

THE APPROACH

Before you approach someone, you'll need to know what you are going to say, and how you are going to say it. Spend a few minutes to understand the inviting process, what you'll be inviting them to, and knowing what you'll do when they say "Yes," "No" or "Maybe."

Once you're comfortable with that, you'll be able to focus more on the conversation you're having and on the person's interests without worrying about what to do next.

Consulting your upline, and practicing in a safe environment can make a big difference.

WHAT YOU'RE INVITING THEM TO

In all cases, you are inviting them to learn more about Shaklee. Doing so gives them an opportunity to make their lives better and may open them up to possibilities they never new existed. And they most certainly know other people who could also benefit.

There are many different ways to share Shaklee with people. What's best for one person, may not be best for another. Or it may not be a good time right now if a person is so overwhelmed with other things they are dealing with that they have no room for more input.

Because you are **interested in helping the person you are talking to**, you will always be looking to find out what that person needs, and how best to help them get it.

THREE OPTIONS

From a business point of view, you want to try to maximize the effectiveness of how you spend your time. Therefore, group events are often the best choice to offer first. It is best to **always have at least two or three events on the calendar** that you can offer them.

If they can't make those, try to schedule an individual appointment. If they are not able to attend any kind of presentation, you may offer to give them materials or website for them to review and then set up a follow up appointment to go over what they saw, heard or read.

1. **Group Events** - Grand Opening, In-Home, Large Group Meeting, Teleconference, Webinar
2. **Individual Appointment** - In person (at your place, theirs or a neutral place), phone or web.
3. **Materials** - Your Personal Web Site, watch a DVD, literature, etc.

Be prepared with your main invitation, and be ready to offer the other options.

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, a comment on the news, weather, or something in the vicinity.

Ask rapport building questions - questions that are not confrontational and are not about Shaklee. You may wish to share a little, ask questions and get to know more about their **F**amily, **O**ccupation, **R**ecreation (hobbies, fun, etc.), or **M**oney. (**FORM**) All of these subjects provide an opportunity to get to know each other.

A favorite question may be "What do you do?" And follow-up questions may be "How long have you been doing that?" or "How did you get into that?" and then "How do you like it?"

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 (an interest, a need or just being friendly), you can share your story in a way that is connected to what you've been talking about, which builds trust, and deepens your rapport.

To craft your story, write down what drew you to the products, and what drew you to the business. (Sharing your story should take you one minute each maximum.) Then, when you are building rapport and building a bridge, 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]?

This helps you establish what their needs and interests are, answers the question "What is it?" and piques their curiosity. Then, it is totally natural for you to give the invitation.

Other questions might include:

- ▶ ***“I remember you said you were... Are you still looking?”***
- ▶ ***“If I could offer you a solution to... would you like to learn about it?”***

3. Give the invitation - This could be to an event, or to review an article, DVD, or web site. Agree on particulars (date, time, location, attendees, etc.) 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.

WISDOM NUGGET: 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 THEY SAY “NO”

If they don't have time, or don't see the value in what they are offering, you may try to help them answer their concerns or help them to see the value. If they are still not interested at this time, respect their time and their choice, let them know that it's okay, and continue to be friendly. Sometimes you can just move on in the conversation to another topic, and continue to build rapport and a connection.

Depending on what your relationship is with the person, you might want to ask if you can check in again with them later to see if their situation has changed.

IF THEY SAY “MAYBE”

Realize that a “Maybe” is not a “Yes,” so there is still more work to be done. Continue sharing, building rapport, etc. and try to discover and help them overcome what is holding them back.