know that you can share MindWorks with.
- Check out the MindWorks product sharing resources online to help you start the conversation .

Rewards for You Sept 24 to Nov 30

Sponsor three new Members with the MindWorks Join Pak, receive a free MindWorks Challenge Water Bottle.

Sponsor six new members with the MindWorks Pak receive the Water Bottle AND a MindWorks Challenge T-shirt.

Top 5 Sellers of MindWorks based on Personal Group Volume from launch through June 30, 2015 will have the honor of being recognized at next year's Shaklee Live Conference in Cleveland.

MindWorks Dialogue

I am calling to ask who you may know who may want to hear about ways to help improve brain function ... and memory ... focus, concentration .. An all-around healthier brain.

Shaklee just introduced a very interesting new product called MindWorks .. That improves connections between neurons in the brain...

And that's the key to being smart ...and quick –thinking .. With good cognitive function!

I am assembling information about causes of cognitive decline .. And what we can do for prevention... so I have 3 options for you ..

- Would you like to learn more about MindWorks or would you like to order some now?
- Would you like to attend a Wellness Webinar on this subject (or an archive)
- Would you like to set up a gathering with your friends .. Or a conference call .. Called “The Mind You Save May Be Your Own” & receive your MindWorks FREE.

Objectives for Session # 4 – Springing Into Action

- To help all members attending the training to reach rank of Director by end of November (90 Day Goal)
- To review activities and skills that are most effective at helping new distributors build their customer base and business team quickly
- To familiarize ourselves with all the collections that provide free membership for new customers
- To familiarize ourselves with the benefits of the distributor kit and 2 Gold Kits ... and when Power Bonuses begin
- To get into action and begin building our Shaklee businesses. lisa

USE PRODUCTS

A collage of various health and wellness products. The top section features a large white tub of 'protein' powder, a box of 'vitamin' supplements, and a glass of orange smoothie with a straw. The middle section shows a red shaker bottle, several green and white supplement bottles, and a glass of orange smoothie. The bottom section displays a variety of small bottles and packets of supplements, including one labeled 'vitamin' and another labeled 'protein'.

SHARE & EARN

*Based on Suggested Retail Price.

BUILD A BUSINESS

[illegible]

lisa

Free Membership With the Following Collections:

- Foundations Regimen
- SmartHeart Blood Pressure Regimen
- SmartHeart Cholesterol Regimen
- Healthy Solutions Regimen
- Healthy Solutions Plus Regimen
- Enfuselle® Nutrition Therapy System – Normal to Oily
- Enfuselle Nutrition Therapy System – Normal to Dry
- Get Clean® Starter Kit – Regular Scent
- Get Clean Starter Kit – Fragrance Free
- Turnaround® Kit
- Lean & Healthy Kit
- Smoothee Kit

katie

Join Free with Vitalizer® is not included in this offer. Online memberships only.

Healthy Foundations

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

Nutrition for life



Healthy Solutions

Solutions that help you with the most important health concerns
to help you take control of your health.

Feel the difference



Healthy Weight

Shaklee 180® is clinically tested products* and a program that helps you lose the right kind of weight—fat, not muscle.



* The weight-loss portion of the Shaklee 180 Program was tested in a preliminary 12-week clinical study. The Lean & Healthy portion of the Shaklee 180 Program was tested in a 9-month study along with exercise.

Healthy Beauty

One simple regimen with all the essential antioxidants and nutrients your skin craves.

Radiant



Healthy Home

Home should be the safest place on earth. Clean it up with products that are safe, powerful, and green.

clean & green



\$349 Gold PAK Over \$900* value (250 PV)



PRODUCTS

- MindWorks™
- Vitalizing Protein™
- Vitalized Immunity™

Healthy Foundations

- Vitalizer™

Healthy Solutions

- Vivix®

Healthy Home

- Basic H²®
- Spray Bottles (2-Pack)

BUSINESS TOOLS

- 1 Free Conference Registration
- 1 Free Regional Meeting Registration
- 3 Months PWS
- 1 Month Hearsay Social®
- 1 Month Meet.fm meetings
- Gold Ambassador fee



Includes
New Distributor Kit

lisa

\$699 Gold Pak Over \$2,100* Value (500 PV)

PRODUCTS

- MindWorks™
- Vitalizing Protein™
- Vitalized Immunity™

Healthy Foundations

- Vitalizer™

Healthy Solutions

- NutriFeron®
- Vivix®
- Omega Guard® 60s

Healthy Weight

- Shaklee 180® Energizing Tea, Pomegranate
- Shaklee 180 Energizing Smoothee Packets (6 Packets)
- Shaklee 180 Snack Bar Assortment

