

SAMPLE BASKET “TIPS” & “GUIDELINES”

Effectiveness:

Offering people an opportunity to sample Shaklee products can produce long term customers, builders, lots of referrals if you approach this method in a disciplined way. It is ideal for those folks who are afraid of or do not enjoy “sales”. It presents an opportunity to “give” something to someone which is much easier than “asking” for something up front.

Options on How To Set Up The Appt:

1. Call using the enclosed script.
2. Have a sign up sheet at a group presentation
3. Have a sign up sheet at a place of work, class you attend etc.
4. Drop off a flyer that introduces the idea, followed by a call
5. Go door to door in your neighborhood with the “basket”

Contents of Basket:

1. 6-8 products, representing various lines .. cleaners, skin care, nutrition
2. Some full size products: All Over Hand and Body? At Ease? Shampoo and Conditioner? Calming Complex? Meadow Blend? Pain Relief Cream?
3. Samples: Basic I mixed up in a pint spray bottle (3-4 Tlb per pint of water) as a “Spray and Wash” clothes spotter product, Small container of Basic G, 3-4 Vita Strips,
4. Do not include products for the most part where they cannot see immediate results or where they can become confused. Examples: Basic H is a product that I did not bring in the basket but rather reviewed this product and indicated that I would demonstrate this product “when I came back”. Laundry products may need to be used over a longer period of time to see the “results” also.
5. Include only products where they can remain “sanitary” when used and passed on ... things that have pumps etc.
6. LITERATURE: H directions sheet with I, At Ease and G on the back; Price Sheet, Mother Nature’s Warning Signs, Catalog, Referral Sheet, Survey Sheet where you have listed the products that you are dropping off, CD or DVD on Health Walk Through Catalog CD or Are You Ready DVD (put a label on this indicating where the product info can be found) or some other health tape you feel they would enjoy.

DROP OFF Procedure:

1. Establish a time to drop off the basket ... indicating that it will take only 10 to 15 minutes of their time. (Do NOT agree to drop it off when they are not present) Stick to the time as much as possible, even if they want to talk ... indicate that you will go over these things “when you come back”. They will hesitate to give you referrals if you spend an hour with them even if the extended time was a result of all their questions. You should act as if you are “fully” scheduled and need to be on to your next appointment. This will add value to the “basket” and your business, showing that what you are doing is not a “hobby” but a serious business.

2. Write down the name, address, phone, comments, directions etc. on a card that you file under the day before your appointment ... this will be a reminder of your appts. and will keep you organized. Take this card with you on your appointment.
3. Call and confirm your appointment the night before.
4. Start out by asking QUESTIONS AND LISTEN Discover their likes and dislikes, their needs, their family situation (children in sports, golfers, gardeners, travelers, elderly parents who are sick) If you are unable to do this on the drop off make sure you take time to do this on the pickup. By doing this you can focus on the products that may hold greater interest.
5. Then go on and review the products in the basket and the literature. Put the products around the house where they will be used whenever possible. Also it's very important to **“stimulate their interest in the products” before you leave.** Show them how to use the At Ease ... do a quick demo... have them smell it. You should take the lotion and put on their arm. Have them smell the shampoo and Meadow Blend. IF you do not do this the products will sit unused. Review the fact that you realize having the products for only a few days means they may not be able to do all of the cleaning jobs etc. however it will be enough time for them to get the “feel” of the products and should they decide to purchase, you offer a 100% money back guarantee.
6. **In reviewing the products and the literature you will mention several times: “When I come back, I will show you this or that and give you a taste”**
Examples: “I’ll demonstrate the Basic H for you”, “I’ll give you a taste of the Energizing Soy Protein”, “I’ll review the prices and how you can buy at a discount”, “We can talk more about a program for your health concerns”
etc. This will plant in their minds the fact that “when you come back” you will need a little more time. They’ll look forward to the time that you “come back”
7. It's very important that you say something like, “As you know I don't charge for any of this and you are not obligated to buy, however it really would help me out, if you enjoy testing the products, if you wouldn't mind jotting down the names of some friends who might enjoy testing the products also.” Pull out the referral sheet as you are saying this.
8. Ask them to fill out the survey sheet.
9. Set up a “pick up” time ... indicate that you leave the basket for 3-4 days and then need to pick it up as it is scheduled to go out again.

PICK UP Procedure:

1. Call a couple days after the drop off and see how it's going and confirm the pick up time.
2. When you return you will bring other products to review / display... Basics + Soy, skin care, Performance? ... any product that you think would be appropriate for their family situation OR any products that you are especially SOLD on.

3. When you get there you might give them the “Mother Nature’s Warning Signs” form to fill out while you are setting up. Indicate that you will review this form with them a little later.
4. Then proceed to state that you’d like to go through a quick presentation if that’s okay with them. Go through the presentation pages When you come to the info on Energizing Soy Protein, stop and mix up a protein shake. Using juice and a light serving of the soy usually works well. Then go on and demo the H when you come to this section etc. When you come to the membership section ... review the benefits and special 50 PV free membership.
5. Review their Health form (Mother Nature’s) and the “Product Survey” form. Pull out the order form and ask, “Which products would you like to order today?” Price will come up and NOW is the time to pull out the “LEVELS OF INVOLVEMENT” sheet and review their “options”. You’ll get Members and BUILDERS by reviewing this. After doing this they may be more stimulated to give you referrals as their referrals could mean “free products” for them. **IT’S ALL ABOUT FILLING THEIR NEEDS AND GIVING THEM WHAT THEY WANT BEFORE YOU GET WHAT YOU WANT.**
6. After the order has been completed ... pull out the referral sheet and ask if they wouldn’t mind jotting down the names of a few friends who might enjoy the basket or other Shaklee information.
7. **IN MY OPINION IT’S ALL ABOUT THE PICK UP.... DO THIS RIGHT AND YOU TURN SMALL ORDERS INTO LARGE ORDERS ... AN ORDER FOR AT EASE AND A QUART OF BASIC H BECOMES AN ORDER FOR AT EASE, H, BASICS, SOY and MORE!! This will happen a lot but you must take charge and educate, demonstrate and direct during the pick-up ... your customer expects this from you. Now I didn’t say “be pushy and aggressive” .. that’s a whole different thing.**

