

4 STRATEGY SESSION

During the Melaleuca: An Overview presentation, you discussed how some people choose to be Preferred Customers while others choose to take advantage of our unique business opportunity in addition to purchasing our products. You need to determine which Category your new enrollee belongs in, as this will determine your next step.

YOUR GAME PLAN

The decisions your new enrollee makes will determine your next steps. At the end of your Overview, be sure to schedule a Strategy Session—if at all possible, for within 48 hours. During the Strategy Session, if they chose Category 1, Preferred Customer, you'll want to:

- Help them place their first order and answer any questions they may have.
- After two weeks, follow up with them. What questions do they have? Which product is their favorite so far?

If they tell you they want to earn supplemental or significant income and are willing to commit to working five or more hours each week, they belong in Category 2 or Category 3:

- So, during the Strategy Session, you'll want to share the importance of getting started with either a Home Conversion or Value Pack.
- If they're unwilling to purchase a pack, that's an indication that they really belong in Category 1. This information will help you get them off to the best start. As they discover why our products are so much better than the competition, they will be happy, satisfied customers for life!
- When a Category 2 or 3 enrollee agrees to purchase one of the packs and commits to working five or more hours

each week, that's a clear indication that they are willing to put forth the effort to build a Melaleuca business. To get these folks off to the right start, follow these simple steps for your Strategy Session:

1. Help Them Identify Their “Why”

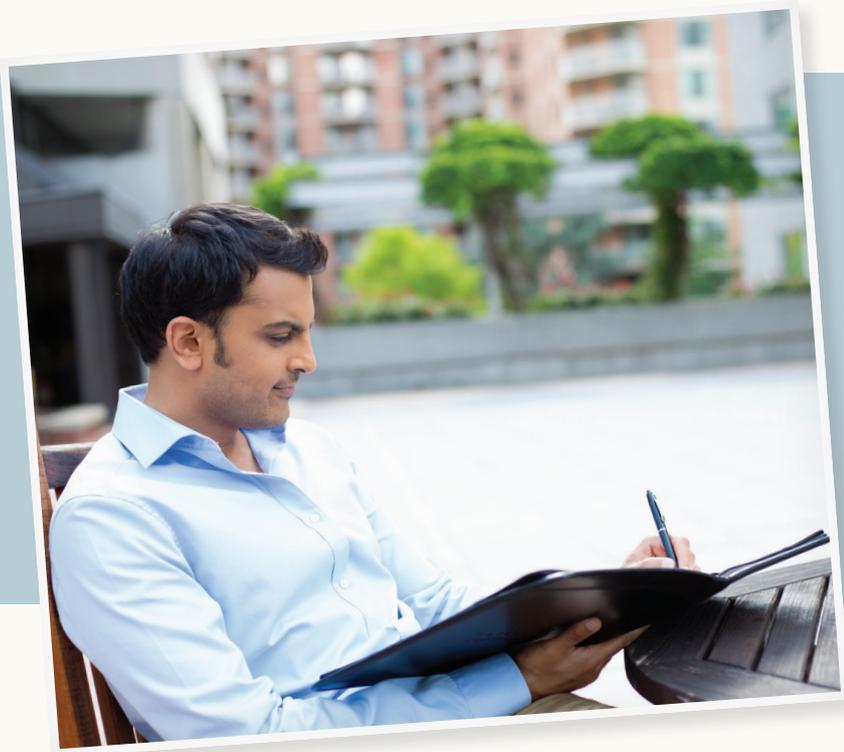
Help your new enrollee re-connect with why they are building a Melaleuca business. As with any new endeavor, when they remain focused on the end outcome, they can step outside their comfort zone and see past temporary challenges. Perhaps they want to get out of debt, be home with their children, prepare for retirement or improve their quality of life. You may ask them “What amount of monthly income would allow you to reach this goal?” That way, they are clear about their end goal.

2. Power of Pacesetter

Commit them to the Pacesetter program. Pacesetter is a set time frame with incentives and deadlines for performance. A goal without a deadline is only a wish. Help them see that if they stay on Pacesetter schedule, they can earn double the one-time advancement bonuses. If they haven't purchased a Value or Home Conversion Pack, this is the perfect time to commit them to do so.

One of the best activities guaranteed to bring results is holding a Strategy Session within 48 hours. This activity is proven to create quality enrollments and sustained growth. Businesses that consistently hold Strategy Sessions have higher average commissions, higher average growth rates, lower attrition, more Home Conversion and Value Pack purchases, and more duplication through advancement.

THE SEVEN CRITICAL BUSINESS-BUILDING ACTIVITIES



IT'S ALL ABOUT TIMING

When should you schedule the Strategy Session? As soon as you can. The longest you should wait is 48 hours after the presentation, especially when your new enrollee told you they're excited about Melaleuca and want to build a business. A timely Strategy Session is the perfect way to take advantage of that excitement and convert it into action.

3. Identify the Contacts to Approach First

Review their contact list and identify the key people with whom they will team up. This is the time for you to set clear expectations for the first step in their Melaleuca business. One clear expectation is to personally refer 20 customers in their first few months. Another is to identify two of those customers to team up with and build a business. Remember—the expectations set will be the expectations met.

As you review the contact list, ask them “Who are the people on this list who are most likely to team up with you and build a business? Who needs a plan B or a little extra income? Who is hard-working?” These are the type of questions that help them evaluate key members of their team who may want to build a business. Once you have identified 2-3 people, discuss how you might team up to approach and do a presentation as soon as possible.

If they have others working alongside them, they are more apt to be successful. In any worthy goal, teaming up is a key to success. If your new enrollee personally refers 20 customers and helps two others to get to Director by doing the same, your enrollee will likely be a Director 3 in the first 90 days. That's the right way to get started!

4. Schedule Action

Calendar your presentations and schedule action. The next step is to create your calendar for the first few weeks. Identify the days and times when you will team up to give the Overview. Some will be group presentations,

some will be one-on-ones and perhaps a few via webcast. Regardless, when they are on the calendar, when they approach their friends, they can say, “On Thursday, I'm having a presentation at 1 pm, that would be a perfect time to get together.” If your presentations are on the calendar, they're more likely to get to work quickly inviting people to attend.

5. Set Appointments

Practice approaches and set appointments. Some people have never set an appointment. They need coaching. They need you to demonstrate how to set an appointment. Remember, E.D.P.E. E stands for explain, D for demonstrate, P for practice and E for Evaluate. Be sure to use all four tools when helping others to make appointments.

Imagine how encouraged your new enrollee will be if they leave the Strategy Session with 3-4 appointments scheduled. They will have confidence they can build the business and will look forward to the scheduled presentations. Without presentations scheduled, they may not follow through once other pressing priorities in life arise.

6. Commit to Scheduled Times and Ways to Communicate

Establish clear times to communicate and report back. You will likely be talking on the phone several times a day as you begin. In the strategy session, you can talk about the best times and manner to touch base.