Healthy Beauty

- Hydrating Cleansing Lotion
- Enfuselle® Dispensing Pump
- C&E Repair P.M.®

Healthy Home

- Basic H²®
- Dish Wash Liquid Concentrate 16 oz
- Spray Bottles (2-Pack)



BUSINESS TOOLS

- 4 free Conference registrations
- 2 free Regional Meeting registrations
- 12 months PWS
- 3 months Hearsay Social®
- 3 months Meet.fm meetings
- Gold Ambassador fee



Includes
New Distributor Kit

lisa

First goal –

To Develop 10 Customers, Identify 2 Distributors and 1000 PV

You've set up your office, activated your website, reviewed video links and other materials you can share with prospective customers and distributors

And you've given some thought to why you want to develop a Shaklee business ..and what you want .. Not only for yourself and your family .. But also for others...

Time to make a list of people ...

- People who you think would want to know about Shaklee products and
- People you would like to join your business team and work with as together you develop your businesses and teach others about prevention and wellness .

katie



Follow the Checklist in the First Step Resource Guide

pages 21

1. Schedule your New Distributor Orientation and Strategy Session
2. Clarify your reasons for building a Shaklee business.
3. Begin a list of people you would like to invite to learn about Shaklee products ... or the Shaklee business.
4. Schedule your first events and appointments (Grand Opening, Shaklee 180 Tasting parties, Business conversations and appointments, etc)
5. Activate your account at the MyShaklee.com member center and review the many resources there and at ShakleeUniversity.com.
6. Identify area events and conferences, training webinars, conference calls , product webinars to invite guests to, All the resources to help you achieve incentives and income you want.

katie

Set up Planning Session to Create 2000 PV Plan

- Review each name on your list with your upline or other mentor ...
- Choose 1 or 2 activities to get started ... some to develop customers.. And some to identify business partners
- And begin the process of ...Share ... Sponsor... Follow up lisa

Action Steps to Success



lisa

Create a 2000 PV Plan

<u>Activity</u>	<u>Estimated PV</u>
4 to 5 group events	1000 PV
<u>Individual appointments</u>	
Mary (Product Guide Presentation)	100 PV
John (Product Guide Presentation)	100 PV
Jane (Business Info- Gold Plus Kit)	500 PV
Ruth	100 PV
Jess (3-way with upline)	250 PV
Sally and Tom (Business Presentation)	250 PV
Pass CD's	300 PV
Guests Taken to Area Meeting	
Guests invited to Product Conference Calls or Webinars	
harper	

etc.

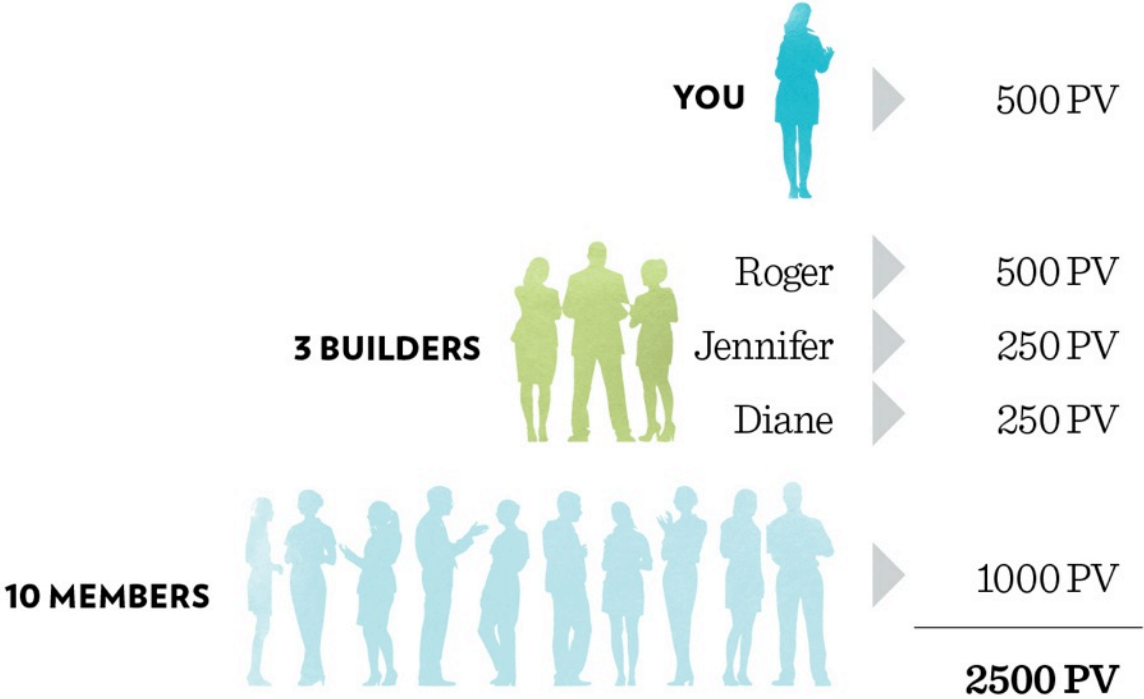
Share and earn: Earn enough to cover your purchases

