



Step 6: SPONSOR



Your goal is to help your prospects determine how Shaklee will fit into their lives and help them get started.



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ACTION STEPS

Find Out What Your Prospect Is Thinking

By this point, you should know a few important things about your prospect so you can relate to them in the options you present. Whether you do this after a 1-on-1 presentation or a group presentation, get the help of your Sponsor or Business Leader, if possible, or follow the recommendations below. Just make sure they are in their comfort zone. No pressure.

Give Your Prospect a Choice

And they'll make a choice. Don't prejudge anyone and assume you know the best way for someone to become a part of Shaklee. Let your prospect determine their level of interest in Shaklee. Ask them these questions:

- Are they interested in exploring the business and creating a financial future with Shaklee?
- Are they interested in earning money to help supplement what they are already making?
- Or are they interested in simply using the products—becoming healthier, losing weight, reducing the toxins in their home?

■ If they say they would like to earn a car, the trips, and a good income, offer the business-building option to join Shaklee:

“Jim, so happy to hear that you are as excited as I am about the Shaklee income opportunity. As I mentioned in my presentation, the best way to join as a business builder is to select one of our GOLD PAKs because you can earn money right away and have the potential to qualify for our FastTRACK program to help put you on the path to earn the car, the trips, and a great income. With all three GOLD PAKs you get a 15% discount on the products, a coupon worth up to \$100 retail, and a comprehensive package of business-building materials. You also earn a check from Shaklee and have access to special bonuses and incentives exclusive to the GOLD program. Let's take a look at each pack:

The **SUPER GOLD PAK** is our career pack that contains everything to get you started on the path to success. With products from four different product lines, plus accessories, you can immediately Shaklee-ize your entire home for you and your family. You even get six months of your own Personal Web Site! With a Member Price of \$750, it is actually worth well over \$1,250 retail. It's clearly your best all-around value.



Then there's our **GOLD PLUS PAK**, worth \$850 retail, that allows you to join Shaklee for \$599. It's a great way to get to know and experience the benefits of a large selection of Shaklee products. And, like the SUPER GOLD PAK, you get six months of your own Personal Web Site.

And last, there's our **GOLD PAK**, worth more than \$500 retail, that allows you to join Shaklee at the special Member Price of \$299. In it you get a selection of our most popular nutritional products, a full-size bottle of our top green household product, plus accessories. This pack allows you to get your feet wet and experience some of the top Shaklee products, and even includes three months of your own Personal Web Site.

So, based on what you have said you want from Shaklee, which one sounds best to you?"

Always sell up so they can achieve the greatest number of benefits, but be sensitive to where they are coming from. If they have said they just want to supplement their income but are not ready to jump in with both feet, you may want to soft-peddle the \$750 PAK and present the \$599 and \$299 GOLD PAKs as their best options.

If they say, "I don't think I can afford that right now," acknowledge their concern but be aware that the problem may not be money. It could be that you need to continue working on establishing value for the opportunity before they are ready to say yes. See if this makes a difference: "What if I can show you a quick way to make enough money to earn your investment in the GOLD PAK? Would you be open to learning how?" (See the companion guide, *The Shaklee Dream Plan—How It Works* for a review of the payout of the GOLD and Power Bonuses.)

■ **Always be prepared to present the Distributor Welcome Kit if you get resistance.**

"If you feel that one of the GOLD PAKs is too much of a commitment, you can also join Shaklee by sponsoring with the **Distributor Welcome Kit**. For \$39.95 you get our basic business-building kit, 15% off the retail price, and a coupon worth up to \$100 retail. What you don't get that you get with the GOLD PAKs are products and the higher earnings potential. If you want the best income potential, you can upgrade to a GOLD PAK later.

The decision is yours. Where do you see yourself so I can help you get started in Shaklee?"

Leave them room to choose.
You want them connecting with Shaklee.



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Objections are requests for more information—your prospects want to be comfortable with the decision they are considering.

Leave them room to choose. The important thing to remember: You want them connecting with Shaklee in some way; once they try the products, they can always upgrade to a GOLD PAK.

