

MELALEUCA

(7) Critical Business-Building Activities

"Part of your foundation is your contact list . This will be congruent with your mindset . If you are going to treat this like a hobby, you'll come up with a few names, maybe eight, but that's it . But if this is going to be the last business you will ever build, you are going to write down anyone you have ever known."

*Alan Pariser, Corporate Director V,
Florida*

Building a successful Melaleuca business, like anything worthwhile, requires working hard at the right things. The Seven Critical Business-Building Activities provide a proven road map for success with your Melaleuca Business. Commit today, to yourself and to someone who will hold you accountable, to do these activities and to teach them throughout your organization.

Activity ONE:

Keep Building your Contact List

Your contact list is the first step toward a successful Melaleuca business.

You should add to it regularly and always keep it with you!

The Lifeblood of Your Business

The health of your business is directly connected to the health of your contact list. If you have an incomplete contact list, your business will be the same. If you have a healthy, strong, and vibrant contact list, you have a solid foundation upon which to build your business every day.

A contact list is simply a list of names of people whom you intend to contact—friends, family, acquaintances, colleagues, babysitters, teachers, neighbors, and others in the community. As you build your contact list, you should put everyone you know on it—everyone.

Think of the names of people you invited to your wedding, those on your Christmas card list, or those you stay in touch with now and then. This will help you think of people you might not otherwise remember. Use the suggestions on page 11 to think of those in your home town or others you have associated with.

Because you are meeting people every day, you should be adding to your contact list every day. The mother standing in line at the bank, the cable repairman, a child's teacher or gymnastics instructor, the person waiting with you at the doctor's office or jogging next to you at the athletic club—these are all people you would meet, even if you didn't have a life-changing opportunity for them. How much more meaningful will your relationship be if you help them achieve better financial, physical, and personal wellness!

Expanding Your Horizons—Step Out of Your Comfort Zone

The best way to meet new people is to spend time in situations where you can meet, greet, and mingle. This can be a book club, a quilting group, a yoga class or a parents' association. Or it can be an aerobics class, a golf club, a professional association, or a community organization. Your options are limitless.



Become a Volunteer, Get Involved

One way to grow your contact list and benefit your community at the same time is to become a volunteer. Volunteering allows you to give service and also offers you access to a lot of people who are highly interested in helping others reach their goals—making them a perfect fit with Melaleuca!

There are so many ways to actively meet people every day. In organizations, clubs, and associations, you already know something you have in common with everyone else involved. We've mentioned just a few examples here. There are countless others. Find one (or more) that interests you and get involved.

Looking for Leaders

As you meet new people and continue building your contact list every day, your business will get stronger. Consider, for a moment, the attributes of your ideal business partner—hard worker, self-starter, self-motivator, likeable, trainable, cooperative, interested in others, etc.

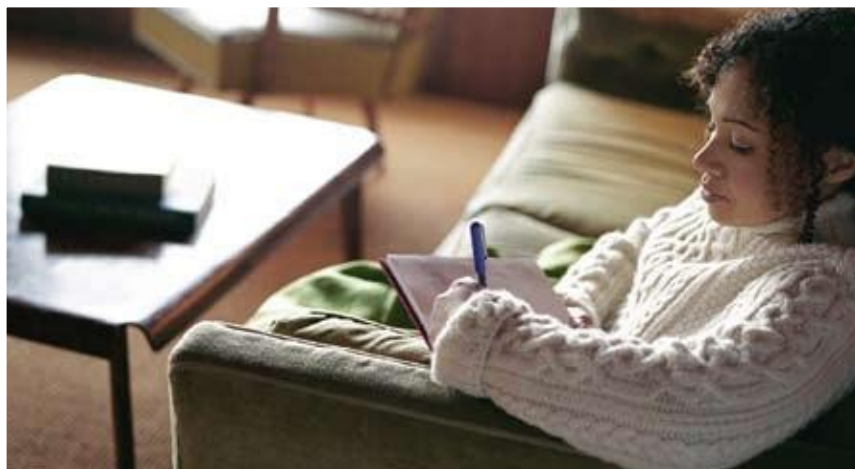
When you encounter new prospective customers, determine whether they have these attributes and others you're looking for in a business partner. Also, look for those who need the business—who are out of work, caring for old or sick family members, struggling to meet their monthly bills, or looking for a flexible way to earn additional income. Mark those names with asterisks or stars in your contact list and think about how to best approach them (more on this in Critical Activity Two).

Remember that you can find potential business builders anywhere. Often, you'll find that those who initially seem to be your best customers can become your best business builders as they realize the value of the products, become excited and begin communicating that value to others. People with good leadership and people skills can become great assets to your organization.



"Be passionate about your contact list. Create it, add names to it on a daily basis, and keep it with you always. A complete, current, and active contact list is central to the success of your business"

Frank L. VanderSloot
Melaleuca CEO



Your Initial Contact List

Use the following spaces to write down names to add to your initial contact list. Then look up their phone numbers and keep them handy to help you make appointments for future presentations .

	Name	Phone	Notes	Date Contacted	Date to Follow Up
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Contact Suggestion list + Categories

There are more people in your circle of influence than you might think .

Use the following list to **jog your memory** for more possible contacts .

Family, Friends & Neighbors

1. Parents, siblings, etc.
- 2 . Friends
3. Cousins, uncles, aunts
- 4 . Neighbors
- 5 . Acquaintances
- 6 . Car pool
- 7 . Child's friends' parents
- 8 . Friend's parents
- 9 . Spouse's best friend
- 10 . Babysitter
- 11 . In-laws
- 12 . High school friends
- 13 . College roommates

School/Extracurricular Activities

- 14 . Teachers
- 15 . Principal
- 16 . Guidance counselors
- 17 . Karate instructors
- 18 . Coaches
- 19 . Music teachers
- 20 . Scoutmasters
- 21 . Dance teachers
- 22 . Librarians
- 23 . Tutors

Church & Volunteer

- 24 . Minister
- 25 . Sunday school teacher
- 26 . Youth director
- 27 . Church members
- 28 . Church choir members
- 29 . Congregants

Workers

- 30 . Truck drivers
- 31 . Cab drivers
- 32 . Bus drivers
- 33 . Bakers
- 34 . Car salespeople
- 35 . Hostesses/hosts
- 36 . Servers
- 37 . Chefs
- 38 . Cashiers
- 39 . Dishwashers
- 40 . Office supply salespeople
- 41 . Departmentstore salespeople
- 42 . Appliance repairmen
- 43 . Shoe salespeople
- 44 . Flight attendants
- 45 . Travel agents
- 46 . Locksmiths
- 47 . Painters
- 48 . Roofers
- 49 . Insulators
- 50 . Landscapers
- 51 . Wallpaper installers
- 52 . Inspectors
- 53 . Carpet layers
- 54 . Electricians
- 55 . Contractors
- 56 . Carpenters
- 57 . Upholsterers
- 58 . Cabinet makers
- 59 . Plumbers

Professional

- 60 . Work colleagues
- 61 . Administrative assistants
- 62 . Union members
- 63 . Engineers
- 64 . Realtors
- 65 . Lawyers
- 66 . Professors
- 67 . Architects
- 68 . Veterinarians
- 69 . Writers
- 70 . Publishers
- 71 . Social workers
- 72 . Printers
- 73 . Surveyors
- 74 . Bank tellers
- 75 . Accountants

Sports/Clubs

- 76 . Kiwanis club
- 77 . Lions club
- 78 . Rotarians
- 79 . Bowling team
- 80 . Hunting partners
- 81 . Tennis partners
- 82 . Ski lift riders
- 83 . Golf pros
- 84 . Bridge club members
- 85 . Swim teammates
- 86 . Jogging partners
- 87 . Scrapbooking friends
- 88 . Cycling group members
- 89 . Weightlifting partners
- 90 . Fitness instructors

Services

- 91 . Caterers
- 92 . Couriers
- 93 . Barbers
- 94 . Hairstylist
- 95 . Postal workers
- 96 . Repairmen
- 97 . Cable TV installers
- 98 . Auto mechanics
- 99 . Autobody repairmen
- 100 . Photographers
- 101 . Satellite TV installers
- 102 . Salespeople
- 103 . Parking attendants
- 104 . Gas station attendants
- 105 . Dry cleaners
- 106 . Flower shop employees

Medical/Health

- 107 . Nurse
- 108 . Dentist
- 109 . Doctor
- 110 . Chiropractor
- 111 . Pharmacist
- 112 . Therapist
- 113 . Health Spa
- 114 . Optician
- 115 . Ambulance driver
- 116 . Orthodontist

MORE => [Click HERE!](#)

Shopping/Stores

- 117 . Grocery
- 118 . Convenience
- 119 . Department
- 120 . Hardware
- 121 . Auto supply
- 122 . Electronics
- 123 . Tires
- 124 . Office supplies
- 125 . Movie rental
- 126 . Health food shop owner or employees
- 127 . Discount store workers

Community

- 128 . Police officers
- 129 . Highway patrol
- 130 . Chamber of commerce
- 131 . Firefighter
- 132 . Volunteer
- 133 . Military recruiter
- 134 . Alumni association workers



Take It With You - Everywhere

Once you have created your initial contact list, you have started a productive habit. It's crucial that you continue this habit as you continue to build your Melaleuca business. Keep your contact list with you at all times, as you never know when you might meet someone to add to that list.

Add at least one new name to your contact list every day. Get a business card from a bank teller when you make your deposit. Ask for the name of the person who calls you from a telemarketing service. Start up a conversation with the lady next to you in line at the grocery store.