Find 10 members to buy and cover your Shaklee purchases*



katie

Build: Path to Director



katie

2000 PGV Qualification
Hypothetical organization. Results not typical.



Popular Activities To Launch Your Business

- Grand Opening / Business Launch Events – in your home (outline attached)
- Grand Opening / Business Launch Event .. On Face Book (outline attached)
- Individual appointments
- 3 way calls
- Healthy Home Healthy You events
- Play dates, lunches
- Invitation to webinars, conference calls and live area meetings
 - Invitation to Shaklee weekly Monday Business Opportunity Presentations
 - Health Stories Conference Calls
 - Wellness Webinars

harper

3-Way Calls .. One of Best Methods To Teach Communication Skills

- 3-Way Calls help new distributors develop customers and business partners quickly
 - **What a new distributor learns in 3-way nutrition calls:**
 - how to ask questions & what questions to ask
 - understanding how questions gently guide someone's thinking
 - how to deal with concerns and questions
 - health information ... how to start someone on a supplement program
 - how to share our stories or those of others who have been helped
- harper

The 3 Key Elements for Authentic Meaningful Conversations Apply to Almost Every Conversation We Have in our Work .. Including Setting Up 3-Way Calls



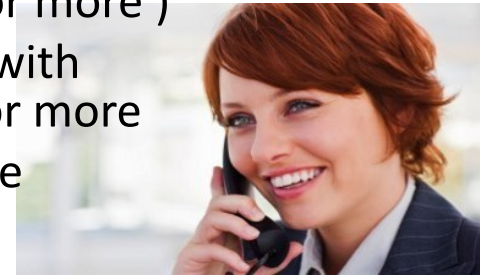
1. Using the phrase ... **Tell me about** ... to open conversations and learn what is important to the person you are speaking with. .. This is how we learn their **needs, interests, concerns**, etc and then we can look for possible solutions through Shaklee.
2. **Acknowledge** people --- look for sincere honest ways to appreciate people .. acknowledge them for what they value, for the work they do, for their kindness, for their families, for their abilities,...for their cats .. Their dogs ...
- 3 Always include **your reason** for the contact ... why you thought to invite them to a conference call , or to view a video ink, why the information was important to you, why developing a Shaklee business is meaningful for you and might be for them , why they may want to meet your upline or other selected leader, etc

harper

3-Way Calls To Develop Customers & Members

We ask questions to teach and guide the thinking of the prospective member.

- “Tell me about your health and I’ll take some notes and let’s see if we can come up with something that may be helpful.”
- List symptoms ... medications generally (what they are for)
- One scale of 1 to 10 .. Energy level? Stress level?
- Walk me through your diet .. What do you typically eat for breakfast?
- Is there a time of day when you might have cravings for sweets or carbs or salty snacks? And if so when .. Because that tells us when your blood sugar is dropping. (Protein and fiber stabilize blood sugar)
- How many vegetables in a day? (explain ideal diet for human body is what Nature gives us that grows out of the earth .. Goal is 6 or more)
- Then lay out some options and suggestions usually starting with Vitalizer .. So they can get a free membership and save 15% or more and usually they feel a significant difference quickly. katie