Some prospects are ready to launch a business right away; others are not as ready to make a decision after the first presentation. Often, meeting with them two or three more times, answering questions, and deepening your relationship is required. Ask, **“Are you interested enough to learn more about it?”** That leads to an opportunity for another in-person meeting as soon as possible.

■ **What happens if all they want to do is simply use the products?** Validate their decision. Welcome them to Shaklee.

“I’m so glad you decided to try our fabulous Shaklee products. You’ll never regret it. Based on what you discussed (refer to specifics), which products that I talked about rang a bell with you? (Or, ‘you would probably enjoy trying _____ products.’). Thanks to the money-back guarantee you have nothing to lose. When you become enthusiastic about these products the way I did, you may even find yourself wanting to revisit sharing these products and earning some money. So let’s get you started by joining with the \$19.95 **New Member Pack where you get 15% off the retail price. (Or... with the Distributor Welcome Kit where you get 15% off the retail price and a coupon worth up to \$100 retail.) Which products would you like to order today to get started feeling great?”**

Get them experiencing and reordering Shaklee products. Follow the recommendations in this chapter that cover what to do with Members to continue to build their affiliation with Shaklee, such as ongoing follow-up, the New Member Orientation, getting them on AutoShip, and obtaining referrals. Just remember: Shaklee is a relationship business, and you can always revisit the opportunity with them and upgrade them to a GOLD PAK.

Be Prepared to Answer More Questions

Some may repeat earlier concerns: “I don’t see how I could fit Shaklee in, I’m too busy!” **OR** “I could never sell.” **OR** “I’m not sure I could build a business.”

Remember: Questions are nothing to fear.

As was addressed in the SHARE course, one of the best ways to respond is to use the **“Feel. Felt. Found.” approach to answering questions:** “I know how you feel. I felt that way, too, but I found...” and genuinely share what you found that eliminated that concern or objection.

✓ Sponsoring Is a Process

End by reassuring them there is no pressure. They can try the products with the unconditional money-back guarantee as reassurance they can't lose any money. In turn, you will continue to be a resource in their discovery of what Shaklee has to offer.

✓ Follow-up, Follow-up, Follow-up!

This is part of the SPONSOR step that NEEDS to be done with each person AFTER you have made a presentation to them. Just remember, you always want to keep them in their comfort zone. The following is the type of follow-up you will do depending upon the decision they made at the end of your presentation. Assign each person to a specific numbered group.

1. For those who sponsor and are interested in starting a Shaklee business:

- **Day 1:** Call and congratulate them on making a great decision to look at the business. Welcome them to the team and let them know it will be fun to work with them. Confirm the date and time of the follow-up Distributor Orientation and Strategy Session you set with them at the end of the presentation. Remind them to look at and begin the first pages of this First Step Resource Guide.
- **Day 2:** Conduct your Distributor Orientation and Strategy Session. You'll want to immediately schedule your next meeting. A lot depends upon the prospect. (See TEACH for what you will cover.) **Important:** You want to get them into action right away. (Remember: People will do what you do!)
- **Daily/weekly follow-up and support:** Allows you to answer product questions once they are using products, helps them get established with their income-producing activities (IPAs), and gets them in a learn-as-you-earn program with Shaklee University. See TEACH (Step 7) for the Distributor Orientation and Strategy Session.

2. For those who buy products and express an interest in knowing more about the business:

- **Day 1:** Call them and thank them for coming to the meeting and letting you share Shaklee. Tell them you're excited they are trying the products and that you'll be contacting them after they have received the products. In the meantime, you'd like to follow up with them about their potential interest in the business. Could they meet with you for a half hour in a day or two to address their questions?



When you follow up, always keep them in their comfort zone.





Shaklee is a relationship business.

Enjoy building relationships!



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- **Day 3–4:** Meet with them to cover more about the business. The *Live Your Dream* presentation on MyShaklee.com and the *Drive the Dream* brochure do a great job of talking about what steps they will take and what they will earn. Your goal: To get them to try the business on for size. If you can, get them in to action right away.
- **Day 5–7:** Follow up to conduct your Distributor Orientation and Strategy Sessions, if they have sponsored. Or meet again and continue to build rapport and gain their buy-in to the business.
- **Daily/weekly follow-up and support:** Allows you to answer product questions once they are using products, helps them get established with their income-producing activities (IPAs), models activities, and gets them in a learn-as-you-grow program with Shaklee University. See TEACH (Step 7) for the Distributor Orientation and Strategy Session.

