

## **Verbiage:**

### **When looking for referrals:**

“If you know anyone with health issues/ concerns, I’d be more than happy to do a complimentary wellness consult (and help) with them, just as I’ve done with you.”

“As I’m helping you, I imagine there are people you’ve thought of who could benefit from having a consult with me and hearing this information.”

“There are definitely benefits to you sharing about Shaklee with other people. Would you like to hear about that?”

“Next time we talk, I could tell you more about how it could benefit you to send referrals my way.”

### **General probing to get new customers/old customers to be more consistent:**

“How are you feeling these days? Are you feeling as good as you want to be?”

“What are you doing to move toward this?”

“Can I make a suggestion?” “Try \_\_\_\_\_ (taking the Vitalizer 4 days in a row consistently and see if you notice any positive changes) OR recommend a new regimen!!

“How are you feeling on your \_\_\_\_\_? “How’s it going with your consistency?”

“Do you remember when we talked about how much the \_\_\_\_\_ will help with your \_\_\_\_\_?”

“What’s working well so far?”

“Tell me what a typical day looks like for you in regards to taking/using your Shaklee products?”

“What are the challenges?” “Can we talk about that?” (get them to state problem)

“How can we work together to get the full benefits of the products you’ve invested in?”

### **How to get customers to try different product lines:**

“I know how much you’ve enjoyed and been helped by the nutrition products. Have you ever thought about trying Shaklee\_\_\_\_\_.”

“You know, every product we use all day long affects our health. Have you ever thought about how your skin care/ cleaning products affect your health” .....” Ammonia, chlorine, and bleach can be especially harmful during the winter months, when we close up all our windows and don’t have fresh air getting into our homes.”

**Scheduling an appointment with someone who missed my gathering:**

“We had so much fun. I’d like to re-create that for you so you can see/experience what you missed.”

“You know, I got to thinking about you, and I’d love to spend some time with you...give you a chance to experience and hear about what the others did at my home gathering. What do you think?”

“You know, I do offer individual appointments. Would you be interested in getting together for a complimentary wellness consult?”

“I missed you on Saturday. Do you have an interest in learning more about \_\_\_\_\_?”

**If they ask what’s the appointment about:**

“I feel like I owe it to you to sit down actually show it to you...all (services and products) of what Shaklee has to offer.”

**If they resist scheduling an appointment:**

“Okay, well why don’t we schedule a phone time where I can best address your needs.”

**Follow up after a presentation or gathering:**

“I’m so glad you came. What piqued your interest or impressed you the most?”

“What did you hear that spoke to you in terms of something that may help you?”

“I appreciated your letting me know what your top health interests/concerns are.”

“And I’d be happy to coach you along those lines.”

“How long have you had this issue?”

“What have you tried/used so far? How has that worked for you?”

“If I could show you a way to invest in your health, over the next 3-6 months, and have me walking with you through each step of the process, WOULD THAT BE OF VALUE TO YOU?”

**If they answer yes:**

“Great. Based on what I’ve heard you say, these are the products I think you’re going to enjoy using and see great results with.”

**Getting them to make a product decision:**

“What can I answer for you to help you make your decision?”

“When would you like to get started?”

**In closing the sale:**

“Thanks so much \_\_\_\_\_. I know you’re going to enjoy these products.”

**Closing sale/ Reaffirm their decision to purchase:**

“Just think Tina, you are...going to be putting top notch nutrition into your body and how good that’s going to be for the baby!”

“Just think, Tina, you are.... going to be getting rid of so many toxins/chemicals in your home, and how good that’s going to be for your whole family’s health!”

“Just think, Tina, you’re going to be putting onto your skin only vitamins, nutrients and wholesome products that actually build and nourish your body!”

“This is money well spent...You’re making an investment in your health!”

**When they want to finish using their old products before buying Shaklee:**

“How are those working for you?”

“Why don’t we decide what brands you’d like to change and set a date for me to be in touch with you about placing your order?” OR.....

“Would you be willing to put Shaklee products to the test? Put your old vitamins on the shelf (9 mo exp date) for a month and see how Shaklee compares? See if you feel any better...30 day money back guarantee!”

**Setting a new member’s expectation for follow up calls and a new member appointment:**

“One of the great things about Shaklee is, that unlike a GNC where you just buy a product and leave, YOU GET ME!!” I believe in building a relationship with my customers. I learn what your health concerns/goals are and I help you meet them.”

“In about 3-4 weeks I’d like to sit down with you and show you all the benefits of being a Shaklee member: what are other product lines are, how to place your own online order, what discounts and free products you can earn and how, not to mention, spoil you with a few goodies.”

**When someone has no health concerns:**

“Well that’s so great that you’re feeling so awesome! What are you doing to feel so great?”

“Tell me about your energy level?”

**Trying to recruit a new member who’s already health conscious and taking other high quality supplements:**

“I think it’s wonderful that you’re investing in your health! What supplements do you currently take?”

“Have you ever thought about simplifying your supplement regimen? I may be able to save you some money.”

“Have you ever considered the synergistic relationship between supplements? For example, when taking Shaklee supplements, they are all designed to be in the right proportions and balance with one another.”

**Leaving a message for a 180 client/ AKA “missed coaching call”:**

“I’m sorry I missed you. This call is of great value to us. I look forward to rescheduling and helping you work toward your success!”