What We Learn From 3-Way Business Calls

- How to ask questions regarding where people are in the lives.. And what their interests and concerns are...
- How to share our story and our purpose for developing a Shaklee business
- To learn what their level of interest is in Shaklee and where are they in the process of learning about Shaklee
- Don't assume they are committed until they tell you that .. And if they aren't yet, be ready to recommend video clips and stories and resources to help them learn more about Shaklee and find what they may love about it too
- Clearly lay out next steps (send additional info, explain 3 ways to join & which distributor starter kit they want Gold or dist kit, set up planning session next, etc)

harper

Questions – Get Clear No Guessing

- Tell me where you are in your life . And what your thinking is regarding Shaklee.
- What level of income are you looking to earn?
- Tell me about your time .. How much time would you be able to devote to your business?
- Tell me about your background ... what you did before kids ...
- Tell me about the people you know .. What areas of Shaklee do you think they will have an interest in?
- Action steps – next resources to review ... or events to attend ... when to set up their getting started Planning Session and review of their list of names, etc

lisa

3 Way Calls Can Help You:

Build

And Duplicate



- You don't need to know everything in the beginning because your selected leader conducts and closes the call.
- 3 way calls teach while we are helping a new distributor build
- Speaking to an experienced leader.. Gives confidence to both a customer and a potential business partner ... as they hear stories about the success and experience of others. lisa



3 Way Calls -- a great method to develop customers and distributors

- Surveys show that business leaders in our industry who utilize 3-way calls grow the fastest.
- They are a great way to help a new distributor develop customers quickly.. and to teach them how to get someone started on a supplement program.

But today we want to focus on using 3-ways to build our teams

- Great way to help accelerate the process of developing distributors and business partners... (removes fear of not knowing enough . Calls are short) and creates a
Process of Duplication
- Provide an excellent training method of teaching by example .. by modeling the activity to learn. katie

3-Way Calls Convey The Team Culture Shaklee is so Well-Known For

“ You Shaklee people think that the Shaklee Difference is just about your products and your science ... but it is much more than that .. It is also about your culture.

I have never worked with a group of leaders who share with one another so freely and are so genuinely happy for one another's success.” Executive Business Trainer JR katie





3 Way Calls With Potential Business Partners

- Continues the process of exposing them to benefits of a Shaklee business
- Allows them to meet the people of Shaklee – one of Shaklee's strongest assets.. And to hear their stories... and to see proof of success.
- They will see that the business opportunity is bigger than they may have thought by having a conversation with a successful leader ... whose success you have reported to them. katie

At the close of a 3-way – everyone feels lifted and happy to be a part of the team.. And part of Shaklee.

How to Invite to a 3 way call



- Identify need (3 parts of conversation ..)
- Send link to evaluate ... our favorites attached
- Suggest a 3-way call with another Shaklee leader (could be your upline or a colleague .. Someone you feel has a story and background that your prospect could relate to ...)
- Mention the credentials, the skills, the qualities, the success of the Shaklee leader you select... called “ edifying (acknowledging) your upline or other designated leader)

This honors your prospect .. To know you feel they are so important to you that you want to connect them to an important leader. It also reinforces that the success is real ... achieved by ordinary people .. Just like them.

Sample dialogue

“ I want Joannette (upline) to meet you. And I’d like you to hear her story of how she came to Shaklee and the success she has had .. “ katie

Using FaceBook To Identify Customers and Distributors

- FaceBook is a great way to stay connected to old friends and to meet new ones
- When someone requests more information ... ask “ When can we talk”
- See archived training session on Face Book

harper

The Role of FaceBook in Developing Shaklee Businesses



Beth Kaniuk, Director

Saw This Face Book Post.. From Close Friend

Had weekly conversations via google chats and Face Book messaging... good friends... and followed her blog...



Sarah Galbreth shared a link.

October 17, 2012

Part of why I love working for Shaklee!

http://money.cnn.com/2007/05/17/news/companies/pluggedin_gunther_shaklee.fortune/index.htm



Shaklee: Green before green was cool - May. 18, 2007

money.cnn.com

When you hear the words "green business," what company comes to mind? Patagonia, maybe? Whole Foods Market? Starbucks, or Group Danone's Stonyfield Yogurt?

Like · Comment · Share

3 1



Sarah Galbreth

October 16, 2012 via Vimeo

Are all vitamins the same? You may want to think about changing brands....

3 Way Call With Sarah's Upline

- Heard Katie's story and purpose
- Learned what the business could offer her
- Confirmed that Shaklee is a legitimate and desirable business that might be a perfect fit for me.



Purpose of Face Book – To Share Your Life

a Significant Form of Communication For Gen X and Y and Millennials

- People respond most when I post items that are personal ... about myself, my family, etc
- Pictures receive most attention
- Keep it short
- People you are “friends” with on FaceBook , are watching you even when they are not commenting...and then one day you post something that gets their attention ...and they become new members ... and distributors.



