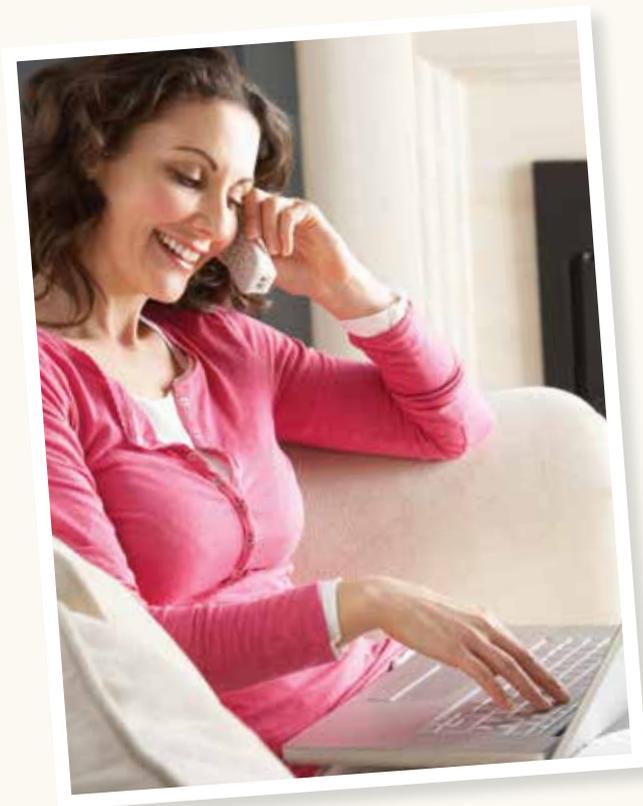


2 SET APPOINTMENTS

If you find yourself feeling nervous before you approach someone to set an appointment, don't worry; you're not alone. Corporate Director 3 Mark Atha says that before he makes appointment-setting calls, he does a quick exercise to get into the right mindset.

“This might sound silly to you,” he says. “But before I make a call, I remind myself that this person is already some other company’s customer, so I’m really not imposing on them or asking them to buy something they don’t currently buy elsewhere. In other words, they really need Melaleuca products and, in many cases, a Melaleuca business as well. In fact, they’ll be healthier with our products and better off financially should they build a business. Then I tell myself that if I don’t talk to them first, someone else will.”

If you're approaching a member of the younger generation who's less comfortable with a phone conversation, you might send a text message or a direct message through social media. But ideally, you want to approach someone by phone call.



Your purpose is simply to set an appointment—nothing more and nothing less. Keep your call quick and casual: “Hey, can I have 45 minutes of your time so I can show you what I’m doing? Do you have time tomorrow at lunch or would Thursday night be better?”

When you make an invitation, you've just stimulated their curiosity, but you don't want to get stuck trying to explain everything about Melaleuca over the phone. So instead, immediately shift the focus over to when they can meet: “I don't have time to talk about it right now, but I'll tell you all about it when we get together. What time will work for you?”

To respond that way, you might make your appointment-setting call when you truly don't have a lot of time—5 minutes before you walk out your door to go somewhere or just before you walk into another appointment.

Becoming a pro at setting appointments takes practice, but you don't have to practice alone. You can get the tips and coaching you need by teaming up with your enroller and your support team.

Putting Others at Ease

If you're feeling nervous as you're calling a friend, Executive Director 8 Rachele Ferguson suggests saying so at the beginning of your approach: “I'm pretty nervous to call you because you're the first person I'm calling for my new business.” As Rachele says, “If you lower your walls, they'll lower theirs.”

If you can hear or see that your contact is feeling uncomfortable, or if they seem disinclined to set an appointment with you, find a respectful way to put them at ease. Here's another suggestion from Corporate Director 3 Mark Atha:

“It almost doesn't matter what their concern is. You can just respond, ‘I understand why you'd feel that way, but I tell you what: it's no big deal to me. Why don't we sit down for a few minutes, I'll show you how it works, and if you still feel that way, then don't do it—fair enough? I'd like to show you anyway because I'm excited about it, and, who knows, you might think of someone you know who would be perfect for me to talk to.’”

Mark's response—“it's no big deal”—defuses the tension and releases the pressure. As Mark says, “Your posture is telling them, ‘It's okay for you to tell me “no” after you see the Overview presentation but how can you say “no” before? You don't even know what you're saying “no” to.’”

Sample Approaches

“I’m a Marketing Executive here in the Denver area for The Wellness company and we specialize in helping people get out of debt by substantially increasing their monthly income with five to ten hours of effort a week. I love what I do. I’d love to tell you about it sometime.”

—NATIONAL DIRECTOR 9 **BROOKE PAULIN**

“I’ve partnered with an international wellness company, and I’m not sure if you’d open to hearing about it, but I think it would be a great complement to what you’re already doing. Would you be open to hearing some information about it?”

—EXECUTIVE DIRECTOR 8 **COREY KELLER**

“You mentioned that you’re keen to explore new opportunities. My wife & I have 2 businesses and are constantly looking for open-minded people like you to share business ideas that totally make sense. I’d love to show you what we are doing.”

—EXECUTIVE DIRECTOR 3 **IAN TOMY CHEE**

Health-focused Approaches

“I don’t know if you know, but I’ve partnered with a company that specializes in helping people get the chemical irritants out of their homes. I think our company could really help your whole family. Would you be open to sitting down with me and having me share the benefits of our products? What might be a good time to connect for about an hour? I can come to your house or you can come on over to mine.”

—CORPORATE DIRECTOR 4 **MICHELLE SMITH**



“Hi Mary, the other day you mentioned that your son suffers from eczema. I work for an eco-friendly manufacturer that specializes in helping people with eczema. We also have an entire range of products that have helped many families live healthier lives. I’d love to share the benefits of the products with you. Let’s meet up tomorrow night or Saturday afternoon. Which one works better for you?”

—EXECUTIVE DIRECTOR **JOANNE KHOO**

General Approaches

“I hear that you are looking for an additional income stream. I have a business that my wife and I started a few years ago that pays us as well as my professional job does. Would you be open to hearing an overview about it to see how it can benefit you?”

—EXECUTIVE DIRECTOR 6

CAPTAIN CHANDRA MOHAN

“Have you heard of Melaleuca.com? No? It’s a fabulous online shopping club that offers exclusive wellness products shipped to your door at huge savings. I’ve been a member for years and wouldn’t live without it! Only members can refer members, so why don’t we grab a coffee and I’ll show it to you.”

—EXECUTIVE DIRECTOR 4 **SANDI SULLIVAN**