

Presenting Shaklee

When you approach someone with Shaklee, the goal is to set an appointment for a presentation. The invitation and presentation are two separate steps. The presentation is to explain Shaklee.

In the beginning your upline will do the presentation and you will observe, whether it is in person, on Zoom or preferred streaming platform.

Location: It can be done at your home, your up-line's home, their home, or a neutral location. There are pros and cons to each.

- Their home makes it easier for them, and they are more likely to be there... but there will be distractions since you are on their turf. But you do get a feel for who they are.
- I like doing the presentation at my home. If they do not show up I can still get things done and it does not disrupt my day. It shows that they are really interested in learning if they make the effort to come to your home. And if I need to get them something (literature etc) I have everything readily available.
- A neutral location can also work. I would choose a Starbucks or some place similar. You can purchase the beverage and no one will bother you. Meeting over lunch makes it more difficult to make a presentation and you will be interrupted by the waiter or waitress. They want you to eat and move on so that other customers can take your table.

Format:

- You will want to use a presentation book, or slide presentation on a computer or tablet.

There are many presentations that can be downloaded into your device or go online.

- Depending on what the prospect is coming to hear about, that is the presentation you will use.
- The presentation can be a one-on-one presentation or a group meeting.
- Meeting in person is the best. If your upline is not local you can set up a webinar or 3-way call.

If that is not possible, you can use the Opportunity Video on Shaklee.tv to do the presentation.

- Also, the Shaklee site has a lot of information, but you will not be there to guide the presentation and it will be more difficult to close and get them to join. They may feel overwhelmed and alone during the process. Sometimes they do not join the way that would be the best for them.

They will get the most out of the presentation and remember the most if they can hear, see, and be involved. Therefore it is important to keep asking questions so that they participate and you learn more about where they are.

In the beginning you will set the appointment to take the person to meet your upline (business associate) who has experience and a track record. As your upline presents Shaklee, you are learning so that eventually you will be able to do your own presentations. The person you took to your upline will be sponsored in your downline. So you are **earning** while you are **learning**. If you cannot get the appointment to meet for a presentation then see if they are open to watching a video,

At the end of the presentation, see where they are on a scale from 1-10. 10 means they are very interested and 1 means they are not interested in the business.

- If they say 9-10 I would pull out the application and show them how to start. "This is what I would recommend at this time, or this is the way I started."
- If they are medium to high, I would see what it would take to get to a 10. Do they need more information? Maybe they have to see how they can get the money to start. You can give them ideas.
- If they say they are below about a 5, I would move to a product close. I would then close.