



*Your support forever,
Jim and Sharole Beckman*

An Invitation that Could Change Someone's Life.

"Enhancing the lives of those we touch by helping others reach their Goals". Melaleuca Corp.

Do you know anyone...

- ... with chronic or recurring skin problems? What could Renew or other products do for them?
- ... with blood pressure issues? Would Provex CV's blend of Resveratrol and other antioxidants, green tea extract, Quercetin and other ingredients save their life?
- ... with dangerous cholesterol or triglyceride levels? What a difference Melaleuca's Phytomega and other supplements could make to possibly avoid or get them off of dangerous statin drugs!
- ... who has signs of being susceptible to diabetes? They should know about Attain GC Control.
- ... who takes vitamins from any other company than Melaleuca? Then you know they are **not** getting the vitamins and the benefits. They could save big money and actually have the vitamins available for their body to absorb!
- ... who wants to save money on household cleaning products, and use ones that are very effective?
- ... who should have safe household products to protect themselves, their children, and their pets?
- ... would like to earn a monthly income to offset some household expenses?
- ... would like to earn an income to supplement (or create) a retirement?
- ... would like to earn an income to replace, and then exceed, their job income?

You could change a life.

Consider that you are actually doing someone a disservice by not letting them know about Melaleuca.

Consider that a simple invitation to see a Melaleuca presentation, then an invitation to enroll, could change their life.

Critical Business-Building Activity # 2 is "Set Appointments". The obvious objective is to set appointments for people to hear and see a Melaleuca presentation so they can be invited to become a Melaleuca customer. The keyword here is "invitation". Not demand, beg, coerce, cajole... Why would you invite them to become a Melaleuca customer? Because of the benefits for them.

Invite someone to a "simulcast" presentation on the internet and phone¹ or present yourself at an in-person presentation. Don't use e-mail to invite -- that's so impersonal. Your voice (and your face if in person) is important. Melaleuca is, after all, a company for people. Be happy, and be to the point. Don't ask "how about this crazy weather?", beating around the bush -- that's inauthentic. The purpose of your call

You may feel inauthentic or insincere as you practice saying sample approaches to yourself. That is because there is no context when you are saying them to yourself.

But studying them and practicing them prepares you for the occasion when you see someone with a skin problem; or who needs to save money; or wants safe products for their home; or would like to earn more money. That situation, or a relationship with a friend context in which your invitation is truly genuine.

¹ Check the calendar at www.OurWeeklyCalls.com, password "welcome", for Delivering Wellness overview times. Or call your enroller or Jim or Sharole for a specific time if those don't work for you and your prospect.

is to invite them to see a presentation and become a Melaleuca customer, a simple action that could change his or her life -- so be straight about it.

There are several documents that present sample approaches to make to people depending on your relationship to them and the membership benefit that you think would interest them. We suggest that you practice them. No matter what, keep it very short and go for the appointment.

Practice with this mock conversation

[you] Hi, [person's name]. Do you have a minute? /// [guest] *"Sure, what's up?"*

[you] A friend of mine introduced me to Melaleuca, a wellness company that helps you save time and money, and improves health – and there is an opportunity to earn extra money if you want to. You have to hear about it. I promise it'll be worth your time. Certainly I'd love for you to take advantage of what is offered. I'm sure you'll like what you see and want to benefit, too. But after you've seen the presentation, if you don't agree, no problem. /// [guest] *"OK"*

[you] My friend will go through a presentation with you on the phone while you watch it on the internet. Can you be at your computer with no distractions for 45 minutes at [time] on either [day] or [next day]*?^{2,3}

[guest] *"Well, can you just tell me about it? What's it all about?"*

[you] It's a visual presentation. It has to be done on line or in person. You'll see what I mean immediately. So when is better for you: [time] on either [day] or [next day]*?⁴

[guest] *"OK, how about [day] at [time]. What's the phone number and the website?"*

[you] I'll text / email the website details to you so you'll have it in plenty of time, and to confirm the appointment. I'll call you about 10 minutes prior to the call to be sure you're on line ok and to three-way you into the conference line.

[you] Great! Be on on line, signed in, about 10 minutes before the hour. I'll call you and three-way us into the call and introduce you to the presenter.

[guest] *"Great, I'll be on the call."* /// [you] Thanks, [name], see you there.

(Text or email the website access information. Then, on the day of the call, text the details again a few hours early to confirm the time you'll call them – early - and let them know your excited for them.)

For a large list of possible things to say as approaches, refer to Melaleuca's May 2010 Launch handout (available on line at Melaleuca in the Downloads section, or captured in Beckman's handout titled "Sample Approaches").

² Always offer two days and/or two times. That way, if one day/time doesn't work out, the other probably will. If they are already booked for either of the days/times you offer, ask them what day/time would work best (like, maybe the next day). If it is one of the days a standard call is available, say "OK, that's great, there is a call time available then" and schedule it with them. If not, then SCHEDULE THE APPOINTMENT and call one of us to request that special time.

³ Be sure your guest understand that this time is being carved out specially for you and your guest. Please honor it.

⁴ If a special call appointment is made, please be sure you and your guest understand that this time is being carved out specially for you and your guest. Please honor it.