

CUSTOMER PROCESS

Customer Process

1. Always sell at retail first
2. Follow-up. 1,5,15,30 Day
3. Offer Membership
4. Have customer complete application
5. Submit application to Sales Leader who will FAX or phone it in to Shaklee
6. Shaklee will send the New Member Kit
7. **NEW MEMBER APPOINTMENT**
(In-Person or over the phone)

Possible Resources

Why Retail
Follow-Up Guidelines
Letter Offering Membership
Express Member Application

*The New Member Appointment is an important meeting.
It is a one-time opportunity to explain all the
benefits of a Shaklee Membership.
It can be done in person or over the phone.*

The Objectives for the New Member Appointment are to:

- a. Expand the customer's product usage to all of Shaklee's Product lines
- b. Help the new member understand the benefits of having a "buying club"
- c. Have the new member agree to invite people over for in-home meeting

At this point in time, the New Member will have received in the mail Shaklee's New Member Kit which includes a Product Guide along with a letter of welcome including 2 ID cards, a *For The Health Of Your Future* video, a *Pathway to Freedom* audio tape, a Price List and Order Form, and three Member Applications.

The following resource materials can also be used at the New Member Appointment. If the appointment is going to be done in person, you can bring the materials along with you. If the appointment is going to be done over the phone, mail the resource materials you have chosen at the same time as you submit the application to Shaklee. Choose the tools that you are most comfortable with and which are most relevant to the needs and interests of the new member. Some people choose to increase the cost of the Membership to include the cost of these additional materials.

Supplemental Resources

VIDEOS

Discover The Opportunity
Enfuselle

AUDIOTAPES

Healthy Six-Pack

INFO PACK (Brochure & Audio)

Right Choice
Children's Health

LITERATURE

Shaklee at a Glance
Which Products Do You Use?
Product Selection Guide (SRP/MN)
Wise Shopper List
From The Field
Ginny Vaughn Dream Book
The Shaklee Difference
Building with the Basics