Meeting new people is a daily event for everyone. The smart business builder realizes that many of these people can lead to a growing business.

Carrying your list with you helps you take advantage of every moment in the day. If you have 10–30 minutes on your lunch break, pick up your list and make some calls on your mobile phone. Follow up on prior conversations, get to know more about the person for future reference, or even set an appointment to talk about Melaleuca. Perhaps you arrive at a meeting 15 minutes early. Use the time to follow up on that contact you made the day before. Are you waiting for a child to finish a music lesson? Review your contact list and do the necessary follow-up.

Keep Expanding

It's important to follow up with everyone! Consider the hairdresser whose father is having health problems. That person may need a business opportunity right away to earn some extra money, but they may also be too tired to even think about any such thing. If so, put them on your follow-up list and contact them 60 days later.

Just because someone may not be interested in Melaleuca when you approach them doesn't mean they won't be a great customer down the road. And they can be a great source of referrals.

"The purpose of any approach, whether in person or over the phone, is to get an appointment to make a *Delivering Wellness* presentation—and that's all! Melaleuca cannot be explained in five minutes or on the run. It's important to create curiosity and yet learn how to steer the conversation in one direction only—to confirm the appointment"

Mark Atha, Corporate Director, Arizona

Activity TWO: Contact & Set Appointments

For some business builders, inviting someone to **- attend a Presentation - or receive an Overview -** is the hardest part of the process. For whatever reason, the phone takes on 500 pounds and becomes the most difficult thing to lift when some Marketing Executives know it will involve making an approach.

Nonetheless, any successful business builder can tell you stepping out of your comfort zone will pay big dividends for your Melaleuca business in the long run. To help you put the phone up to your ear a little more confidently, here are a few thoughts about setting appointments:

Make It Natural

Do you remember the last time you recommended a restaurant to someone? How did that conversation go? Were you pushy or overeager? Or were you straightforward and sincere? Chances are, someone said something like, "I'm in the mood for Chinese food," and you chimed in with, "I know a great place over on Seventh Street; you ought to go tonight and check it out"

Sharing Melaleuca doesn't have to be any different than sharing your favorite restaurant or sharing your favorite book: "You would love this—why don't you come over right now and take a look?"

The simple key to making a good approach is this: **think about how Melaleuca will make a 'positive' difference for the person you're talking to.** If you approach potential customers thinking about how their enrollment will benefit YOU, you're bound to miss the mark. Instead, approach prospects / customers with the intention of HELPING THEM.

With Melaleuca's vast product line, and rewarding financial opportunity, it's simply a matter of matching Melaleuca with your prospective customer's needs. When your approach is tailored to their needs, it's natural and successful.

Make The TIME

It's crucial to have specific times for when you will contact / set appointments. If you wait until you "have time" to make calls, a week can turn into a month or two, and then the opportunity has passed. Set time aside every week. Try, for example, Sunday nights and Tuesday mornings. Calendar, plan, stick to your plan, and be consistent.

Create Urgency

You want your call to last only 1–2 minutes, maximum. Any longer and you may get drawn into “making the presentation” on the phone. Melaleuca is best presented in person, or PDF, where the potential customer can see an entire *Delivering Wellness*, OR a PDF *Overview*, etc - and the products you want to share..

Failing to keep your call brief leads you into the trap of trying to immediately explain Melaleuca . That’s like trying to describe a song without music. It’s important to create a sense of urgency, make the appointment, and end the conversation. How do you create urgency? By simply letting them know you don’t have much time, but you would love to explain Melaleuca in person.

Approaches

At this point you can insert whatever approach works best for you and the person with whom you’re speaking. There are many approaches you can use—here are just a few:

- **Safer Products**—Are they looking for better, safer products?
- **Business Builder**—Are they interested in creating true residual income?
- **Time Freedom**—Are they looking to spend more time on what matters most? (for REALTORS // Cold Calls)
- **Financial Freedom**—Are they looking for a way to get out of debt or save for retirement? (for REALTORS // Cold Calls)
- **Healthier Lifestyle**—Do they want to improve their overall wellness?

Confirm

The final part of the conversation is to confirm the appointment (or access to PDF Overview by e-mail). Give the person two or more options. “I’m free for lunch tomorrow, or we could get together Thursday or Friday morning for coffee . Which works best for you?”

Once you have the agreement, thank the person, tell them you’re looking forward to it, and confirm the date and time. Make sure you mark it down on your calendar . Congratulations! You’ve just succeeded in setting an appointment! Pat yourself on the back, pick up the phone, and do it again. 😊



Sample Approaches

Here are a few sample approaches to help you get started setting appointments. Note that during any approach, you’ll want to mention that the primary reason why you are experiencing success with Melaleuca is because of the exceptional products that promote health and well-being .

The Safer Products Approach

Appeal to the person’s desire for better, safer, more sustainable products.

“I know you’re always looking for better, safer products for your family and for the environment . I’ve found a catalog that has environmentally safe products you can buy wholesale from the factory . I’ve tried a few of them around the house and they work great . I feel better using safer products and I thought you might be interested . Can you come over tonight or tomorrow so I can tell you about them?”

The Specific Product Approach

Tell the person about a particular product that could benefit them.

“I know you’ve had a lot of trouble with arthritis . I’ve just come across a new, all-natural product called *Replenex*® that really helps arthritis . It’s part of an incredible product line that can improve your health and save you money . Can I show it to you?”

The Business-Builders Approach

Appeal to the person’s natural entrepreneurial spirit.

“Hi, Bob. I recently started a part-time business called Melaleuca. It doesn’t involve any selling or large investments, and the products are unlike anything I’ve seen in the stores . My business partners and I are making a nice part-time income and I know you have the skills to do very well in this business . I would love to get together with you and one of my business partners to show you a brief presentation . Is Tuesday or Friday at 7:00 p.m. better for you to meet with us?”

Sample Approaches -continued

The Family Approach

Talk to the person about his or her love of family.

"I know you want your family to have the best of everything, and I remember you saying the other day how expensive your teenagers were becoming! I can show you a way to earn an extra \$400–\$500 per month, save money on products and services you already use, and improve your health while working out of your home."

The Time Freedom Approach

Appeal to the person's desire for more flexibility with their time.

"You know, I've seen how many hours you work a week and I know you've talked about having a more flexible lifestyle. What if I told you I'm working at home, setting my own hours, building a business that produces remarkable products and creates residual income, and I need a business partner to team up with?"

Financial Freedom Approach

Appeal to your customer's desire to get out of debt.

"I know how it feels to be under a mountain of bills and debt. I was lucky enough to be able to pay off much of my debt thanks to my Melaleuca business. I can't tell you how much better I feel to not have to worry about credit card bills. I think it would be a great opportunity for you to do the same. When can I tell you about it?"

The Business Partner Approach

Make the person feel special by offering them a business partnership with YOU.

"Hey, Amanda. I've started a new business and I'm looking for a business partner. The business is based on some incredible products and I really need some help to expand in this area. I'm not sure you'd be interested, but I've watched how you are with people and I know you'd be great at this business. I'd like to sit down and show you the business and the possibilities. Let's meet for coffee Wednesday morning"

Be Positively Persistent

Some of your approaches will go smoothly, but often you'll experience a little resistance from your contact. This is not the time to give up or back down! Experienced business builders know how to turn a "no" or "maybe" into a "yes." It's all a matter of how you handle it. Be honest—do not say anything that is misleading or untrue.

Stay Cheerful and Positive

Many people, especially when they first encounter resistance, find their mood changes immediately upon experiencing it. This is a normal reaction. After all, most people find it difficult to face rejection or even the possibility of rejection. However, with practice, you'll find that you can stay cheerful and optimistic even while your contact may be feeling resistant or uncomfortable.

Stay open to the person. Put yourself in their place. How would you feel? Most likely you can identify with what they may be thinking. Remain cheerful. Keep your voice up and positive. And move to the next step.

Put Them at Ease

Once you've identified with your contact, help her feel more comfortable. The best way to do this is through your tone of voice and the words you use. Stay casual and comfortable as if you're having a regular chat with one of your friends. Your goal is to help this person. If you truly believe that, it will come across in your conversation.

Identify with the Person

The best way to establish trust is to let the person know that you can identify with their feelings or thoughts. If they feel understood, they are more likely to be open to what you have to offer. You can use the words "I can identify with that," "I feel the same way," or "I understand."

Make It Convenient

Finally, help counter resistance by making it nearly impossible for the person to refuse. Do this by offering everything you can to fit into her schedule. Is there a coffee shop near their place of work? Maybe they could meet you on a short break. They have to eat, don't they? Offer to take them to breakfast or lunch. (Meals spent on business may be tax deductible.) Perhaps when they drop the kids at school you can talk to them afterwards in the park or playground. Be creative. People are busy, but you can make the appointment a welcome break from their regular routines. Find the easiest way to present the opportunity without inconveniencing your contact.

Be Ready

Sometimes you can encounter resistance immediately. Suppose, for example, you're talking with someone and you say something about wanting to fill them in on a new business opportunity. "What is it?" they ask. Now you have to be careful not to get into the question/answer spiral. Try this: "It's Melaleuca. Have you heard of it yet?" If they answer no, say, "That's what I want to show you. Here's when I have some time. What works best for you?"

If they have heard of Melaleuca, say, "Great. I thought you might have run across it before. Let's get together so I can show you what it's all about"

Practice with your enroller, your friends, and others in your organization. The more you do it, the better you'll get. And if you still can't get the "yes" you want, ask for referrals. A call is seldom worthless if you follow the right steps.

