There is no secret to how the Senior and Executive Directors got where they are. They understand [the] Seven Critical Activities and they work at them consistently. There is a magic way to build a large, successful Melaleuca business! It’s called hard work! Doing the simple things! Every day!

1. KEEP BUILDING YOUR CONTACT LIST

Take a look at any successful Melaleuca business and you’ll always find one thing: a strong and vibrant contact list. Whether you’re a seasoned Executive Director or a brand-new Marketing Executive, you have to pay regular attention to your contact list—and you have to help others in your organization do the same. As the lifeblood of your business, your contact list needs to be constantly nourished (by adding at least one new name every day). Don’t prejudge anyone by thinking they would never be interested in learning about Melaleuca. Many times the people you think would be least interested are very excited to hear about better, safer products and, in many cases, a Melaleuca business as well.

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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 Rachelle 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 Rachelle says, “If you lower their 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 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 I 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.”

As you read this booklet, you’ll be introduced to Seven Critical Business-Building Activities for succeeding with your Melaleuca business. If you want to achieve your goals with Melaleuca, you need to focus on and repeatedly do these seven activities day after day and week after week.

I want you to notice something about the Seven Critical Activities, the first four in particular. You cannot do Critical Activity 3, Presentations, before you do Critical Activity 2 or Critical Activity 1. That’s not how it works. These activities are in the order because that’s the order you’ll need to do them in. Before you can hold a Strategy Session, you need to have an Overview presentation and enroll a customer. And before you can do that, you’ll need to invite someone you know to your presentation.

There’s a reason the first Critical Activity is not Set Appointments. Before you invite someone to your presentation, you should already have a relationship. The first thing to do is add their name to your contact list and begin establishing a relationship. The first thing to do is add their name to your contact list and begin establishing a relationship.

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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

THE SEVEN CRITICAL BUSINESS-BUILDING ACTIVITIES

MAKE PRESENTATIONS

Successful Melaleuca business builders use Melaleuca: An Overview every time they do a presentation because it’s simple and can be easily duplicated.

If you use only a portion of the Overview or your own version of it, your team will not be able to duplicate it. Therefore, do what you would like your new Marketing Executives to do.

This is an important and powerful principle. The most successful Melaleuca organizations always give the same Melaleuca: An Overview presentation the same way every time. Why? Because they know others will follow their example.

“What Melaleuca: An Overview presentation does is instill believe they can do it, and because they believe they can, they can. There are a lot of people who love what they see and leave the room saying, ‘Well, I can do that.’”
—CORPORATE DIRECTOR 3 JOHN DUNN

Start by Teaming Up

When you first begin building your Melaleuca business, giving an Overview will be somewhat unfamiliar experience. That’s perfectly all right. Your enroller and members of your support team will be there to help and to give Overview for you until you’re ready. We strongly recommend that you begin by watching them give Overview to your customers. Once you see them do it a few times, you’ll become more comfortable with the process and can take over as the presenter—usually about the time you advance to Director 3.

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Confirm Attendance

The day before the Melaleuca: An Overview presentation, call those you have invited to confirm the time and location. You’re actually confirming their attendance, so call to confirm, not question attendance. This way, they will not be likely to change their minds.

Share the Complete Melaleuca: An Overview Presentation

Melaleuca: An Overview presentation: Regardless of whether you anticipate that your customer will become a business builder, share the business portion of the