

Invitations - Ways to Approach People

When you approach people to get appointments to present the opportunity and products, the most important thing is **to transfer your excitement, belief, and enthusiasm to them**. The words you say are not as important as your body language and the inflection in your voice. You will want to video tape yourself, (or, audio tape yourself). If you were the prospect, would that approach get you excited about learning about Shaklee?

Your ultimate goal when you meet "new" people is to **get an appointment** with them so you can share **"the whole picture"** of Shaklee. In order to do that share 3-5 key points about Shaklee when you first meet them. Then set a time and place to meet so they can hear more and you can learn more about them

When approaching potential team members it's important to connect and **establish a relationship first**. **Learn from them what their needs are** and be able to address those needs with Shaklee. It is all about building relationships and helping to address people's needs.

People don't care how much you know until they know how much you care. The best way to demonstrate to someone else that you care is to **listen and listen well**. If they know you really understand where they are coming from because you invested the time and effort to listen to them, they will be much more receptive to what you have to say when it is your turn to talk!

Use **"word tracks," not scripts**. Word tracks are simply a track for you to think on. They allow you to really be yourself and not an actor memorizing a part that just doesn't quite fit. The best are conversational questions. When you've listened well you will hear areas of need that your friend has. The natural instinct is to immediately bombard people with information - but that can quickly turn people off. Instead, take a deep breath and **ASK questions**. Whatever you wanted to *tell* them can be turned into a question by adding the following statements...

I'm just curious...

How do you mean that?

I am not sure I understand, *Can you help me with that?*

Tell me more.

Get people talking to you --- NOT YOU TO THEM.

Questions you can ask:

What do you do for a living? How long have you been there? How do you like your job?

What do you like best about your job? What do you like least?

If the economy affecting your financial situation?

Have you ever looked for a Plan B just in case?

Have you ever thought of owning your own business?

Do you know anyone who would be interested in earning \$100,000 in the next 15 months part time from their home?

Wow, the economy is really forcing our family to look at ways to cut the "fluff" in our budget and bring in "new money". What are you doing?

Boy, it seems like every time a group of kids get together, they start passing the latest virus around. You're always on top of things; I bet you already have a solution for building your kid's immune system. What are you doing?

Simple 4-step process for inviting people to learn more about Shaklee.

first, know *what* you're inviting them *to*. "Spend a few minutes with your sponsor or upline and decide first what to do when someone says 'yes.'" Knowing *what* you're inviting someone to will take a lot of the uncertainty out of your approach.

For instance, is it a Grand Opening of your or someone else's business, or some other kind of in-home event? Are you inviting them to watch a DVD, participate in a webinar, visit your new Personal Web Site? Have a cup of coffee with you in a neutral place? These are all good ideas for what to invite someone to. Just be prepared with one, and also be prepared with a back-up. If they're too busy right now to meet with you one-on-one, or if they can't make your opportunity meeting, or can't get a babysitter - would they watch a DVD and let you know what they think?)Tell them when you will call them to see what they think. This gives a sense of urgency).

The Invitation: A Four-Step Process

Once you're clear on what you'll invite people to do, each invitation is actually a simple process in four parts. Remember that these four parts can happen very quickly, in only two or three minutes, or they can take longer.

1. *Build rapport* - People want to do business with others whom they know, like and trust. Building rapport with someone you don't know can start with anything, like a sincere compliment for great service. Ask rapport building questions - questions that are not confrontational and are not about Shaklee. My favorite question? "What do you do?" And my favorite follow-up? "How do you like it?"

If you find something that gives you a connector, and that's when you tell your story. Telling your story builds trust too, so that's an important element of this step."

2. *Build a bridge* - This takes very careful listening, because what you want to do is make a connection between the very specific rapport you've built with the person you're talking to, and the invitation to learn more about Shaklee. Once you know what that connection is, try this plan:

I used to... [e.g., be concerned about retirement]

I found a company that... [e.g., allows me to continue what I'm doing and build a residual income on a part-time basis]

Now I... [e.g., feel a lot more secure about my future]

Would you or someone you know be interested in... [learning how you can build a more secure future]?

3. *Give the invitation* - This could be preferably to a presentation, or an event, or to review an article, DVD, or web site. Be sure to ask for your new friend's name and e-mail, and then for their phone number after they've given their name and e-mail.