Activity THREE:

Make Presentations / Provide PDF Overviews

The presentation introduces your customers to Melaleuca's excellent products, services, and rewarding Compensation Plan.

The Quality Enrollment

A quality enrollment is one in which the customer enrolls and sends in their paperwork, purchases a Membership Kit, and places their order. He or she experiences a presentation that delivers a thorough understanding of the Melaleuca products, and the business opportunity. A quality customer understands the Preferred Customer agreement and sees the value in Melaleuca's products.

Explain what being a Preferred Customer means and set a date for the 48-Hour Follow-Up. You'll have happier customers who will be more likely to stay with you for the long-run.

'Delivering Wellness' (=> an older tool)

Successful Melaleuca business builders use *Delivering Wellness* every time they do a presentation because it is highly effective and can be easily duplicated. You should use the printed *Delivering Wellness* presentation every time you present and the DVD whenever possible. Remember, what you do duplicates. If you use only a portion of the presentation or your own version of the presentation, your team will not be able to duplicate it. Therefore, do what you would like your new Marketing Executives to do. This is an important and powerful principle. The most successful organizations at Melaleuca always give the same presentation the same way every time. Why? Because others will follow your example.

Preparing for the Presentation

- Be sure to test your DVD player / TV / computer / zoom / links in an e-mail / etc. Forward through the slides and/or video, using your remote control. Use the arrow keys on your remote. Be sure you understand how the navigation between chapters works. This will help you avoid any technical problems during the presentation.
- If you are using a printed flipchart / virtual presentation / links in an e-mail, etc, make sure of easy access to the material.
- If you are using media player software on your computer, be sure to purchase the latest version of the media player. Be sure to test your computer software. If you experience issues with navigation, try using newer technology.
- Be certain to test the volume of any audio equipment and lighting in your room.
- Always have a printed flipchart on hand as a backup in case your other tools or material don't work.

"The *Delivering Wellness* presentation was designed by Marketing Executives with many years of experience. There is no need to reinvent the wheel. Do a complete *Delivering Wellness* presentation every time and you will duplicate success in your organization."

Ed Bestoso, Corporate Director VI, Florida



Using the 'Delivering Wellness DVD' [& other older tools] - The *Delivering Wellness* DVD was designed to work with standard and portable DVD players as well as PC and Macintosh computers with a DVD drive.

- When using your DVD, simply use the forward and back menu arrows on your remote to advance to the next slide or video.
- Most computers (PC & Mac) come with a pre-loaded media player, such as PowerDVD. If you have a DVD drive for your computer but do not have a software program for playing DVDs, you can purchase downloadable programs like Cyberlink PowerDVD, Real Player, Roxio, VLC, or one of the dozens of programs available on the Internet. Using whatever player you have on your computer, you can easily share the *Delivering Wellness* presentation in any location. Use the directional arrows on your keyboard to advance to the next slide or video.

Note: If you are using Windows Media Player, you will need to use the "chapter selections" in order to advance from one slide to the next. If you experience difficulty using the "chapter selections" option, you may need to update your Windows Media Player or download a new version.

The Start of Your Presentation

Start with your story and share things like:

- When you were introduced to Melaleuca
- What your life was like before
- What Melaleuca products most interested you at first
- Why you're building a Melaleuca business
- What the results have been
- You may want to ask for product experiences from other Marketing Executives in attendance
- Share what you'll cover during the *Delivering Wellness* presentation (use page 1 of the *Delivering Wellness* presentation).

Set Up Video Segment 1: An Introduction by CEO Frank L. VanderSloot. Frank has been Melaleuca's CEO since its inception in 1985. You might say something like, "For a few minutes, listen to this part of the *Delivering Wellness* presentation. I hope you listen closely because this is an important piece. The approach of our company is no hype and more substance. That starts with Frank. He's that kind of guy." You might share your impression of our company leadership. Then, "Now let's listen to a brief message from our CEO, Frank L. VanderSloot."

Show Video Segment 1

Video Segment 1 will present pages 2–6 of the presentation. So you don't need to repeat or present those pages. Be sure not to duplicate your effort. Let the video do its part and you do yours.

Present Printed Pages 7–12

- Explain the concept of switching stores.
- Introduce the breadth of Melaleuca's product line.
- Introduce *EcoSense*™ products and share your experience with these safer-for-your-home products.
- *EcoSense* cleaners don't use chlorine bleach or ammonia. They're safer, concentrated, and better for the environment.

Set Up Video Segment 2: A Look at a Few of Melaleuca's Exclusive Products: You might say "Now I'm going to use a video to show you just a few of Melaleuca's products that are safer for your home, help protect the environment, and help improve your health."

Show Video Segment 2 (in lieu of pages 13–20 in the printed presentation)

Present Printed Pages 21–24

- Next, introduce a few of your favorite products from the *Bath & Body*, *Nicole Miller*, and *Melaleuca Medicine Cabinet*™ product categories.
- Introduce *Renew*™ and discuss the research and results behind this exclusive product. Be prepared with a sample of *Renew* to hand out to those in attendance.
- Share your own product experiences.

Set Up Video Segment 3: The Benefits of Being a Preferred Customer: You might say, "Now let's watch a brief video which will explain how to save money when you shop at Melaleuca, qualify for some amazing benefits, and how to become a Melaleuca Preferred Customer."

Show Video Segment 3 (in lieu of Pages 25-27 in the printed presentation)

Present Page 28

As you read aloud and present this page, slow down a bit and ask those in attendance to really think about how an extra \$500, \$1,000, or even \$10,000 could improve their life. Pause for a moment. This is the page when they can consider the possibilities of their life being different. You may want to share your own experience and goals in building a Melaleuca business.

Set Up Video Segment 4: The Melaleuca Comp Plan You might say, “When people see why it makes sense to be a customer, they also see why the business works. So I’d like to take a few minutes to show you a little bit about a Melaleuca business, so you can decide for yourself. You’re going to hear a few stories. These are real Melaleuca customers . They’re not actors . Their stories are factual . Some have been with Melaleuca for many years, others just a short while. Let’s take a look.”

Show Video Segment 4 (in lieu of Pages 29–33 in the printed presentation)

Present Pages 34–35

- After the video, follow up with your own experience in building a business . Then present page 34: How Can Melaleuca Enhance Your Life? This is the three-category close . Explain the three categories of participation. You might phrase your question like this, “These three categories describe how Melaleuca can enhance your life . Which of these categories best fits you?”
- Page 35 helps you show the three steps to getting started and is a transition to help those in attendance to complete their Agreement forms and place their first order .

The Career / Value Pack / **HCP (Home Conversion Pk)** page is available to show those who are interested in purchasing these packs and saving additional money . For those who select Category 2 or 3, *please explain that to qualify for Pacesetter bonuses, the enrollee needs to purchase a Career or Value Pack. Why?* So they can convert their home and experience the products they will be introducing to other customers . Those who order a Career or Value Pack have organizational growth that is seven times larger, typically order more than 50 Product Points per month, are 50% more likely to be long-time loyal Melaleuca customers, qualify for more one-time bonuses, and have a greater likelihood of advancing to Director .

The Income Statistics are provided for your enrollee’s reference . (Please refer to page 54.)

When & Where

You would typically meet at your home, the prospect’s home, or some neutral location like a coffee shop, park, or other quiet place that will allow you to talk. If you’re doing an in-home, pick a date and time that you feel will be open to most prospects . As your business grows, you will want your enrollees to host presentations in their homes as you help them to grow their businesses .

Always Know Your Audience

During your appointment and prior to any conversation with your prospect, try to learn as much as you can about them. Ask questions about the following topics:

- Have they ever tried a home-based business before?
- What do they do for a living?
- Do they like their current job?
- Are they satisfied with their income level?
- Are they married?
- Do they have children?
- What do they do for fun?
- Would \$500 per month help them in a significant way?
- Does more time with their family mean anything to them?
- Are they concerned about their finances?

Use the answers you get from these questions to show each prospect how a Melaleuca business can help them get what they really want in life .

Confirm Attendance

The day before the *Delivering Wellness* presentation, call those you have invited to confirm the time. You’re actually confirming their attendance, but you don’t present it that way, as you don’t want to plant any seed of doubt or give them any chance to change their minds .

Take Your Best Self to Your Presentation This doesn’t mean “fake it ‘til you make it,” but it does mean “leave your negative behind.” Perhaps this one is obvious, but bringing negatives to the presentation will only compromise your potential enrollees’ perceptions about Melaleuca. Presentation attendees will find your presentation credible if you bring confidence and a down-to-earth feeling to the in-home .

Share the Complete Presentation

Regardless of whether you anticipate that your customer will become a business builder or not, share the business end of *Delivering Wellness* in every presentation. Often, the only reason some individuals don’t build businesses is because they don’t know the opportunity exists .

Just as the business is important to share, every other element of the *Delivering Wellness* presentation serves a purpose for your prospective customers. Think about it: what element of *Delivering Wellness* would you leave out?

Prepare the Presentation Setting

Your preparation can make the greatest difference . The idea behind your room setup should be to eliminate distractions . Turn off television sets and stick the refreshments in a separate room . Try to have guests sit on hardback chairs instead of couches so they'll avoid dozing off during the presentation . Orient your room toward the presenter the same way most people's living rooms are oriented toward the television: face chairs toward the front .

Suggestions: Using products in Presentation

- Have a few *Sun Valley™ Candles* burning in the presentation room.
- Mix up some *Sustain™ Sport* or *Attain™* for drinks.
- Lay out some *Access™*, *FiberWise™*, *Simply Fit™*, and *ProFlex15™ Bars* for snacks.

