

Coaching Session # 1 – List Building Skill

Story # 1: First story: Murphy's Law - This is a great company

There is a difference between bad company, good company and great company!

Bad companies don't acknowledge their mistakes!

Good companies acknowledge their mistakes; but, take forever to fix it.

Great companies, when something goes wrong – or mistake is made – they fix it immediately!

So, if you have any challenge, call me so I can call the company and get it fixed right away.

Nothing's perfect and occasionally things might go wrong – Ever experienced that?

It's called Murphy's Law. Sometimes things don't go perfectly.

Shaklee is a great company – Not perfect

Story # 2: Understand that we already Do network marketing every day – but don't get paid for it

When people join NWM, a business is attached and money with dollar signs and decimal points is involved. So they think it's something different than what they do every day.

Most people do network marketing everyday – they just don't get paid for it

Have you ever recommended anything to anybody – doctor – mechanic?

Has anyone ever come back and thanked you for the referral or recommendation of a restaurant or book?

How did you feel – Good, huh? That's because it's part of the human experience to tell others about something that would help, benefit or be good for someone else.

Ever had this experience:

Going to movie – thinking no way going to pay \$7 for junk

Then, get there and smell the popcorn

Sit in comfy seats – digital sound ~The movie was great!!

Go to work on Monday, and someone asks, what did you do this weekend?

You tell them; some people don't go to movie – and say that's nice

Some people go once in awhile and decide to go because you recommended

Some people go all the time and go because of your recommendation

So, we go to the movie on your recommendation –

Do they let us in free? No we have to pay for ticket and get sucked into popcorn smell

We go to work – what did you do – We tell them about the movie!

So when you told me about it – that was a direct referral –going to the movie was direct result of you telling me.

And the people I told about the movie who went were indirect referrals.

Imagine at the end of the month the manager adds up all the ticket sales and even the money on refreshments.

And when it's all added up, he sends you a big fat check for your referrals!

Did you get yours?

Here's what happened. The movie theater got free advertising from you and everyone you referred ~ and ~ everyone they referred to go watch the movie ~right?

Now I've got some good news and some bad news.

I'm going to give you the bad news first:

Movie theater, doctor, mechanics, book publishers are never going to send you a check

Good news is Shaklee will send you a check simply for doing something you do everyday – did yesterday and will probably do tomorrow

You tell people about something they might like, enjoy or benefit from if it was something you liked or enjoyed. It's part of the human experience.

Let's take it one step further. Do you have children? Have they ever come home from school to tell you they want a new toy, shirt, movie or something like that? Where did they get that.....from kids they knew.

Guess who else did that.....YOU>>>>>>so how long have you been doing that?

This is big business but is driven by ONE thing that we have done our entire life

So, we are just going to create a big business by doing what we already do.

Story # 3: Show how we get paid for doing something we've been doing everyday since we were 6 years old?

Looking at diagrams and charts can get confusing. So here's a simple way to explain how we get paid!

Let's say:

We're in book club – it's our turn to bring chips, dip and coke – let's meet and go to store together. By the way, where do you shop? _____

We go through line – they scan your chips, dip and coke - \$14.00

Scan mine - \$18 – I say wait a minute – How do I get that discount

You say I belong to this loyalty club. I filled out this form and you can do the same.

So I fill out form. They rescan my groceries – and now my bill is \$14. I just saved \$ 4.00

You feel good about helping me, right?

From now on every time I go to store and save \$ 4.00 you get a \$4 credit on your card. That's a customer loyalty program on steroids right?

What if everyone I told would save on their groceries? And, every time they shopped \$4 would show up on my card and your card –that would be like a customer loyalty program on super steroids. Right?

Question: Would you ever stop shopping at

Again, I've got some good news and I've got some bad news....

Bad news first -is never going to do that for you

Good news is Shaklee is going to do that for you

All we really get paid to do is: we recommend things we like and enjoy to others and get paid on our customer referral and customer loyalty program.

