

## Shaklee Integrated Wellness Program™ (SIWP) – August 2015

Slide #	Title or Topic	Speaking points
1.	<b>Shaklee Integrated Wellness Program™</b>	<ul style="list-style-type: none"><li>• Thank you for investing time to this morning/afternoon/evening to evaluate how we can create new opportunities for your business!</li><li>• I'm very passionate about this program because I have personally (tell your 30 second story).</li><li>• My goal today is to simply present you with information that will help guide you in knowing more about Shaklee, the product lines and a potential additional income stream that does not interfere with your core business.</li><li>• What I will present simply integrates with what you're already doing; providing the best quality products and services for your clients!</li></ul>
2.	<b>Built on Trust</b>	<ul style="list-style-type: none"><li>• Shaklee is built on trust.</li><li>• Our founder, Dr. Forrest C. Shaklee, started innovating nutritional supplements over 100 years ago. In its present-day form, Shaklee has been serving people who care about their health since 1956...almost 60 years!</li><li>• In 2004 Shaklee was purchased by Roger Barnett; a visionary and successful businessman who is committed to leading Shaklee into the next 100 years of innovation.</li></ul>
3.	The Shaklee Difference	<ul style="list-style-type: none"><li>• Amongst Shaklee's core philosophies is to be "In Harmony with Nature"; our products are effective and safe.</li><li>• Shaklee's track record and continued assurance of proving its products through science is hard to beat in the nutritional supplements industry!</li><li>• (You may want to share some of the points shown on the slide)</li></ul>
4.	Why Supplements?	<ul style="list-style-type: none"><li>• You may be asking..."Why Supplements"?</li><li>• The answer is simple: Many people continue to eat outside of their homes regularly and even when we do prepare what we consider healthy meals in our homes; the nutrient value is lacking.</li><li>• In order to obtain the nutrients we are missing, studies show that supplementation and lifestyle can have an outstanding and positive impact in optimizing our health.</li></ul>

- 5. Proven by Science
  - But again, not all supplements or supplement companies are the same...
  - Shaklee believes in documentation and not just conversation ...
  - For example: The Landmark Study conducted by UC Berkley, is a unique study that looks at a very unique population that had not been studied previously—a population of consumers who use a variety of multiple dietary supplements and compared them to non-supplement users and single supplement users. These product users were studied and the results were published in the *Nutrition Journal* in 2007.
  - Users of Shaklee supplements were shown to have markedly better health compared to non-supplement user who were on an average 10 years younger. Plus Shaklee user had substantially higher levels of nutrients in the blood.
  - Some of the findings include show better key indicators and biomarkers of cardiovascular and cognitive health as well as long-term biological stress.
  
- 6. Proven by People
  - Shaklee products are for everyone!
  - Hundreds of thousands of people throughout the world rely and trust our products for better health.
  - And at the same time, these are of such outstanding quality that elite athletes use them daily to optimize performance. Shaklee athletes have won a combined total of 121 Gold, Silver and Bronze medals.
  
- 7. The Fitness Industry
  - A key distinction Shaklee has made is the mutual benefit that can be attained by working with the exploding boutique fitness and wellness related businesses
  - (speak to the points made on the slide)
  
- 8. A Mission in Common
  - We have a mission in common..."Better health for everyone and a better life for anyone".
  
- 9. **Challenges that Businesses Face**
  - As great an opportunity as this is, we still find that there are some challenges that continue to hinder the success of many of these businesses. Some of these common challenges are:
    - ✓ Loss of clients due to unrealistic client expectations of immediate results
    - ✓ Limited growth tied to a location and its four walls
    - ✓ Ever increasing overhead costs
    - ✓ High staff turnover

- ✓ Marketing and advertising costs...always competing against the next “HOT FAD”
- What are three of the biggest challenges you face in your business:
  - ✓ Challenge #1: \_\_\_\_\_
  - ✓ Challenge #2: \_\_\_\_\_
  - ✓ Challenge #3: \_\_\_\_\_

**10. What if?**

- So let me ask (business owner’s name)...
  - ✓ What if there were a way that you could add an additional income stream, expand beyond your four walls, increase client retention/loyalty and give you the freedom to not be married to your business 24/7...would that be interesting to you?
  - ✓ And what if you could have all this and also (state solutions to their three challenges). Would that also be of interest to you?
- Look for a positive response/sign and then state: Great! As we continue to go through this information, please keep in mind ways that our program can benefit what you are already doing...OK (and wait for an OK back).