Ask questions, Know their needs, Fill their needs, Provide a great service,
Lead and Direct, Educate

** Another very helpful sheet to have with you will be the “Why Food Supplements” sheet that reviews all the FS that Shaklee makes. Should they ask about Flavomax, or CoQ Heart you will not have to panic should you not be ‘up’ on certain products. Pull out this sheet and go to the product of interest and read the info to them.

** Remember to pass on my website to them ... encourage them to listen to the audio tapes. (www.naturalhealthleader.com)

Education equals “more sales” “more referrals” “more long term, happy customers”

Offer to leave the tape/cd if they did not listen to it already, or leave another tape that you think might interest them ... EDUCATION is KEY to great consumers/builders. Set a time to pick it up in a couple days. At this time you can answer more questions etc. By this 3rd appointment you have become a “trusted” sales person who they will feel comfortable referring their friends and maybe even being your “business partner”.

The goal is to make each and every appointment as productive as possible. I would encourage you to go to my website and listen to the “Basket Tape” where I go through the

“in’s and out’s” of sample basket appointments. You’ll want to refine your procedures as you go to get the most from each appointment.

This may seem like a long tedious process but I guarantee that the results will be “amazing”. Set a goal to deliver 6-10 baskets a week and in a matter of a few months you will be a solid Director and for those who are a Director you will see your business “double” in no time! And the best part is it will be solid “consistent” business with lots of referrals coming in!

Keep in mind that you need to find ways to “stay employed” each and every week. The baskets will get you in front of a lot of people in a very productive way. However this is only one approach and it works to combine this with other methods of growing your business. You might develop an “internet” presence ... hand out your web address to everyone you see or put it in your payments and all mail leaving your home. You may choose to drop off “Project Mahma” postcards to daycare centers or hand out “Team-15” brochures that deal with weight loss. You could do group presentations at places of work over the lunch hour or for your friends in their homes. You might advertise in the local paper. You might promote a “tape program” for new customers or for your existing customers/members ... remember education and follow-up is KEY. You should pick 2 or 3 approaches ... the key is to systematically get in front of people each and every week.

Once you have a new customer/member you need to find ways to stay in contact ... email, regular mail, phone calls, tapes, etc.

**IT’S A GREAT TIME TO BE IN SHAKLEE --- DON’T MISS THIS
INCREDIBLE OPPORTUNITY.**

Go for it!

BASKET SCRIPT

Hi Mary,

This is _____, and I don't believe we've met but I live in the area (neighborhood, go to the same church etc.) and I'm just calling a few families to offer a free testing of the Shaklee products. I thought I would call you Mary and see if you might enjoy doing this.

Wait for Response ... if they question the process or purpose repeat that it is a free testing without any obligation to buy it's simply your way of introducing Shaklee's high quality, environmentally safe products. People can try before they decide to buy, so they know what they are getting.

Help us share Shaklee with your friends make a DIFFERENCE in their life!

WHO DO YOU KNOW?

- ... THAT NEEDS/WANTS TO LOSE WEIGHT?
- ... THAT WANTS MORE ENERGY?
- ... THAT HAS HIGH BLOOD PRESSURE/CHOLESTEROL?
- ... THAT WANTS TO FEEL BETTER?
- ... THAT HAS ALLERGIES/ASTHMA?
- ... THAT IS EXPERIENCING JOINT PAIN??
- ... THAT HAS PMS OR PRE/POST MENOPAUSE?
- ... THAT IS SICK AND TIRED OF FEELING TIRED?
- ... THAT WANTS TO LOOK YOUNGER?
- ... THAT IS LOOKING FOR SAFE/NON-TOXIC CLEANERS?
- ... THAT NEEDS EXTRA SPENDING MONEY?
- ... THAT IS LOOKING FOR A SOLID BUSINESS?
- ... THAT WANTS A FLEXIBLE WORK SCHEDULE?

If you know anyone that has any of these wants, needs or issues "ask" them if they will allow me to show them what Shaklee has to offer. If you use these unique products and pass it on to those that you love and want to help, you can qualify for "FREE" products every month ! You do NOT have to sell, only refer. It's just like a good movie or a good sale you would want to tell your friends about that wouldn't you? How many times a day do we hear someone express an interest or concern with the above issues? All you need to say is, "I believe I know someone that may be able to help you with that, would you like me to have them give you a call?"

Help your friends, Help yourself, Help me we all Win!

Please make a list of those I may contact:

Name _____	Phone # _____
Name _____	Phone # _____
Name _____	Phone # _____
Name _____	Phone # _____
Name _____	Phone # _____
Name _____	Phone # _____
Name _____	Phone # _____
Name _____	Phone # _____

Name:

Phone:

Shaklee Representative:

BASKET REVIEW & CRITIQUE

Your Name:

Phone #:

Product 1 name: _____

how did you use it:

your response to product:

Product 2 name: _____

how did you use it:

your response to product:

Product 3 name: _____

how did you use it:

your response to product:

Product 4 name: _____

how did you use it:

your response to product:

Product 5 name: _____

how did you use it:

your response to product:

Product 6 name: _____

how did you use it:

your response to product:

Product 7 name: _____

how did you use it:

your response to product: