

LORRI'S PRESENTATION GUIDELINES:

Set Up Small Display .. (Life Strip, Life Shake, NutriFeron, Vivix, Mindworks, Basic H2 + 3 bottle set, Scour Off, , AM and PM Repair) .. add any of your favorite products but don't overwhelm.

1. Make small talk and ask questions about family, work etc.
2. Open Catalog and review the Shaklee philosophy & history briefly and your personal story.
3. Have them fill out the "Mother Nature's Warning Signs" so that you can better address their concerns. The solution would be to go on a basic supplement plan for 2-3 months and then review this form again to see how many issues have been resolved. After that you might add more specific products for the remainder of the concerns.
4. Watch the 5 minute (Shaklee Difference) video to give greater credibility
5. Give tastes of product (Shake, bars) demo some products (Basic H ... 2 drops/bottle, Scour Off ... smell; put C+E on back of hand, put AM Repair on the other hand)
6. Review the "USE, SHARE, BUILD" sheets ... This is your way of being able to give them their options which include using the product, sharing with friends, and building a business.
7. Review the Membership options and any special promotions ... free membership etc.
8. Have them fill in the areas of interest. GET REFERRALS ... "My business is totally built on referrals ... would you mind giving me names of people who could benefit by better nutrition or healthier cleaners? I would do the same kind of presentation for them. Also by doing this you could end up qualifying for free products every month." REFER BACK TO THE "USE-SHARE-BUILD" sheet to emphasize this benefit.

TAKE THEIR ORDER ... pull out the price sheet. "Which products would you like to order?"

9. Give handouts as you go OR do this at the end:

- Mother Nature's
- Cost Comparison
- Use-Share-Build
- Price List ... fill out and keep, give them a second copy
- Basic H Directions
- Newsletter
- Areas of Interest ... keep for your records (includes list of referrals.

10. If they have expressed an interest in the business ... go on and share the compensation plan OR set up another appointment to go into detail on the business. Perhaps their spouse could be present at a second meeting if they are not there for the first presentation.

11. ASAP set up a time to do a small group presentation for them to get their first members sponsored and to start qualifying for bonuses.

****12. TAPE PROGRAM:** Offer this program. If you can get them informed and educated through tapes you will end up with a long term product consumer. They will hear about the business as well, and they could develop a strong interest in pursuing the Shaklee Opportunity.