So every time somebody places an order or reorders products, you get paid. And it doesn't matter if it was through a direct or indirect referral.

Network marketing is simply a customer referral loyalty program on steroids.

Would that be OK with you?

Story # 4: It takes a little time but there is pay off

Go to work –boss taps you on shoulder – says: I have good news and bad news.

Good news – you can go home right now! The bad news is you can't come back. We're not doing that well and have to lay some people off.

How would you feel about that? Not good right? So you might say – is there anything I can do to keep me here at my job?

Yeah, maybe there is one thing you can do, but most people don't want to do it.

So you say, well what is it?

The boss says: instead of going home @ 5 pm – If you would go home @ 6Pm and dial the phone for 1 hour – you could keep your job.

What do you think you'd probably do? Right, you'd probably make calls!

The boss heads for the door – oh forgot to tell you.....if you make calls for hour a day, but can't miss a day. And if you do that, you can retire in 2 yrs @ full pay.

How would you feel about that?

This is what networking is about – people who put in an hour a day consistently could actually meet their current pay check or exceed it within a year or 2.

So, you could walk away from current job or keep it and make a lot more money.

But, remember the boss said you cannot miss a single day

7 months into the program, a friend calls and wants you to do something you really love but have to leave work @ 4 pm. Would you? Probably not.

At year end, another special event comes up but you'd have to get out of work an hour early. You'd probably say no! It would be tempting. But, you'd say no because you're just a year from full retirement.

You're 19 months in and the kids say they want you to come home @ 5 pm. It might be tempting, but now you're only a few months from full pay.

There will be temptations along the way. There are going to be some distractions and it will take some time. But the point I want to make is that people who consistently put in hour/day within a year or 2 will replace their income and could retire.

I've got "Good news and bad news".

Bad news: Your boss is never going to give that deal

Good news is with Shaklee; that's exactly what happens to people who put in hour a day consistently.

More good news – would it be ok with you if I gave you some more good news?

Would it be ok with you if you didn't have to wait for 2 yrs – but every month we sent you a little check that would grow each month to encourage you?

Story # 5: Why do we build a List?

The company and comp plan are the vehicle to get us we want. People are the gas to make it go.

We could buy a list of people which is foreign fuel or can run our vehicle with super premium fuel using names of people they know.

Imagine we're great friends – both 85 yrs old and we meet on the 2nd Tuesday of every month and get caught up on everything from kids to life.

At coffee shop: I say: Wasn't it incredible that the raise we were supposed to get 4 months from now was added to our social security check this month?

Imagine that you didn't know anything about social security. You'd probably say to me, What's that mean?

I'd say, well when we turned 65, the government sent us a form to fill out. If we filled it out, the government would send us an extra \$500 /month for all the years we worked. All you had to do is fill out that little form.

Guess you didn't know about it!

How would you feel if you just found out you just lost out on \$500/month for the last 20 years ~ or ~ 12 checks per year for 20 years which would be about \$120,000.

How would you feel if I knew that you had never filled out that form and made the decision not to tell you about it?

How would you feel about me and our friendship? How long would be friends?

When you joined Shaklee, you actually qualified for over 150 tax deductions which will put in your pocket somewhere between \$400 and \$800 month per month because now you have tax deductions that you didn't have before.

The average person will probably average that \$500 dollars a month like we talked about earlier.

So what that means, is all the people you know are entitled to that additional \$500 or \$600 a month because when you have legitimate home based business which is authentic like Shaklee – you are entitled to those deductions and so are they.

You don't want anyone to get mad at you for not letting them know and if 20 yrs goes by and you paid \$120K less in taxes than they did and they found out about it.

They'd be just as mad as you would be for them not telling you. It's the same situation as the coffee shop.

So what would be easier for you to not tell people you know, have it cost them \$500 per month and hope they don't find out?

Or

Should we just make a list of everyone you know – and, give them a simple invitation to check this out. Then, if they turn it down – which is OK – they won't be mad at you because they lost \$120K. You can let them make their own decision.

So, let's get out your address list and open your email list.