Sharing Product Experience

When telling others about your favorite Melaleuca product, organize your story into the following three points:

1. Use the brand name of the product—be sure you know the correct name of the product and refer to it the same way every time. For example, say “*The Gold Bar®*” rather than “the bar soap”
2. Your experience—provide a sincere story of your experience with the product and Melaleuca.
3. Why it works—review the information available online at Melaleuca.com and the information found in the *Melaleuca Country* catalog . We also encourage you to purchase a copy of the *Melaleuca Product Training Resource* book so you know about the key benefits of each product.

Follow Presentation Outline

Following is a simple outline that you can use for any presentation, either in-home or otherwise .

Start on Time and Set a Professional Tone

Introduce Hosts if Needed

- If you have team members present, introduce them.
- “I’m excited to introduce my good friend and business partner...”

Share Your Experience

- Share your Melaleuca experience and touch on your goals with Melaleuca .

Delivering Wellness

- Follow *Delivering Wellness*—just the facts .
- Just tell the story—don’t try to sell.
- Talk to everyone as if you are good friends with them.

The Three Category Close

- Ask each person to determine which category best describes them .

Follow Up

- Set appointments for your 48-Hour Follow-Up Sessions.
- Make sure you have your schedule so you can set dates and times .
- Give category 2 and 3 customers their homework assignments to do before the day of your follow-up .
- Have 8–10 Membership Kits on hand to give to new enrollees .

Close & Commitment

No matter how well you present *Delivering Wellness*, it will all be for nothing if you fail to enroll a customer. Following are several suggestions for completing a *Delivering Wellness* presentation in such a way that your guests will feel comfortable and excited to become Melaleuca customers.

Gain Commitment by Asking the Customer to Choose a Category

As you come to the close of the *Delivering Wellness* presentation, introduce and explain the three categories of participation and ask your attendees which category they fit into—Preferred Customer, part-time business builder, or full-time business builder.

Complete the Agreement Forms

Filling out forms can seem overwhelming at first to your new customers . That’s why it’s very important that you help them through it . After you’ve handed out the Customer Membership and Marketing Executive agreement forms .

Backup Order

Explain that it helps to secure their Preferred Customer status and ensures that your enrollee’s commission check arrives every month . “Melaleuca allows you to preselect products that you like . In the event you forget to shop one month, this Backup Order will kick in to ensure you continue to enjoy the benefits of being a Preferred Customer.”



Set Up Your Follow-Up

As you finish enrollments, have your calendar ready so you can schedule 48-Hour Follow-Ups for each new customer. Let each person know that you are going to be there to help, whether he or she is interested in the business opportunity or just wants to enjoy the products.

Give Homework Assignments

Give your new customers a “take-home” package (the Membership Kit) to review. Have them read *Your Melaleuca Customer Membership* and *Building Your Melaleuca Business* booklets, and begin their contact lists. Have them sign up for their 60-day free trial at MyMelaleuca and view selected business and product trainings.

Help Customer Start Shopping

Using the catalog or product price list, go through and help your new customer pick out the first products they would like to try. At this point it's best to get on the phone, call Melaleuca at (800) 282-3000, and help your customer start shopping right away. You can show them how easy it is, and speed up the process of their product experience.

Setup and Tools

- Several copies of the most current *Melaleuca Country* catalog and *Leadership in Action* magazine
- Several Membership Kits to sell to new Marketing Executives
- Sample products—bring along a few to share with your prospect during one-on-ones and group presentations, and set up several throughout your home during in-homes
- A Career / Value Pack / HCP (particularly for in-homes)—displayed on a table where prospects can review it; make sure the product setup is attractive and professional-looking
- A current copy of your business report
- Order forms + “Which Products and Services Do You Currently Use?” (CHECKLIST) sheet
- Clipboards, paper, and pens
- Several chairs placed in a semi-circle (if five or fewer attend, you can sit around the kitchen table)
- Your calendar or dayplanner

Carry Them with You

Always have the *Delivering Wellness* booklet and your agreement forms handy to use for an unexpected enrolling opportunity. Keep extras in your car, briefcase, or handbag.

Customer Membership Agreement Form

Address

Tell your new customer, "On this form, you're indicating the address where you want your monthly order shipped."

Backup Order

"We have a great program that helps ensure that you'll never lose your Preferred Customer status. It's the Backup Order. You can preselect your favorite products. If you forget to shop, this Backup Order will help ensure you continue to enjoy your Preferred Customer discount and benefits"

Handling Payment Information

"When you call in, you are asked for your ID. Then you'll place an order at the Preferred Customer discount of 30%–40%. The Customer Service Representative will review the products you ordered, the quantity, and the cost, and then you will hear how many Product Points you have. Product Points are used to calculate Loyalty Shopping Dollars and commissions for Marketing Executives. After your first five months, 10% (12% CDN) of the total Product Points will be deposited into your Loyalty Shopping Dollars Account to be used later for free products.

"Will it be more convenient to bill your credit card or your bank account? If you want it billed to your bank, I'll need a voided check. Melaleuca bills the bank directly, and you'll see the charge on your monthly statement. Most people use both so they can choose which is best for them each month."

Enroller & Marketing Executive Blanks

Say, "This shows who enrolled you, which in our case would be me. The Marketing Executive is who earns a commission when you buy products"

Melaleuca MARKETPLACE

Talk to your customer about the benefits of the *Melaleuca Marketplace*, *MyMelaleuca*, and many other services. You will find more information about them in your Membership Kit. Get members-only savings at more than 650 retail partners. Visit www.melaleuca.com and click on "Marketplace"

Signature

Have the new customer sign the form, then move on to the Marketing Executive Agreement.



Marketing Executive Agreement

Check off the appropriate level of participation (category level) on the Marketing Executive Agreement and ask, “Where would you like your checks to be sent?”

Address

Fill in the address and other information. If this is the same as the Customer Membership Agreement form, offer to fill this part in for each enrollee.

Social Security / Insurance Number

“Your Social Security number is blacked out on everything but the original form that is sent to the company, but having it allows the company to send you ‘Thank You’ checks for referring new customers. When you call the company, you can use your Social Security number or your phone number as your ID”

Membership Kits

If you’re giving your new enrollee a Membership Kit, write in the number of that kit on the form.

After Determining the Enrollee’s Category

After you’ve determined the enrollee’s level of interest, have them sign the Marketing Executive Agreement form (either in person or via fax).

Caree & Value Packs & HCPs

Mark the Career & Value Pack & HCPs section. Call this in to the Customer Service Representative as an order.

Double Check

Check both forms to see that they are complete and that the carbons are readable.

Select Marketing Executive

The Marketing Executive is the person under whom you are directly placing your new customer.

Send In Your Paperwork On Time

Melaleuca must receive the paperwork by the last day of the month, by fax or mail. It’s a good idea to verify the receipt. Send in your paperwork before the 25th of the month so that customers who shop can qualify for Loyalty Shopping Dollars.

Various Presentation Methods

In-Home

At the in-home *Delivering Wellness* presentation, you have the unique opportunity to talk and meet with each prospective customer. When you present in person, you develop relationships of trust. In-homes give new Marketing Executives the chance to watch and learn from your presentation style—your body language, tone of voice, presence and procedures, and close. By watching, they can duplicate your actions in the future when they begin their own *Delivering Wellness* presentations.

One-on-One

These presentations are best for those times when you have the perfect opportunity right in front of you and can’t afford to wait. For example, suppose you meet someone on the airplane who has all the signs of being a perfect Melaleuca customer or Marketing Executive. This is a great time to pull out your *Delivering Wellness* presentation and proceed - OR, offer to e-mail the 69-Pg PDF OVERVIEW.

Telephone

Conference calls help you to help your new Marketing Executive experience early success. This method is useful when you don’t live near your Marketing Executive or the new prospect, and to wait for future travel arrangements would not be wise. It’s best to send a *Delivering Wellness* booklet to the prospect first, so they can follow along, and then you conduct the presentation on the phone with your new Marketing Executive the same as you would in person.

Online

An online *Delivering Wellness* presentation can be very effective when working with individuals throughout various parts of the country.



"One of the best activities guaranteed to bring results is the 48-Hour Follow-Up session. It is proven to create quality enrollments and sustained growth. Businesses that consistently hold 48-Hour Follow-Up sessions have higher average commissions, higher average growth rates, lower attrition, more Career and Value Pack purchases, and more duplication through advancement."

*McKay Christensen,
President, Melaleuca*

Activity FOUR:

Hold [48-hour] Follow-Up STRATEGY Sessions

The 48-Hour Follow-Up is a meeting scheduled to be held within 48 hours of enrollment to help [Customers](#) become more familiar with Melaleuca and the shopping experience and for [Marketing Executives](#) to begin building a successful Melaleuca Business (the STRATEGY Session). In a follow-up session, the enroller introduces their new business builder to Melaleuca by answering questions, explaining the shopping process, teaching about the products, and often helping the new enrollee to start shopping. It's critical to have your new Marketing Executive sign up for their free 60-day trial of MyMelaleuca. Give them an assignment and then follow up to make sure they are on the right course for success!

During your follow-up session, help build your new Marketing Executive's contact list, do some role-playing, set appointments, and schedule a date for their first in-home. Teach them the basics of the Seven Critical Business-Building Activities, help them learn the ropes, and build their confidence and success. Set a date to advance to Director and work side by side with them to achieve their goal.

The 48-Hour Follow-Up gives enrollers an opportunity to team up with new Marketing Executives. An enroller can help a new team member establish a contact list, schedule appointments, and do presentations. What the enroller does in the presence of the new Marketing Executive will duplicate throughout that new Marketing Executive's organization.

"Melaleuca is a relationship business. You build relationships when you follow up. In follow-up sessions, you learn more about the business builder, and they learn more about you. They get a sense of your commitment and passion. This causes them to want to be the same way."

Jeff Miller, Corporate Director II, Florida

Customer Follow-Up Checklist (Category 1)

If your new customer has selected Category 1, follow up with them in person or on the phone each month for at least three consecutive months. During the follow-up, you'll want to establish a relationship that will ensure the customer's satisfaction and commitment to Melaleuca.

Month One

- ☐ Thank the customer for their time and commitment.
- ☐ Review favorite products and any other questions.
- ☐ Explain the monthly Product Point order, Preferred Customer benefits, and Backup Order.
- ☐ Tell or remind them about Loyalty Shopping Dollars, and encourage them to use them to try more products.
- ☐ Complete the enrollment and the first order, if you haven't already done so.
- ☐ Perhaps invite them to a larger product-focused Melaleuca event.
- ☐ Share a product experience and reinforce their purchase decision.
- ☐ Follow up when their products arrive to help them know how to use them.

Month Two

- ☐ Call to ask how they enjoyed the products.
- ☐ Share a compelling product experience with them.
- ☐ Remind them about the Loyalty Shopping Dollars.
- ☐ Suggest they use these to try new products "for free."
- ☐ Offer to help place their second order.
- ☐ Thank them again for their time and commitment.
- ☐ Tell them you'll check back with them next month.

Month Three

- ☐ Share a compelling product experience.
- ☐ Remind them about the Loyalty Shopping Dollars—suggest a new product they may try.
- ☐ Thank them for placing their order.
- ☐ Offer to help them customize a Select Pack.
- ☐ Tell or remind them about *Melaleuca Marketplace*: savings with *Retail Partners*, *MelaCom™*, *Health Care Savings Program*, *iGlide.net®*, *Melaleuca Credit Card*, and *Vehicle Savings Program*.
- ☐ Invite them to a larger product-centered meeting.
- ☐ Invite them to consider the option of earning some extra money.
- ☐ Stay in touch—lives always change.

in the 48-hour follow-up... (category 2 and 3)

Answer any questions your new enrollee may have about Melaleuca.

Recommit Them to a Category

Go through the three categories once again, explaining each in detail, and reconfirm the enrollee's choice.

Explain the Monthly Product POINT Order

Depending on the category, your new enrollee will sign up for either the 35+ Product Point or 75+ Product Point order. Explain each of these and help the new customer commit to one or the other.

Review Preferred Customer Program (and Backup Order)

Clearly explain all of the benefits of being a Preferred Customer. Show the new customer all the services and benefits now available to them, emphasize the Preferred Customer discount on Melaleuca Products, and the 100% satisfaction guarantee. Take some time to explain the Backup Order, and be sure to mention the advantages—the new enrollee will never have to worry about his Preferred Customer status, even if he does happen to forget to shop one month. Finally, explain Loyalty Shopping Dollars, and remind the customer that to redeem these they must first place a minimum 35 Product Point order.

Order a Career, Value, or Pacesetter Pack

This is a good time to explain the benefits of ordering a Career, Value, or Pacesetter Pack. It's the best way to try a large selection of products, to develop compelling product stories, and to convert their home as quickly as possible, and at the best price possible.

Discuss Your Enrollee's "Why"

Review the written "why" your enrollee has created. Spend time talking with them about it, and ensure them that this will motivate them to build their business. Ask them questions such as, "Where do you want to be a year from now? Five years from now? Why is that important? What will that allow you to do that is not currently possible?" The more emotional ties to their goals, the more they'll be likely to achieve them.

Submit New Customer Membership

Agreement for DIRECTORS

If your new Marketing Executive is a Category 2–3, they should plan to achieve Director in their first month. Therefore, they may want to commit to 75 Product Points (rather than 35 Product Points) to help qualify for Director-level incentives and additional Loyalty Shopping Dollars. Make sure this option is selected or fill out the proper form for this qualification.

Review the Pacesetter Program and Compensation Plan

Help your Marketing Executive understand that there are significant bonuses available if they move quickly in their advancement. Explain the bonuses available at each status advancement in both the Pacesetter and regular compensation plans.

Additional Tools

Check your *Leadership in Action* magazine for these helpful tools and more:

1. Marketing Executives can learn from successful Melaleuca leaders by subscribing to the B.E.S.T. series. This 12-month subscription is available on CD. You'll receive a new one each month, narrated by one of Melaleuca's top Marketing Executives and covering various aspects of building your business. It's a great way to learn from the best.
2. To help you conduct your 48-Hour Follow-Up sessions, Melaleuca offers The 48-Hour Follow-Up brochure. This tool has one page devoted to the enroller checklist and another to the new customer checklist. The brochure is perforated so the enroller and new customer may each have a copy.

"Growth starts with a resolution to treat your Melaleuca business like a business. That doesn't mean you have to work full-time, but in the time you do spend in Melaleuca, you need to treat it as seriously as you would treat your job or your own business."

Alan Pariser, Corporate Director V, Florida

“Getting the job done at Melaleuca is more than just making a presentation and enrolling the customer . It includes a critical step: the customer follow-up . In fact, if you're the type of enroller who stops working with your customers after sending in the paperwork, you really mean: ‘Oh, I want to enroll you, but I don't care about keeping you shopping in my business in the long term.’”

*McKay Christensen,
President, Melaleuca*

“I wish I had grasped early on how important the principle of follow-up is. When I started, I was afraid to call people back because I was afraid they were going to cancel, or they were going to say they didn't like the products. But now that's one of the most fun things we do is follow up with people because we get to hear about how excited they are about the products and how much they love the company”

*Fabricio Nobre,
Executive Director IX, California*

Business Hours

Determine the hours your new Marketing Executive wants to spend working their Melaleuca business . Make this as specific as possible . Have them get out their calendar and choose particular days of the week . This will not only help them to follow through on their commitment, but will help you to “match their energy” with your efforts .

Contact List

Review the Marketing Executive's contact list . Be sure they have at least 100 names . If not, help them jog their memory to finish the list . (Use the hints and suggestions in this booklet, page 11.)

Create an Action Plan

Create a calendar for the next several weeks, and set a goal for the number of personal referrals for each week . Coordinate times to work together for training and practice . Schedule three to four possible dates for upcoming in-home presentations . Set a deadline for achieving Director status . Explain to your new Marketing Executive that they have one chance to create their story, and then they will tell it to others in their group over and over again . How will they feel if they are able to tell others that they achieved Director in two weeks? In one week? What will others think when they hear their story?

Practice Approaches, Set Appointments

Assist your enrollee in setting appointments . First, role-play with them . Pretend to call them for an appointment and show them how to handle the call . Once you have practiced a few times, help them to make some calls and set up appointments . Help them follow up with their new customers .

Order Extra Membership Kits

If your Marketing Executives are going to advance to Director in a month or less, they will want to have extra Membership Kits to give their new customers, as a new customer should receive a Membership Kit immediately after the *Delivering Wellness* presentation . Encourage Marketing Executives to order Membership Kits for the upcoming appointments or to purchase the Pacesetter Pack with 10 Membership Kits and a Value or Career Pack .

Explain Fast Track and Suggest Future Meetings to Attend

Invite your new leader to a Fast Track meeting and other big training events held either locally or sponsored by the company . Explain how Fast Track and teaming up with other leaders can help them build a strong Melaleuca business quickly .

Review Everything

Allow your new Marketing Executive the opportunity to ask you any questions they may have regarding the information you have shared with them . Remind them that Melaleuca provides support materials to help them succeed, and that you are always there to answer their questions .

Activity FIVE:

Celebrate SUCCESS

*Celebrating success is really a way to inspire people to set goals and achieve more than they **EVER** thought possible.*

Celebration: It's Really that Important

The mission of Melaleuca is to help people reach their goals . To inspire and motivate people to that end, you must celebrate their accomplishments.

Melaleuca thrives on celebration! From the smallest of achievements to the largest ones, from enrolling one customer to achieving Corporate Director, leaders need to feel good about what they're doing. When that happens, motivation increases, excitement grows, and abilities expand. In addition, celebration encourages repetition and helps establish great business-building habits.

The following are several reasons why celebration is crucial to the success of your Melaleuca business:

Celebration Causes Duplication

What gets celebrated gets duplicated! Most new enrollees come to Melaleuca with a high level of enthusiasm . Celebrating success along the way helps sustain and refuel that level of energy .

Recognition Is a Proven Motivator

We all love to be recognized for our accomplishments . Whether it's a pat on the back, a high five, or a note saying, "Job well done," all forms of recognition create positive reinforcement. Often, when someone else notices what we've done, we're more likely to keep striving and pushing harder than ever . Rewards—whether material, emotional, or spiritual—are what make all the hard work worthwhile.



Sharing Success Builds Team Loyalty

As a business builder, your goal is to build a cohesive team. A big part of that process is celebrating your team's success. Through these celebrations, you experience a strengthening of relationships, you feed off one another's energy, and you create a synergy that helps each of you work more effectively together than you would alone. Visit the Recognition Center at www.melaleuca.com/recognition for more information.

Celebration Creates Repetition

When people are rewarded for success, they tend to repeat the actions that lead them to that success. This is especially important in building a strong Melaleuca business. When you take time to reward and recognize the right types of activities, your team will be more likely to repeat these activities, creating greater success. Rewards endorse the specific actions, behaviors, and values that you are striving to teach.