**11. The Shaklee Integrated Wellness Program™**

- The Shaklee Integrated Wellness Program™ consists of five (5) key components plus a way to create a business you can leave to your children and their children, and so on. Let’s go through it OK (nod your head, smile and look for an OK back).

**12. Healthy Nutrition**

- Shaklee offers over 300 unique products that are guaranteed to give your clients results or their money back.
- Our core nutrition starts with a high quality protein and nutritional supplements that fill the gaps in most people’s daily diet.
- We also provide targeted solutions for some of the most common good health areas people want to fill.

**13. Healthy Weight**

- TheShaklee180 program is designed to lose weight from fat and retain muscle. With exercise at your business/studio and Shaklee180, your clients will get results!

**14. Sports Nutrition**

- The right products for before, during and after workouts.

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- 15. Support and Tools**
- The program includes state-of-the-art e-commerce mobile websites and smart-phone apps to help you and your customers place and track orders, obtain support and access training at no additional cost; technical and product knowledge support for you and your customers is also just a phone call away. You don't have to invest thousands putting together an operational system because it's already done for you...and it works!
  - How does this sound so far and do you have any questions before we move on to how you make money integrating this program into your business... (Wait to see if there are any questions.)
- 16. How do you earn?**
- So let's go through the different benefits and how money is made; there are multiple income stream opportunities that we're going to go through and if you have any questions at any time, please stop me so we can go through your question, is that OK? (Wait for a positive response before moving forward).
- 17. Personal Sales 1**
- Daily and immediate income can be made through personal sales. Every product has a suggested retail price and what we call member or distributor price. The difference between these two prices is approximately 15%; when you become what we call a Director, which I will cover later, you receive an additional 15% discount on the price of most products. Additionally, every product has an associated **Point Value** of which you can earn up to a 20% commission...in summary, based upon volume and your Director status there are earnings of up-to 40%, when you make a personal sale. This example takes a 15 (30?) serving canister of our high quality protein into consideration.
- 18. Personal Sales 2**
- Here is an example using our 30 day serving pouch into consideration...just imagine a complete and perfectly balanced meal for right around \$3 a day; that's hard to find in the marketplace...and you make about \$1.20 even though they are doing this at home. Pretty cool, isn't it? (Nod your head while saying it)
- 19. Earn from Personal Sales**
- Here is an example of your business producing approximately 2,000 **Point Value** in sales per month and the associated earnings. What's really great about it is that you can do this right through your Shaklee provided e-commerce website or phone app...you don't have to charge the credit cards, ship products or even carry inventory if you don't want to.

- 20. Become a Director**

  - Becoming a Director is simply accumulating a total of 2,000PV through any combination of personal orders or even orders made directly by your customers. The only requirement is that of the 2,000PV; 100PV must be made through your personal Shaklee ID. Does this make sense or would you like me to review this part again (you may need to give a few examples of how to accumulate the 2,000PV).
  
- 21. Duplication Model 1**

  - Please keep in mind that this is a complete business system that includes products, technology, training and marketing materials so there is a minimal start-up cost. By starting with this special “Business in a Box” kit, you will be receiving approximately double the value of your cost.
  - However, part of my responsibility is to help you recover that start-up cost quickly and there are different ways of doing it.
  - One way is to simply develop customers and do it through sales. I will help you with product tasting events, sampling parties, etc...
  - We will do this with the products that are included in your start-up kit.
  
