



*Your support forever,
Jim and Sharole Beckman*

Approaches to Consider

What do I say to someone to invite them to see a Melaleuca presentation?

The Basics of the Approach

Consider the following approaches to say when inviting people to learn about Melaleuca. These are from the May 1, 2010 Launch. These are approaches offered by Melaleuca's Executive Directors. Notice that each is geared for specific interests of the prospective customer: making money; or a specific health concern; saving money; going green...

Until you've heard it a few times, we suggest that you use an experienced customer to deliver the Delivering Wellness overview to your prospects. Use your enroller, us, or see the presentation calendar at www.OurWeeklyCalls.com, password "welcome". Be sure to revisit the Delivering Wellness introductions a few times yourself even without a prospect to get more familiar with what it is you are a member!

If you want to bring someone to the call/presentation, simply replace the "...can we meet..." words with something like "I can arrange / take you to an excellent online presentation. What works best for you: morning, afternoon or evening? OK, how about 8:00 tonight? Great. [If you use OurWeeklyCalls you'll see the phone and on-line information there. If your enroller or Sharole or I give your presentation, get the details from us.] You'll log into a web presentation about 10 minutes early, and I'll call you early to be sure you're on line OK and I'll three-way us into the conference line."

If you were taking someone to someplace and wanted to be sure they felt special, you'd drive over and pick them up and take them, right? So call them and "pick them up" and three way into the call.

Keep your approach simple and short. *Don't get hooked into trying to answer any questions or explain anything.* "John, I appreciate your interest. Answering a few questions out of context would be a disservice to you. And, frankly, I just can't do it justice. The presentation is outstanding. Its only about 45 minutes. Your questions will be answered, and you will probably have more that [I / the presenter] can address then. I know you'll be impressed and you'll get something out of it." ... Even if you are giving your own presentations, don't get hooked into addressing questions. Get them to a complete presentation.

Practice saying these out loud to yourself to you become accustomed to the words

"Sally, I hear you're very passionate about health and wellness, right? (Pause, listen). Have you heard of Oligo™? Oligo is a new discovery in nutrition that I need to tell you about. I need a little time to give you the complete picture. Could we get together for lunch or...?"

"Hi, Jim. How is this economy treating you? [Listen, get it]. I was wondering if you are open to other sources of income that won't interfere with your real estate business. The company I work for specializes in helping people like Realtors bridge the gap between closings. I thought maybe you or someone else you know would be interested in knowing more about what we're doing. If nothing else, I would love to get together and show you what I am doing so that we could help each other with referrals."

"Hello, Sally. Do you have a second? Great. Well, I heard your son has asthma. I don't know if you are aware, but I work for a company called Melaleuca that specializes in safer-for-your-home

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products. It may or may not be the answer you are looking for, but I was wondering if you would be open to spending an hour to see if it can help. Would morning or afternoon be better? Great. Is Thursday or Friday better?...

"I help people who are interested in creating an alternate source of income – a Plan B – something that's secure, so no matter what happens with their primary job, they can always be protected. I don't know if it's for you or not, but could we get together tomorrow so I can show it to you?"

"How are things going in the real estate industry?" (Pause, listen). "I have something great that could complement your income between commissions from your real estate business."

"Hey, John. I was really impressed with you. You're outgoing and personable, and I'm looking for people like you to help me expand my business in this area. Now, I can't promise anything, but I think you'd be great. Could we get together for lunch tomorrow or the next day so I could show it to you?"

"I'm calling because you always seemed so interested in helping the environment. I represent a company that manufactures and sells safer, environmentally friendly products that I think you'd absolutely love. Could we get together Tuesday after work or would Wednesday be better?"

"Have you ever thought of doing anything along side of what you're presently doing? You have a nice way of interacting with people. You seem like you'd be great at what I do. This obviously isn't the right time to talk about it now, but how about we get together tomorrow?..."

"People in your profession are doing very well in Melaleuca. You know, we really should get together so you can take a look at what I've been doing. I think it might be really good for you..."