In Melaleuca, Relationships Count

Melaleuca is a relationship business. By meeting new people, discovering their goals, and helping them reach those goals, you experience success yourself. Listen to your customers in your organization. Find out their strengths and weaknesses. Discover their dreams and goals. Sit down with them and show them the path to achieving those goals, then celebrate with them along the way.



Measurement Is Key to Celebration

By creating definite measurements for success, you have an "excuse" to celebrate each time one of those measurements is reached. Without some sort of measurement, celebration would seem trivial and meaningless. Here are some measurable activities you can celebrate:

1. Achieving individual business goals
2. Gaining personal enrollments, achieving advancements, and demonstrating leadership
3. Accomplishing goals in a Fast Track or other group-oriented activity

Celebration Encourages Goal Setting + Measurement

If you want to celebrate achievement, you must be able to measure a person's accomplishments to reward them accordingly. That's why Melaleuca has created a goal center at Melaleuca.com. This site allows you to set goals and encourage others to achieve their goals. When you set goals, you create instant measuring devices for celebration. Reach one of your goals, and it's time to celebrate.

Celebrate This!

What you celebrate is ultimately up to you. Certainly the two most obvious events are personal enrollments and developing Directors. However, you can celebrate whenever you feel it's appropriate, or whenever the opportunity arises for those in your organization. For some people, simply setting an appointment is cause for celebration, while for others it's best to save this celebration until they advance to Director.

Set small goals on the way to your larger goals, and when you achieve those goals, celebrate. Sometimes just determining how you will celebrate can help.

Make your celebration effective

How you celebrate should be wholly determined by who it is you're celebrating.

It takes only a few minutes to figure out what people like, what parts of the business they may struggle with, and where they need encouragement. Once you've done that, celebrate with them in a serious manner. Tell them just what they did that was successful. Be specific. Tell others about the hard work you've witnessed. Let them know that you noticed their efforts. Your words and encouragement will likely mean more than any reward you can come up with. Attach a suitable reward on top of that and you'll create a moment in that person's life they will treasure for a long time.

Ways to celeBrate	hoW toceleBrate
Call	<ul style="list-style-type: none"> • Call the enrollers in your business. Let them know that you care, that you notice what they are doing. Simply say “congratulations” or “thank you.” • If you don’t reach them on the phone, leave a message congratulating them. • Thank your customers for shopping. Share a positive product experience with them. • Call to congratulate a Marketing Executive on their advancement.
Send a card or note	<ul style="list-style-type: none"> • Send a nice card to those who have advanced. • Send a card to new customers thanking them for joining your team. • Send a card encouraging new business builders to reach their goals.
Email	<ul style="list-style-type: none"> • Write a quick email to build someone up—let them know how hard they’ve worked. • Send the email to your entire organization—ask others to reply to the celebrated person.
Have dinner out	<ul style="list-style-type: none"> • Take your new Director out for dinner to their favorite place.
Director’s dinners	<ul style="list-style-type: none"> • Invite everyone in your organization who has achieved Director status out to dinner. Rent out a banquet room, cater some food, put together plaques and award certificates, and enjoy the evening.
Meeting recognition	<ul style="list-style-type: none"> • At every meeting, take a few moments at the beginning to recognize achievement. Say something, have the person stand up, let others applaud, hand out small prizes, and give time for public recognition and encouragement.
Send flowers	<ul style="list-style-type: none"> • Send a nice bouquet when they become a Director or Senior Director. • Send something small during the holiday season.
Large celebrations	<ul style="list-style-type: none"> • Have an evening by the lake with a barbecue and boat rides. • Take everyone to the fun park. • Roast a pig outdoors and have horse rides.
Fast Tracks	<ul style="list-style-type: none"> • Give Melaleuca products, other small gifts. • Invite people up in front of the room so all members can recognize and see them. • Create an atmosphere of celebration and goodwill for all members present. • See more in the Activity Six summary.
Open house	<ul style="list-style-type: none"> • Conduct an hour of training followed by a potluck. • Honor business builders, recognize success. • Let everyone share what’s working and what’s not.
Meeting after the meeting	<ul style="list-style-type: none"> • After a business meeting, meet at a favorite restaurant or ice cream parlor. • Talk over what went on in the meeting. • Create energy and synergy.
Conference calls	<ul style="list-style-type: none"> • Once or twice a month, arrange a conference call. • Ask someone to conduct it who can give experienced training. • Use the first 10 minutes to recognize achievement by all who are on the call.
<i>(Continued on next page.)</i>	

Ways to celeBrate	hoW toceleBrate
Leadership retreat	<ul style="list-style-type: none"> • Set up a retreat in a removed location. • Take your top leaders. • Participate in team-building activities. • Listen to audio recordings, watch video clips. • Take time to relax and socialize in a peaceful atmosphere. • Plan, set goals, strategize.
Immediate goodies	<ul style="list-style-type: none"> • When something great happens, break out the <i>Access™</i> and <i>Attain™</i> bars. • Make a run for low-fat frozen yogurt. • Order pizza.
Traveling trophies	<ul style="list-style-type: none"> • Create a traveling trophy that's awarded to a selected individual (or couple) each month. • Define the criteria and involve your leadership team in determining the winner.
Make a fool of yourself	<ul style="list-style-type: none"> • When a goal is achieved, take a pie in the face, eat spaghetti with no hands, sing a song, dress in mismatched clothes.
Take pictures	<ul style="list-style-type: none"> • Take a picture of your new Marketing Executive being congratulated by you or another leader. • Frame it and give it to the person.
Gift certificates	<ul style="list-style-type: none"> • Give a gift certificate to a favorite restaurant, store, the movies, fun park, or for a massage.
Balloons	<ul style="list-style-type: none"> • Send a collection of balloons to the person's place of work or home. • Give balloons as a prize at meetings.
Group outings	<ul style="list-style-type: none"> • Go to a ball game, a theater show, a concert.
Give tickets	<ul style="list-style-type: none"> • Give tickets to games, concerts, shows.
Give Melaleuca products	<ul style="list-style-type: none"> • Give products. • Give merchandise. • Give business-building tools. • Give product brochures or information packets. • Give the <i>Delivering Wellness</i> flip chart.
Hold contests	<ul style="list-style-type: none"> • Announce a contest to win a trip to the annual Melaleuca Convention. • Let everyone know the criteria. • Award the trip at an evening meeting or dinner.
Post a cheer	<ul style="list-style-type: none"> • Log onto the Business Center to send words of encouragement to those in your organization

Activity SIX:

Always Be involved With 'Fast Track'

What is a Fast Track?

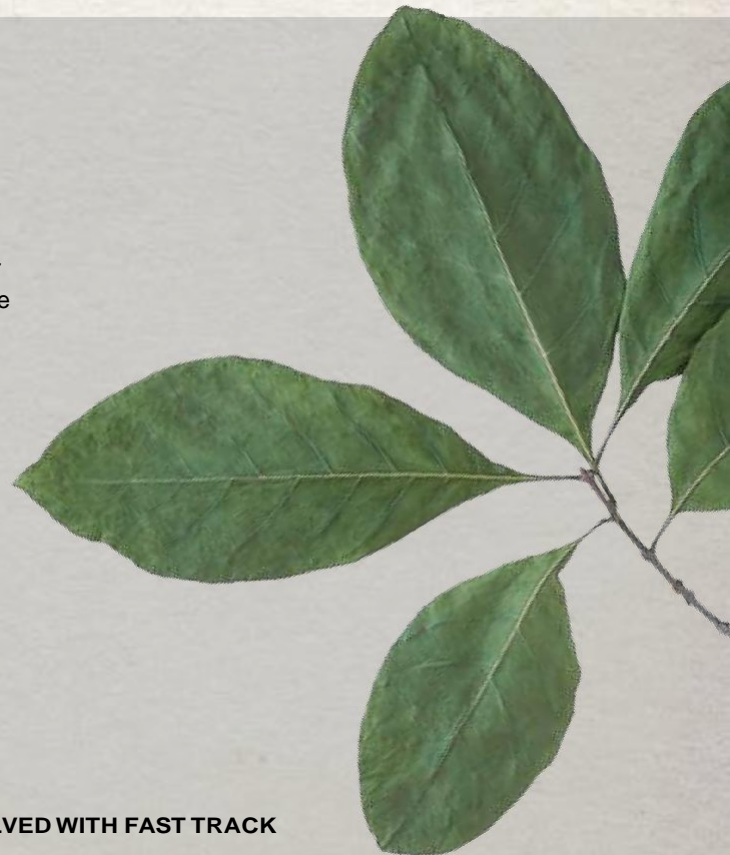
A Melaleuca Fast Track is a results-driven program designed to help your organization grow. A series of meetings lasting between four and six weeks, the Fast Track helps participants set goals, create action plans, implement those plans, report results, and celebrate success. Team leaders provide motivation, support, and training, and facilitators organize the schedule and recognition awards.

5 Essential Activities Make Up the Core of Every Fast Track Event

1. Assess the business and set goals. Fast Track participants determine where they would like to be by the end of the Fast Track period. Specific goals include number of enrollments, status level achieved, number of Career and Value Packs sold, number of appointments set, and in-home presentations completed.
2. Create an action plan. Each participant—with the help of the team leader—creates a detailed action plan for how they are going to achieve their goals. Using a calendar, they determine what day and time they are going to set appointments, hold a *Delivering Wellness* presentation, report to their team leader, and more. Only by creating this very detailed plan do goals become tangible.
3. Implement the plan. After the Fast Track meeting, the participant follows through on their action plan, tallying their results and reporting to their team leader on schedule.
4. Report and celebrate success. Each week, team leaders report results for their teams. Most often, the results involve enrolling customers and developing new Directors. Those activities that meet the criteria for success are recognized.
5. Train and develop leaders. Take 10–15 minutes of each Fast Track meeting to conduct training on the Seven Critical Business-Building Activities. When conducting your training, remember to briefly explain, demonstrate, practice, and evaluate.