- 22. Duplication Model 2**

  - Another option is to approach other businesses that you know would also benefit from our model. Your benefit is that you will not only earn from your own personal sales but you will also earn leadership bonuses, sometimes called overrides from these businesses’ sales.
  - The great part about it is that I will be assisting them on your behalf; your contacts, my experience and assistance and everyone makes money. It’s similar to how brokers override sales agents in insurance and real estate. Instead of similar businesses being competitors they become business partners; do overrides make sense to you? (Nod your head and look for positive acknowledgement).
  - Becoming a Director is key to recovering your start-up cost.
  
- 23. Become a Senior Director**

  - Now that you’re a Director, we’re going to coach and help people that become your business partners in building a Shaklee business to recover their start-up cost by becoming Directors.
  - In the process of developing one Director, you will become a Sr. Director and start to earn overrides, benefits such as car bonuses and also a Cash Reward of up to \$1,000 through Shaklee’s FastTRACK.
  - Could you get excited about having Shaklee help you with your car payment and up to \$89,000 in personal Cash Rewards as you progress through Shaklee’s FastTRACK?

- 24. Become a Coordinator**

  - Next we will help you develop a second Director team; when we do this you will become a “Coordinator” and begin your qualification for a Shaklee trip to an exotic destination (talk about the current upcoming trip and your experience on one of the Shaklee trips...make it real for them).
  - You will also now start your qualification for up-to an additional \$3,000 FastTRACK Reward.
  - Keep in mind that these benefits and cash reward are in addition to your personal sales income, overrides and car bonuses.
  - Pretty exciting, isn't it? (Nod your head and smile in order to get positive response)
  - **Note: For simplicity, the income scenario shown in this slide omits several possible sources of income like Gold Bonuses, Power Bonuses and FastTRACK Bonuses.**
  
- 25. Become a Senior Coordinator**

  - Now it's all about duplication...continue to instill the developing of customers and Directors and your benefits continue to increase!
  - NOTE: Highlight the additional benefits but don't get too detailed or technical.
  - Ask...does the concept of expanding your business outside your four walls by customers buying directly from Shaklee as well as developing businesses that do the same make sense? (Nod your head and smile while saying it)and you earning
  - **Note: For simplicity, the income scenario shown in this slide omits several possible sources of income like Gold Bonuses, Power Bonuses and FastTRACK Bonuses.**
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- 26. FastTRACK Rewards 1**

  - On slides 26 – 31, simply walk through the progression of developing Directors and the FastTRACK and trip rewards.
  
- 27. Car Program**

  - On slides 26 – 31, simply walk through the progression of developing Directors and the FastTRACK and trip rewards.
  
- 28. FastTRACK Rewards 2**

  - On slides 26 – 31, simply walk through the progression of developing Directors and the FastTRACK and trip rewards.

<b>29. Shaklee Dream Trip</b>	<ul style="list-style-type: none"> <li>On slides 26 – 31, simply walk through the progression of developing Directors and the FastTRACK and trip rewards.</li> </ul>
<b>30. FastTRACK Rewards 3</b>	<ul style="list-style-type: none"> <li>On slides 26 – 31, simply walk through the progression of developing Directors and the FastTRACK and trip rewards.</li> </ul>
<b>31. Shaklee Top Achievers Trips</b>	<ul style="list-style-type: none"> <li>On slides 26 – 31, simply walk through the progression of developing Directors and the FastTRACK and trip rewards.</li> </ul>
<b>32. FastTRaCK Reward 4</b>	<ul style="list-style-type: none"> <li>Now let me walk you through a strategy that can help you make \$100,000+. Now this is an example of what is possible and of course it is dependent on developing the required sales volumes; the complete details can be reviewed in the “Shaklee FastTRACK Rules in the Incentives booklet 2015-2016”.</li> <li>But in a nut shell, here is how it works... <ul style="list-style-type: none"> <li>✓ First; don’t focus on yourself. Focus on helping your Shaklee business partners attain their FastTRACK Cash Rewards.</li> <li>✓ Every time they qualify for a FastTRACK Cash Reward through the Sr. Executive Coordinator rank, you automatically qualify to earn a 50% match as long as you maintain your Director requirement.</li> <li>✓ So help three people earn their \$34,000 and you will earn \$17,000 in matching on each...that’s up to \$51,000 in matching alone.</li> <li>✓ This should also push you to earn your own \$34,000 in FastTRACK Cash Rewards so you’ve got \$85,000</li> <li>✓ Now add your personal sales commissions, overrides and other benefits...that’s over \$100,000.</li> <li>✓ There are time limits, on FastTRACK rewards, but no limits on FastTRACK matching bonuses. And you don’t have to stop at three on the matching...you can develop many successful business partners!</li> </ul> </li> <li>Does this look and sound like something that is doable if we work collectively to attain for you?</li> </ul>
<b>33. Rewards – All</b>	<ul style="list-style-type: none"> <li>And there is more...</li> </ul>

<b>Levels</b>	<ul style="list-style-type: none"> <li>• There is another \$55,000 in personal FastTRACK Cash Rewards by continuing to progress all the way through the Master Coordinator position.</li> <li>• NOTE: You can take some time to talk about the average incomes at each rank and summarize the trips, car bonuses, etc...</li> </ul>
<b>34. How it works for Bulak</b>	<ul style="list-style-type: none"> <li>• Here is an example of someone who is making it work for them by developing customers and other successful Shaklee Integrated Wellness Program™ businesses.</li> </ul>
<b>35. How it works for Luis</b>	<ul style="list-style-type: none"> <li>• And here is Luis...he was one of the key people in helping to establish the concept. Now that the system has been developed...it's just a matter of applying the approach and continue duplicating.</li> </ul>
<b>36. Three Ways to Join</b>	<ul style="list-style-type: none"> <li>• Again (Business Owner's Name)...thank you for taking time to evaluate The Shaklee Integrated Wellness Program™ and our duplication model. By the way, there is more than one way to participate.</li> <li>• Some people decide they simply want to benefit from using the products so they become Members by joining with one of our product packages or a la carte by paying a one-time \$19.95 Member fee. This allows them to save up to 25% on personal purchases, when using Autoship</li> <li>• Others people want to share products casually and become Distributors. For as little as \$49.95, one time, one can become a Distributor and earn on personal sales, overrides, car allowance and even trips. However, in order to earn FastTRACK rewards one must start with either a \$349 or \$649 Gold Pak.</li> <li>• Business Builders normally start with a \$649 Gold Pak...it has a retail value of over \$1,200. What makes this start-up option so powerful is that now you will have products to use, products to share and the sales and marketing tools to help you succeed. It's a business-in-a-box concept to help your progress and remember that my commitment is to work with you to help you recover the start-up cost quickly. By developing a philosophy of "Sponsor three (3) and you recover your start-up cost", you will find that your team duplication process will be a simple mantra that most people can follow.</li> <li>• Does recovering your start-up cost, having \$1,200 in value and qualifying as a Director sound like the right approach for you?</li> </ul>
<b>37. Gold Plus Studio</b>	<ul style="list-style-type: none"> <li>• Here is everything that is included in the \$649 Gold Plus Studio Pak that has been designed for</li> </ul>

<b>Kit</b>	<p>businesses just like yours. It is a tremendous value and an affordable way to start the path to a potential of \$100,000 or more in earnings using FastTRACK</p> <ul style="list-style-type: none"> <li>• Can you see how all the important elements are part of this Gold Plus Studio Pak?</li> </ul>
<b>38. Community</b>	<ul style="list-style-type: none"> <li>• At Shaklee, we are a diverse community of like-minded people who share the belief that together, through small, simple steps taken consistently, we can make a huge difference in the health of people, our community and the world.</li> </ul>
<b>39. How do you see...</b>	<ul style="list-style-type: none"> <li>• From everything you have seen and heard; the products, the cars, the trips, the money...what do you like best? (Wait for an answer)</li> </ul>
<b>40. Three Ways to Join</b>	<ul style="list-style-type: none"> <li>• Of the three ways to participate: product user, Distributor who occasionally shares products or business builder who wants to create a significant income stream; which really grabs your attention right now?</li> <li>• Based on their answer, help them get their business started...!</li> </ul>