"I work for a company that could really enhance your printing business. It will give your business some additional exposure, you will meet new people, and I think you'd be great at it. How about we get together..."

"Do you like working with people?" (Pause, listen) "If you like working with people you would love what I do. I help people..."

If you're talking to a realtor, simply ask "How are sales going?" (Pause, listen) "Well, you know what? You and I need to get together because I have something that can enhance your primary business and boost your referrals. So let's get together so I can show you what I'm doing."

"I need to talk to you about a great business concept! It makes total sense. When can we get together for 45 minutes or so – tonight or tomorrow? I'll have my friend and business partner with me who I really want you to meet!"

"Sally, I heard from Janice that your children suffer from eczema. I represent a company that helps families like yours who suffer from eczema and other skin conditions. We have a line of products that will definitely help. How about we get together tomorrow or...?"

"I've started working with a company that I'm really excited about. I would love to show you what I do. It may or may not be for you, but you might know someone who could really benefit from this information. I am really excited to show you. Are you available for coffee tomorrow or Wednesday morning, or would lunch work better?"

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“Sally, do you know anyone who is looking for a career change or is just not getting paid what they are worth?” If they say “me”: “Really? Well, then we need to talk. I’ll show you what I do and you can see if it is a fit for you. How about we have coffee tomorrow?” If they say “Yes, I know several people like that”: “Really? That’s great. Could we sit down for a few minutes so I can show you what I do and we could jot down a few names of people?”

“Hi, Amy. How are you? Great. I am just calling because I am working with a company that specializes in helping parents create a healthy home and I thought of you right away. I wanted to know if it was OK if I showed you what I do. Do you have 45 minutes tomorrow afternoon or perhaps Friday? I can come over to your house or we could meet for coffee.”

“I don’t know that you are aware, but I have my own business and the company I represent manufactures products that help alleviate the symptoms associated with eczema, and we have seen wonderful results with it. How about if I come over on Thursday?”

“Thank you so much for the great service you offered today. I’m always looking for professionals to join my team and earn extra income part time. You’re so good at what you do! I’m confident you’d be successful on my team. Would you mind if I showed you what I do and we can see if it can help you? Great, let’s meet...”

“Hi, Reggie. How are you? Great! I was just calling because I am working with a company that specializes in helping people with high cholesterol. I thought of you right away because I know you’re concerned with this. I wanted to know if it would be OK if I shared how this could help you...”

“Hi, Bob. It’s Jane. You know how we’ve been talking about getting into our own business? Well, I found the perfect business. It is exactly what we’ve been looking for. I need 45 minutes to introduce the whole thing – are you open to look at it? Great! I don’t have time to go into any detail right now so let’s set an appointment. Which is better – Tuesday or Thursday at 7PM?”

“Hi, Joan. Have you ever found yourself wondering, ‘What could I do to bring in a little more income into our home to help make ends meet or have a little extra?’ I used to find myself asking that question a lot. But I found something and it has worked really well for me. It’s simple and there is no selling or delivering products. Can we get together tomorrow at 6 p.m. or Wednesday at 8 p.m. so I can share it with you? It may just be the solution you’ve been looking for, too.”

“Has anyone told you about Oligo? Oh, Oligo is amazing and will help you and your family. When could we get together?”

“I love your positive attitude. You’ve had so much success in your sales business. Have you ever considered adding to your monthly income with a part-time business? I have just the one that requires no investment, no sales, no carrying inventory and no deliveries. I’d love to show it to you.”

“How are things with work?” (Pause, listen) “We should get together. My company is growing consistently and we are expanding. You can make some good money on a part-time basis. What is your schedule like this weekend or early next week? We should grab lunch and I’ll tell you about it.”

Call your enroller of us any time for support. Or us: Sharole -- 913-669-1616. Jim -- 913-523-4900

Source: “Critical Activities 1 & 2” Launch Workbook, May Launch, May 1, 2010. Melaleuca, Inc. You can download it from Melaleuca’s website, Business Section, Reference Library, Download and Print link.