

SHAKLEE WELLNESS EXPRESS GUIDELINES

OBJECTIVE of the Wellness Express is to educate all walks of potential Shaklee consumers or business builders. The Express should be professional, organized, and stimulating. This can be done in an atmosphere of fun and relaxation. Create a desire to be a part of the BIG SHAKLEE PICTURE.

SUGGESTIONS: Using a three-ring binder, set up tabs for each station. Keep sheets of material used at each station behind the tabs. For example: Tab: Station Leader Guidelines, Passports, Station Handouts, and individual tabs for each station handouts. I try to keep file folders with handout materials in a carry along bag with extra copies to cover the next express. Keep it's contents up-to-date so you are ready to go at any time and have backup should a station leader be missing material or whatever can happen.

TIMING is very important. Make it a "real" happening! We do not want to conflict with family events like sports, shopping, Saturday events. Be consistent so people remember the date. We hold our Express the 1st Saturday evening of every month. Your decide best for majority. We start & end promptly. Example: 6:30 to 7:00 pm guests: register, name tags, receive their passport and starter package sheet, enjoy refreshments and socialize. Promptly at 7:00 train whistle blows, all gather together, directions and objectives are explained about the two sheets received (Passport and the Suggested Starter Sheet). Whistle blows and away they go.

Remember guest must arrive ½ hour before whistle blows. Example: 6:30 so you are ready to start promptly at 7:00. Station talks are 20 minutes. Note: Whistle blower gives a five (5) minute hand warning to each station leader before whistle is blown to switch.

LOCATION should be in a spacious home (preferably a sales leader's home). They have the business office and walk the talk. Business builders should be concerned with participation and getting people to it. You may want to start your Express every other month. As interest increases, hold the Express monthly. Pick two sales leader homes or locations a distance from each other. Alternate monthly. This relieves host and expands outreach. Be consistent and predictable. Salesleaders be available to help host house to help prepare house for the event. Remember this is a TEAM event.. NOTE: Some organizations have successfully held Express in one large room. Set up two or three stations prior to guest arrival. Whole group moves to each station. Take break. Leader take down and set up three more stations during break.

SETUP is important. A spacious home is desirable or large room. We want to have our guests learn and not have feedback from other station leaders. Having station speakers in different rooms is ideal.

STATION LEADERS SHEET: If possible have a man and women at each station. Important guest see that this business is for men and women. See Station Leader Sheet Attached. Experience over these many years have proven this sheet to be important. Days prior to express, mail/fax/em to station leader participants so they clearly understand their responsibility. The night of Express, place the Station Leader's reminder sheet at their station. Sometimes they get nervous or busy setting up. They appreciate this reminder.

PASSPORTS: Sample of '6' passports provided for you. Products change etc. Each passport station should be different color paper to color-coded. Example of 6 stations: Hilda Lane, Energy Summit, Bestwater/Air Junction, Meadow Blend Junction, and Olympic Valley. All groups have Valley of Dreams as their last stop. As guest arrive, they sign in and receive passport. Be sure passports are distributed evenly so that each station has about the same number of passengers. To assure even distribution as guests sign-in, mark by their name (g) if green passport, (y) if yellow etc. Assign five to 6 at each station. This will prevents uneven distribution at each station. If you know you are having a small group, then some station leaders will have a "break" during the evening. If you need to expand the groups because of large gathering, you can then go back to the registration and see where to add.

VALLEY OF DREAMS: "Everyone" will merge together for this! Creates strong energy! It is important to have a large area to accommodate the group. By now, the guests have heard and seen a lot. Keep this station light! They are on OVERLOAD! The sheet attached "The Benefits –Tangible & Intangible Sheet" with "Changing Brands/Free Product" on the back can be used at this station. (You many also give them a copy of Which Products

Do you Use (Item #4236 from Shaklee). Options: The person who brought the guest can begin that night to show them how easy it is to "Change Brands" or speaker just hold up the form inviting them to check with the person who brought them to see how easy it is to Change Brands.)

- A Sales Leader or two will "Welcome them to Valley of Dreams" and say something like "I know most of you love jumping out of bed to go to work, facing the traffic, have only two week vacations and having more bills but less money!", but just in case you may know someone out there who is not happy...we thought we would share with you why we have a Shaklee Business.
- Pass out the Tangible/Intangible Sheet (or whatever benefits sheet you use...NO SALESPLAN...TOO MUCH INFO...GET THEM HUNGRY FOR MORE INFO AT AN BUSINESS APPOINTMENT LATER), Sales Leader goes through this by calling on different Sales Leaders or Business Builders to comment (just a few minutes) on one of the benefits for themselves in having a Shaklee business. This shows the diversity of benefits and people. Note: When it comes to the benefit of making people feel better, the leader will ask who is NEW that has received good results from the Shaklee Products.
- Free Product Sheet (backside of Tangible/Intangible) show how easy it is to get to this level and how the Which Products Do You Use #4236 (if you choose to include this) can get them started quickly.
- Remind guests they have a 10% savings with the suggested starter order sheet received when they arrived.
- Remind guests to return boarding pass if they wrote "3" things they learned at each station to person who invited them for a special reward.
- Close with a warm message connecting guests with the Shaklee 'family philosophy'.
- Thank People for coming
- Applaud Hostess and Station leaders for their outstanding job.
- Invite people to stay, enjoy the food and the Shaklee Family.
- REMINDER: This station only takes 20 minutes or less too!

TO DO LIST

- Tabbed Binder with plastic inserts for master copies of materials used.
- Carrying Bag with File folders with extra copies of handouts and items used at Express.
- Train Whistle (hobby store)
- Guest Register (name, address, guest of)
- Name Tags
- Poster Board Collage for each station (cut pictures from old catalogs) Reuse!
- Sales Leaders create a kitty for the paper goods and copying.
- Station Leader's checklist mailed to each participant before the Express.
- Sales Leaders/Business Builders bring hors d'oeuvre (finger foods), drinks, and Bestwater

ATTACHMENTS

Station Leader's Checklist
Boarding Passes (6)
Handout for Each Station
Shaklee Benefits Sheet
Suggested Starter Order

OBSERVATION

It should not be restricted to just your group. Find other sales leader who want to participate. This way you have plenty of people to pull from for the stations and yearly flow.

Together Everyone Achieves More which translates to TEAM!