Where Should I Have the Fast Track?

Hold your Fast Track anywhere that is conducive to group interaction. For smaller Fast Tracks, the home is usually the best place. For medium or large Fast Tracks, use a small conference room or meeting room. Melaleuca does not recommend that you spend a lot of money on the meeting location itself. The focus of the Fast Track should be on the critical activities to grow your business, not on the room décor.



Basics of Successful Fast Tracks

Time: The Fast Track is designed to run during the calendar month and should be scheduled on the same day, at the same time each week (always start on time). Consistency is vital to success.

Who: Include committed Marketing Executives who work closely with one another in their businesses (e.g. your personally enrolled customers).

Teams: Teams usually consist of 8–10 members. There is no limit to the number of teams, as long as you can manage the group size.

Leaders: As a general guideline, team leaders should be Director II or above, as they need to have experience at personally enrolling customers and developing Directors. These leaders should also be organized, accountable, and willing to put in extra energy and effort to keep the team focused on goals.

Fees: You may need to charge a fee for participation. This money helps provide recognition prizes and offsets any other related costs. These fees should not exceed \$25 per business.

Product Experiences: You should start every meeting with a product experience.

Goals: Goals should be set the first week and revised or added to each following week.

Action Plans: After participants set goals, they should put an action plan into place to help reach those goals.

Celebration: Personal accountability and reporting happen on a weekly basis. The facilitator establishes a recognition system and rewards everyone's accomplishments. Celebration of success is a key part of each weekly meeting.

Participation: Once the last week is concluded, participants should be encouraged to attend the next Fast Track.

Guidelines for Host or Facilitator

1. When you host, there are certain roles you must assume.
 - Lead the group by energy and example
 - Send out reminders of the meetings, and send follow-up emails after the meeting reminding people of their goals
 - Be prepared to conduct training
 - Come each week with new ideas and lots of enthusiasm to share
 - Have a positive, fun, and exciting attitude
2. Make Fast Track a results-based, meaningful experience.
3. It takes time to work out a Fast Track format that is right for your group; don't expect it to be perfect on your first try.

Guidelines for Conducting Meetings

1. Be on time
 - Award points for being on time or hold on-time prize drawings
2. Attend all meetings
 - Every meeting is essential for full benefits
 - Each person who attends all meetings may receive extra bonus points
3. Keep all commitments
 - During the Fast Track, you'll be asked to make commitments such as calling your group leader at a certain time each week and completing the goals you have set for yourself
4. Be courteous
 - Everyone should be courteous to whomever has the floor
 - No side talking or interrupting
 - Be constructive in your comments; don't take the team off task
5. Report all totals accurately and before the deadline
 - Helps things run smoothly
 - All totals for the week must be called in by a prearranged deadline to the team leader



Fast Track Agenda

Week One

Welcome and Expectation

Take a few minutes to welcome your participants. Explain that Fast Track is an action program designed to help organizations grow by enrolling customers and developing Directors. Conclude the welcome with product experiences and announcements.

Training and Role-Playing Activities

Training should be concise (10–15 minutes) and activity-based. Role-playing can be very helpful to participants. Remember to explain, demonstrate, practice, and evaluate.

Weekly Goal Setting and Call to Action

Marketing Executives involved with the Fast Track must set weekly goals. Help them assess their current business status and determine where they would like to be and what they would like to accomplish. Once a goal is set, help them set up action plans made up of specific activities they will need to perform to reach their goals.

Implementation

Define specific times, places, and activities for the next week that will help participants complete their action plans. Each team leader should be responsible for assisting and mentoring their teams throughout the week.

Report

By setting goals and being accountable to those goals, participants will be able to focus on specific activities such as personally enrolling new customers and developing new Directors that will help their organizations grow.

Challenge

Weekly Fast Track meetings should end with a challenge that is specific to the next week. Break down the goal into accomplishable steps so the participants know exactly what they need to do during the next week to grow their businesses.

Subsequent Weeks

Celebration: At the beginning of each Fast Track meeting, spend time recognizing individual participants and teams for their accomplishments.

Training and Role-Play Activities: Conduct another training and/or role-playing exercise. Be careful to keep it under 15 minutes.

Weekly Goal Setting and Call to Action: Follow the same plan as the first week in goal setting and action plans. Have every participant go over his or her goals and make adjustments as needed.

Challenge: Challenge every team with goals for the next week.

the fast track process

Assess Business/Set Goals

- Where am I today in my Melaleuca business?
- What areas in my business need improvement?
- What is my next most immediate goal?
- What part of that will I achieve during this Fast Track?
- Who will I work with to achieve these goals?

Create an Action Plan

- How many calls do I need to make?
- How many *Delivering Wellness* presentations do I need to do?
- How many in-homes will I plan?
- Who will I work with?

Implement

- Team captains calendar the week.
- Compare schedules and booktimes.
- Plan an in-home.
- Help each member set appointments.
- Plan times to talk and follow up daily.

Report and Celebrate

- Let people know exactly what activities will be rewarded.
- Hold people accountable and keep track of results.
- Make sure everyone reports on time.
- Reward as many people as possible.
- Make it fun.

Concluding Week

Celebration: You are now prepared for the best and most important part of Fast Track. Using the results reported by the Fast Track teams, recognize and celebrate the individual and team accomplishments. Make this exciting, filled with applause and recognition for a job well done!

Training: Conduct the typical training session, perhaps tailoring this training to answer any final questions .

Invitation: At the conclusion of your Fast Track, be sure to extend an invitation for the next Fast Track . If you have prepared prizes for the next Fast Track, announce those prizes. Review the accomplishments that were made during this Fast Track (such as number of new Directors, total number of new customers, etc.). Make sure any newly enrolled Marketing Executives who are committed to becoming a Director are invited to participate in the next Fast Track.

“Fast Track helps you stay focused week after week. If you ask our leaders about the ‘secret’ to their success, many will tell you that the answer is Fast Track—not only for themselves but for their entire organization. No one works harder than these leaders.”

Frank L. VanderSloot, CEO

Role-Playing and Getting Results

Following are several role-playing suggestions for you to try in your Fast Track.

Contact List

- Give your team three minutes to write down all the people they know who have the letter “J” in their name, all the people they know in the computer field, or use the Contact Suggestion List provided in this booklet.
- Break the contact list into categories. For example: past, present, and future contacts; A (really interested), B (might be interested), and C (customers only) contacts; or come up with your own system to organize your list.

Contact List

- Have team members write down a profile of someone on their contact list . Does she need more time with family? Does he work too many hours a week? Are they struggling to pay bills? See how much information each member can recall.
- Hold a phone party to set appointments.

Presentations

- Break up into groups and have each participant present two or three pages from the *Delivering Wellness* presentation . The other members of the group give kind but honest feedback on the style, tone of voice, pacing, and body language of the presenter .

Regularly Scheduled Fast Tracks

Many successful Marketing Executives conduct regularly scheduled Fast Tracks every week. For example, the Fast Track is scheduled every Friday at 7:00 p.m. at the same location. The advantages are:

- No need to make numerous calls to invite—once you have these running, the word gets out.
- No need to shuffle everyone’s schedule to fit—everyone knows to keep the same night open each week .
- No need to plan weeks in advance for time and location—you know where and when it’s happening every week .
- The Fast Track remains an open invitation for anyone who might be interested in teaming up to build their Melaleuca Businesses.
- This plan also works for regularly scheduled *Delivering Wellness* presentations .

Tips: Fast Track Phone Parties

- Select a night and time when phone calling will be most productive .
- Break your teams into groups of 4–10 people, each with a phone .
- Choose one person to make the first call, then pass the phone around the table so each person has a turn .
- Briefly celebrate each appointment set.
- Remember to coach one another on ways to overcome those concerns .
- Keep the environment fun and full of support.
- Track the results using a tally sheet.

Guidelines for Earning and Awarding Points

Enrollments

- An enrollment counts only if 1) all the paperwork is completed, 2) the enrollment has been called into Melaleuca, 3) an order is placed, and 4) a Membership Kit has been purchased.
- You must bring the complete paperwork to the meeting and show your team leader in order to receive points .

Personal Directors

- Every time a team member personally enrolls and develops a Director, he or she would receive additional points.

Team Enrollments

- If all team members enroll at least one Preferred Customer in any given week, each person may receive bonus points.

Fast Track Enrollment

- Points may be given if a new Marketing Executive (in the Marketing Executive's organization) enrolls in an upcoming Fast Track.

Career / Value Pack / HCP

- Points are given whenever a Career or Value Pack is ordered by a new customer . The order must have been placed with Melaleuca .
- The person who receives these points is the same person who would receive the \$30 or \$50 bonus (either the enroller or the assist).

Shop Early

- Bonus points may be given if the business builder orders before the 15th of the month .