4. *Set an appointment* - Ask permission to follow-up or call to remind them of the appointment. Thank them, and let them know it helps you to remember the appointment as well if you can do that.

Burn-out buster: Know and expect that many people don't keep their first appointment. Don't let that put you off. It may take as many as 5-9 contacts before you can engage someone in the business. Always stay friendly, never become irritated or upset.

"Go after your best prospects, not just your easiest ones. Sharp, busy people are your best potential business builders. They may not be the easiest precisely because they are busy and probably think they're maxed out time wise. But they are the ones who are most likely to be successful and help you in your business, and ultimately can truly benefit from what they build."

If you are inviting people to an in-home meeting, here are a few examples:

- I am having a party for a few friends on ____ date and I would love to have you come. A friend of mine is coming over to introduce a fabulous new line of makeup called Minerelles. It is a better for the skin than wearing no makeup, the colors are great, it doesn't rub off and doesn't crease. It is so smooth and silky, and has great coverage in spite of being so light. I absolutely love it. We will all have a makeover and be able to play with the products. I hope you can come, have some food and drink, visit with friends, and experience this wonderful line of makeup. Do you think you can come?
- I know you are concerned about ___(health problem)___ and I have a friend who is coming over on _____ to share what has worked for her and many others that have the same problem. I really feel that you can benefit from the information you can gain. I'm inviting a few friends over and hope you can make it...
- I have just started my own business in the health and wellness area. Have you ever heard of Shaklee Corporation? (Tell them why you are excited about the product and business). I am having a party on _____(date) to share what we are doing with a few special friends. I would love for you to join us and take a look at this. There is obviously no obligation and if you are not interested, that is OK. It will not jeopardize our friendship. But I am looking for three dynamic people to partner with. If you have any interest, I think you would be great at it and I would love to partner with you. Do you think you are interested in looking at it?

To set a One-on-One appointment, here is an example:

- I was thinking about what you said the other day about (something they were complaining about). I think I know something that can help. Have you ever looked into: (one of these)
 1. a nutritional solution to the problem
 2. a plan B that could develop into your plan A
 3. an in-home business that can give you a lot of tax benefits along with serious income
 4. owning your own business that you can work from home and earn a full time income on a part time basis
 5. Having your own in-home business where you can develop residual income.
 6. Having a business where you could earn \$100,000 within your first 15 months.

Would you be open to

1. getting together to discuss a solution? I would love to take you to meet my business associate who has or
2. listening to someone who has overcome that problem? or
3. Watching a DVD that explains what it is we do? or
4. Getting some information?

We always try to get the appointment to present the opportunity. It is preferred in meet in person if possible. If not, set a 3-way-call appointment on the phone.

If that does not work, see if they would like to view the 100 DVD. Tell them if they are not interested that is OK and you would like to get it back. If they are interested you will want to get together to explain how the plan works since it is not covered in the DVD, which really explains what we do and the concept of exponential growth.

- I am excited about the business I just started. I am looking for entrepreneurial people who would like to develop a steady stream of residual income from the home on a part time basis. If you would follow a proven plan, you could make \$100,000 in the next 15 months. I do not know if you would be interested but if you were I think you would be very successful. I would loved to have you on my team. If you are not interested that is OK and it will not affect our friendship. If you are interested in looking into it to see if it is a fit for you I would love to take you to meet my associate who has helped a lot of people become very successful. Would you be open to hearing about it?
- When you approach people it's important to share Shaklee with an enthusiasm that creates excitement in the person you are talking to. I may say something like, "You may be interested, or know someone who would want to be a part of our mission! Right now, I am putting together a team of highly motivated leaders that want the most out of life! You will get to lead others down a path of improved health with an opportunity to create greater wealth! All you need to bring to the table is commitment, passion fueled by a burning desire to achieve your goals. Would you be interested in evaluating this?"

Use your own personality and show your excitement.

If it is a group in-home, tell them you have invited a few friends and would love to have you join also. If it sounds like a big meeting, they may think they will not be missed if they do not show up.

Always call back the day before the event or appointment to confirm.

Do not read a script. the above is to give you an idea of what to say.