Beth Kaniuk

November 30, 2013 · Edited · 🧑

My moms amazing transformation so far using Shaklee 180 (42 pounds and counting!!!!)!!! When I saw her for the first time since she started the program I could completely see a difference!!! Usually she had troubles walking up and down hills or stairs (with her knees) and didn't have that kind of pain with the massive hills of San Fran! She also was so much quicker chasing the boys and didn't even get tired....well maybe towards the end, but anyone chasing our boys would be exhausted by the end 😊 so proud of you mom!!! You are looking great!! Can't wait to see how much healthier you become!! — with Kathie Wyman Olmstead.

📌 Tag Photo

📍 Add Location

✎ Edit

Like · Comment · Stop Notifications · Share



Kelly Olmstead, Leah Erdmann Pommerer, Kristen Boys-Jakubowski and 63 others like this.



2 shares



View 6 more comments



Renee Chernoff · 2 mutual friends

Excellent and you can definitely see the difference in the photos...keep going Kathie!

January 5 at 2:02pm · Like



Nancy Hunnicutt · Friends with Kathie Wyman Olmstead

great job Kate what a difference I am sure you found so much energy not carrying that weight around



Write a comment...



Began Posting Before and After Photos of My Mom on Face Book



So incredibly proud of my mom!

She started the Shaklee 180 program late August last year, has stuck with it and is down 75 pounds!

She is down several sizes (mom - I forgot your starting size?!?) and is in a size 12! She is the epitome of self

5 people inquired after this recent post ...

- Are you paying way too much for your cleaners????
- Shaklee is offering \$3,400 worth of green cleaning, dish and laundry products for ONLY \$99 + FREE SHIPPING + FREE MEMBERSHIP!
- They will LAST you so much longer because they are concentrated and SAVE you so much \$\$\$!!

ARE DOLLAR STORE CLEANERS
A BARGAIN?

save with get clean!!!



©project dream int.



FaceBook Event – “What the Heck is Shaklee” “My Shaklee Life”, etc

- Offers prizes and entries into a raffle for behavior you want ... such as ... participation, scheduling a follow up call , inviting a friend, etc
- Posts information and videos and photos over next 12 hours for people to learn about Shaklee products and business
- First event generated 1 new customer and 3 inquiries about starting a Shaklee business.
- Conducted with a downline leader .. And upline leaders.

Details at : Shaklee Summer School 2014 Session 4 www.bobsfiles.net

FaceBook to Check In and Stay In Touch

- Can contact 10 people a day efficiently with Face Book .. Just copying and pasting messages ... super quick for a busy mom.
- Can comment on their posts and track important events in their lives... and be alert to their needs and interests.
 - example – soccer team mate posted her knees sore after a game... history of knee injuries ...
- Relationships can start with FaceBook .. But there is no substitution for live conversation via phone or in person.

When someone asks for information... simply ask

“ When can we chat?”

beth

FaceBook Postings Create Interest and Awareness

Really need these for
energy after a certain
cute someone kept me
up all night

[#goodthinghescute](#)

[#bvitaminshelpme](#)

[#shakleemoms](#)

katie



Action Steps – Session 4

- If you are a Shaklee Member, you can upgrade to Distributor (\$49.95 for a new person, but upgrading is only \$29.95, or to a Gold Member (\$349 kit or \$699 kit with more products and perks .. All tax deductible as a business kit)
- Download Distributor Start Up Checklist from MyShaklee.com
- Consider setting a goal to contact 20 people regarding the new Mind Works product
- Choose 1 or 2 activities to schedule on your calendar to begin sponsoring new members and distributors.
- Use attached Ways To Join document when closing appointments and meetings
- Begin setting up 3 way calls

lisa



Cleveland, Ohio – August 12-16th 2015

Shaklee Links and Resources To Send To Help People Learn More About Shaklee

So, what exactly is the Shaklee Opportunity? Who is Shaklee? Watch this video:

<http://content.shaklee.com/shaklee/flash/show.php?video=opportunity>

So how does it work?

<http://images.shaklee.com/video/show.php?video=HowShakleeWorks>

And another great benefit of a business like this is that you get to work with people you like...really like 😊 Katie is one of those people:

3-way call with your upline or a Shaklee colleague to hear their story

Here's another example of the possibilities with fast track:

Fast Track/Oates: barb

http://images.shaklee.com/video/show.php?video=Lifestyles_Oates

An interview with our CEO:

<http://content.shaklee.com/shaklee/flash/show.php?video=RogerInterview>



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