3. For those who buy products and sponsor as product users:

- **Day 1:** Call them and thank them for coming to the meeting or letting you share Shaklee. Just a brief “thank you” call. Let them know you’ll contact them after they get their product.
- **Day 7:** Call to find out if they received their products. Ask if they have any questions.
- **Day 14:** Call to see how they are liking the products. Any questions? Schedule a brief follow-up New Member Orientation Session (see next page) to review product use and orient them to Shaklee products.
- **Week 3:** Hold New Member Orientation Session. Arrange for regular follow-up system. Leave behind some literature.
- **Once a month:** Follow up to see how things are going; find out if there have been any changes in their lives to determine whether it would be appropriate to have them to reconsider the business. Continue to share products. Give a soft “touch”—a newsletter, value-added information, quick note, etc. Every time you get a notice of a direct order with the company, send another quick note.

4. For those who do not join or purchase products:

- **Day 1:** Call to thank them for coming to the meeting or allowing you to present Shaklee to them. No pressure. Just a friendly call.
- **Day 5–7:** Tell them you were thinking about them and wanted to call to follow-up in case they had any questions come up. Share something interesting about products.
- **Once a month:** Follow up and let them know what’s happening. Find out if anything has changed. Keep it friendly. No pressure.

✓ Conduct Member Orientation Session

Here's a great way to schedule your New Member Orientation:

“You have other benefits to your membership besides the discount. You're not obligated to use any/all of them, but I'm obligated to let you know about them.”

There are many ways you can orient a new Member about Shaklee: providing them materials via e-mail or snail mail, suggesting they watch some of the videos on your Personal Web Site (PWS), etc.

But the best way is to connect directly with them in a 20-minute New Member Orientation Session so you can:

- Answer any of their questions once they've had a chance to use the products
- Cover the product lines
- Refer to specific product use
- Recommend AutoShip and reinforce its benefits
- Open the door to the opportunity again—be sure to show them how they can earn money toward their product purchases by referring others
- Get referrals
- Agree on ongoing communication
- Meet their wants and needs

Using the *Shaklee-izing Your Life* sheets on pages 19–20 and watching the *Member Care Counts* Shaklee University course should give you some great ideas for conducting a New Member Orientation Session. This session also allows you to open the door to the opportunity discussion once again. The same steps you take with a Member are also the product portion of the New Distributor Orientation and Strategy Sessions you hold with a new business builder.



This is a great chance to open the door to products they have not used and to revisit the opportunity.



Feed off of their enthusiasm and open the door to new opportunities with Shaklee.

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✓ Reinforce the Value of AutoShip

In your New Member Orientation Session, point out the specials that they can get by using AutoShip (10% off select products), the convenience of delivery, and the ability to modify their order whenever they need to do so.

✓ Open the Door to the Opportunity

Ask questions like these that give you a way to talk once again about the business opportunity:

“How many people have you told about Shaklee?

Do you find yourself thinking about people who could benefit from Shaklee?

Have things changed with you since our last meeting?

Have you thought about the possibility of earning extra money with Shaklee?

Do you have any questions?**”**

Feed off of their enthusiasm and offer to talk with them further about Shaklee. If they still are hesitant, let them know you'd like to keep the door open so, if circumstances change, they are free to contact you and you'd be happy to be a resource. Again, no pressure.

✓ Ask for Referrals

Think about it—the concept of Social Marketing™ is in part based on the power of referrals. We recommend products and services to our friends and family all the time. We often go see movies, read books, and purchase certain brands all because they were recommended to us by someone we know. It is the same with your Shaklee business.

Referrals through your good customers offer the best way for you to open the door to new people about Shaklee products and the opportunity. The more your new Members know and trust you, the better the experience with you and the products, the more enthusiastic they are, and the more interested they'll be in letting you talk with their friends and family about the products and the business opportunity.

What a great way to expand your Prospect List! You'd never run out of people to talk to. You'd be **adding names** to your Prospect List on a regular basis! That's the power of getting referrals.