Track Results & Recognize Achievements

Use a points system during the course of the Fast Track to track results and identify those who should be recognized. You will need to set point values for productive activities that can be accurately measured . The following are suggested activities that could earn points:

- Actual enrollments
- Extra points for Circle of Influence (4–7 enrollments) and Expanded Circle of Influence (8 or more enrollments)
- Career and Value Pack purchases
- All team members enrolling
- Goal setting with mentor
- Attendance
- Participation
- Others as you deem appropriate



"I work hard with leaders in my organization who are also making the decision to build a business, and we start investing in each other's lives. If you want to work with committed individuals, you must care as much for their success as you do your own."

*Rebecca Connor,
Corporate Director III, Maryland*

Activity SEVEN:

Lead By Example

Melaleuca business leaders lead by example because they know their actions are usually duplicated by those in their organization. Are they professional, product-centered, and positive? If so, others will duplicate their actions. Are they disorganized, demanding, and late to meetings? If so, others will observe and duplicate those actions as well.

Think of someone in your life who has been a great leader. If they were a great leader, they probably led by example. Typically, when we see someone who displays all the characteristics we would like to have, we are highly motivated to copy that person and thereby learn those skills ourselves.

According to actor Will Rogers, "People's minds are changed through observation and not through argument." As you go forward in all your Melaleuca activities, remember—your people are watching you. Set a good example!

Your first two months as a Melaleuca Marketing Executive are critical. You get only one chance to create your story—make it as great as you can! Later, when you're referring new customers and trying to encourage them to build quickly, they'll want to know how you did it. You'll be telling your "getting started" story over and over again, so it's important to set your sights on reaching Director in your first month, and Director II in your second month.

Convert Your Home to Melaleuca Products and Services

What would you think if the CEO of Ford Motor Company drove a Toyota? If your favorite Mexican restaurant cook chose Taco Bell for lunch? Wouldn't you have a difficult time purchasing anything from these people?

After joining Melaleuca, immediately convert your home to Melaleuca products and services. Learn everything you can about them, and get in the habit of consistently sharing product and service information with others. The people in your organization will follow your example and convert their own homes, spreading a powerful belief in the products and the services, building a strong business foundation.

How do you convert your own home? It's simple: Throw away all the products you currently use and replace them with Melaleuca products and tell people you only use safe and effective products in your home now. Then discontinue all of the services you currently use and replace them with Melaleuca services. Enjoy savings, greater customer service, and potentially greater earnings with Melaleuca services. In fact, it's proven that Melaleuca customers who participate in at least one of Melaleuca's services will double their longevity compared to those who don't participate.

Purchase a Pacesetter Pack

When you enroll, purchase a Pacesetter Pack. Then you can convert your home quickly and gain eligibility for extra bonuses. The Pacesetter Pack includes a Career or Value Pack and 10 Membership Kits for when you refer your first 8–10 people—that way they leave with the information in hand. These actions will get you off to a fast start and serve as a good example for up-and-coming business builders. As a result, they will build their business the same way.

Show Your Commitment

Spend significant time following up with new customers and prospects. Make telephone calls, send emails, write notes, or stop by to visit. The more involved you stay with your organization, the more motivated and encouraged people will feel. They will see your strong commitment to them and to the company, and, best of all, they will learn from your actions and do the same for the customers in their organizations.

Drive Results

If you don't get results in your business, not much else matters. Good leaders are those who are focused on delivering results. They continuously drive results in their organization.

The Ability & Tenacity to Produce Results

Leaders aren't prone to excuses. No matter the situation, they somehow seem to achieve results month after month, year after year. Committed and hard working, they don't let outside influences determine their fate. They know that with some extra effort and positive action, they can make it happen.

Responsibility

Leaders are willing to take on the responsibility and go the extra mile to get the job done because they feel a strong responsibility to themselves and to others in their organization. When everyone else has given up, the strong leader goes that one extra step to create success.

A Drive for Excellence

Leaders have an inner motivation for excellence. Something inside drives them to continually improve. As a result, their presentations shine, they achieve more and more enrollments, and they create secure relationships with others in their businesses.

Goal-Oriented

Most achievers have a clear idea of what they want out of life, and they take the most efficient route to go after it. That means setting clear goals and developing a step-by-step action plan to achieve those goals. Write down your goals, even the smallest of them, and continue to revisit and revise every month, every week, every day. You'll be much more likely to stay on track as your business grows.

Hard-Working

Successful people enjoy their work. They work with a total involvement that seems to shut out everything else. There is no such thing as easy money. Success takes hard work and people who are willing to do it.

Caring

Melaleuca leaders have a true and sincere concern for the others in their organizations. They know that through helping others succeed, their businesses will prosper. Have you noticed that most successful people are friendly and people-oriented? This endears them to others and enables them to lead others to accomplish the task. Melaleuca's President, McKay Christensen, reminds Marketing Executives, "Sometimes in life we are faced with challenges—challenges happen every day. We miss what is really important. Are you taking the time to recognize the people who are working hard in your organization? Perhaps if your business isn't growing as you expect, this will provide some much-needed nourishment"





Attend all Melaleuca Meetings

As a Melaleuca leader, you should set the example by attending and supporting all Melaleuca meetings. Not only do they offer you inspiration, ideas, and the training you need to grow your Melaleuca business, they give you the opportunity to develop a reputation as a supportive, involved Melaleuca leader whom others will want to emulate.

“Attend all Melaleuca meetings,” says CEO Frank L. VanderSloot. “Even if you have heard it all before, your presence adds to everyone else’s experience. Our culture needs to be one where, if there is a Melaleuca meeting in your area, people can count on your support”

What meetings are available to you? Check the Business Center at Melaleuca.com/businesscenter for a complete list of Melaleuca meetings. Organizations are always creating their own meetings, led by experienced Melaleuca Marketing Executives and attended by business builders all over the area. If you find you need more meetings, by all means, create one yourself!

Convention: Melaleuca’s Convention is the most important event of the year for your business. Inspirational speakers, new products, and workshops allow Marketing Executives to learn how better to build and grow their Melaleuca organizations. In addition, you’ll see entertainment, hear important announcements, receive valuable product information, etc. No Marketing Executive should miss this event. Visit Melaleuca.com/convention.

Launches: Business launches introduce new products, promote specials, and update leaders on the sales and marketing plans for Melaleuca. Locate the Launch Meeting closest to you and be sure to attend.

Executive Director Presentations: Executive Directors frequently travel to meetings around the country. They may conduct training, demonstrate a presentation, or help others present. These meetings are valuable to all Marketing Executives because of the opportunity for sharing knowledge, techniques, and ideas.

Workshops and Trainings: Held by experienced Melaleuca leaders and members of management, these trainings are invaluable in the information and knowledge that is shared and practiced.

Monthly Company-Sponsored Conference Calls: These calls announce the promotion of the month, provide inspiration, and keep listeners informed of the latest developments.

Fast Tracks: A high-energy schedule of six consecutive meetings, Fast Track is a results-oriented program that helps business builders achieve their goals. Marketing Executives who are serious about their goals should consistently enroll in Fast Tracks. Visit Melaleuca.com/fasttrack.

General Meetings: If you know about a Melaleuca presentation or other meeting occurring in your area, attend! It’s a great way to show your support, build your reputation, share with other business builders and gather new ideas.

Your Role at Meetings

Remember, what you do gets duplicated and others are watching you at meetings. So be sure to:

- Set a good example!
- Sit in the front row
- Be on time
- Pay attention
- Help make the product display attractive
- Welcome new people
- Introduce yourself
- Tell a product experience
- Clap, cheer, participate
- Celebrate those who have experienced recent accomplishments
- Show appreciation and support

Cultivate a Positive Attitude

Two key components of leadership are attitude and integrity. Melaleuca thrives on both! Renowned leadership author John C. Maxwell teaches, "People catch our attitudes just like they catch our colds—by getting close to us. It's important that I possess a great attitude, not only for my own success, but also for the benefit of others"

Even if people are drawn to you, they won't follow you unless they know you are a person of integrity.

Maxwell calls integrity "the most important ingredient of leadership. When I have integrity, my words and deeds match up. I am who I am, no matter where I am or who I am with."

Integrity is critical to your business success because Melaleuca is largely based on relationships. Dishonesty, exaggerations, gossip, poor follow-up, egotism, and duplicity are quickly recognized and communicated from person to person in an organization. Nothing could be more detrimental to your success!

A person with integrity is a whole person—one whose actions match up with her system of values. This helps a leader to earn the trust of those who follow.

Integrity builds trust and helps people feel confident in your words and deeds. The more integrity you have, the more you can influence others. "Leaders must live by higher standards than their followers," says John Maxwell. In Melaleuca, there are no shortcuts. We cannot expect any more from others than we are willing to do ourselves.

Business-Building Tools & Guides

Following are several business-building tools and guides that Melaleuca provides for your education and information. These are also listed in your monthly *Leadership in Action* magazine. You can order these anytime you need knowledge, inspiration, and motivation.

- *B.E.S.T. Series* CDs
- *The SEVEN Critical Business-Building ACTIVITIES* card and CD-ROMs
- *All Roads Lead to Melaleuca* CD
- Executive Director Series CDs
- Corporate Director Series CDs
- *Doing It on Purpose* CD by Corporate Director VI Ed Bestoso
- *Product Training Call* CD
- *Building Your Team 2-CD Set*
- *The Flywheel Concept* CD by Melaleuca CEO Frank L. VanderSloot
- *Growing Your Melaleuca Business, Volume I*
- *Business Building Foundation Series* CD

"Don't expect to just stumble onto success. Go in search of your goals, overcome limitations, and choose to focus the use of your time on effective activities. In building a Melaleuca business, there are specifically seven critical activities that will lead to success. I guarantee that if you do them, you won't look back with regret"

Frank L. VanderSloot
Melaleuca CEO