- Always ask for referrals— *“Who do you know that would benefit from these products...who wants to feel better...lose some weight?”*

“I’m so pleased you are starting to enjoy the benefits of these incredible products. I know when I experienced them, I got so excited I wanted to share them with people I cared about. Can you think of people you’d want to see benefit from these products?”

- Point out there is a way they can earn some extra income to help pay for their products as they switch brands. Here’s a great way to open the door to the opportunity while you get referrals:

“What’s great about Shaklee is that, when you purchase products and you help to get others using the products, Shaklee gives you the opportunity to earn bonuses. It can be a great way to earn dollars toward your product purchases. If you are interested, I can show you how that works. No obligation on your part.”

- Offer to hold an in-home presentation such as a Healthy Home or a Wellness Hour in their home or on the Web for these people. This is a great way to get them going as a fledgling business builder. (Your Sponsor and/or Business Leader can help you do these initially.)

- If they don’t express an interest in getting the benefit of referrals, don’t be afraid to still ask:

“Who comes to mind that you care enough about that you want them to know about these products?” OR...

“Can you think of anything Shaklee offers that could benefit those you care about?”

Again, don’t press. Show genuine concern about wanting to share these products with others who can benefit.

- If you do share the Shaklee opportunity again and if the timing is not right, open the door to referrals:

“Thank you for letting me share the Shaklee opportunity with you. I understand that timing may not be right for you at this time, but perhaps you know someone who might be open to it. Can you think of anyone who could benefit from extra income and a flexible schedule to work around family demands?”

Never let an opportunity to ask for referrals pass you by. It is the easiest and most effective way to keep your Prospect List active and to keep focused on income-producing activities (IPAs) in your business.

Listen for openings to ask for referrals naturally.





The best way to communicate is to listen.



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✓ Establish a Communication and Follow-Up System Agreeable with Them

Let your new Member know it is your job to make sure they are successful and happy with Shaklee products, and that you'll be checking in from time to time to tell them about product specials and new product launches and to help them with reorders (if they are not on AutoShip). Suggest that they go to Shaklee University and learn more about Shaklee products. Find out the best way to keep in touch: e-mails or the occasional phone call. Encourage them to go to your Personal Web Site (PWS) so they can see new offerings as they happen. Get them comfortable with your contact—always friendly, just checking in.

Keep a record of all contacts and set up a simple tickler system on your calendar so you know when you will make contact again.

✓ Always Listen for NEEDS and WANTS

It's been said: The best way to communicate is to listen. Get them talking; not you. Look for opportunities to share Shaklee—both products and the opportunity. Keep introducing them to products that they haven't tried yet. Express a genuine interest in what interests them and continue to develop your relationship.

To SPONSOR someone in Shaklee is to develop a mutually beneficial relationship. That's the fun of sharing Shaklee.

✓ Other Great SPONSOR Ideas

Visit the *SPONSOR* course under FIRST STEP TRAINING in Shaklee University and hear from Senior Master Coordinators Steve and Jeanne Toovell on tips and techniques to sponsor others into Shaklee. Steve and Jeanne bring home the value of sponsoring daily as a growth strategy for your business. They practice what they preach, and that is how they got to be Senior Master Coordinators.

“Seven days without sponsoring makes one weak.”

— Senior Master Coordinator Steve Toovell



Two courses on follow-up in Shaklee University under Business Practices:

Effective Follow-up

In this course, Master Coordinator Barb Hill Behar shares the initial steps you can take to get prospects on board as new Members and lead them to potentially becoming business builders. Learn Barb's 12 Principles of Effective Follow-up and discover a process that can help you actively grow your business.

“With consistent effort, you can be paid for the follow-up you did today.”

— Master Coordinator Barb Hill Behar

Member Care Counts

According to Master Coordinators Marjorie and Dan Felton-Petry, having a solid base of good consumers provides the necessary foundation for a successful business, in terms of volume, referral sources, a fishing hole for business builders, and even time to work with builders. Find out what has worked very successfully for the Felton-Petrys, including samples of actual materials they use.

“Approach serving your Members as a privilege, something you want to do without reservation.”

— Master Coordinator Marjorie Felton-Petry

“Our progress is the direct result of the service we render to others.”

— Dr. Forrest C. Shaklee