

RETAILING

OVERVIEW

1. FIND PROSPECTS – THROUGH PHONE CALLS, LETTERS, MEETINGS, ETC.
2. PLACE THE UNIT FOR IN-HOME TEST – 3-DAY TRIAL OR 2-WEEK SAFE OWNERSHIP PROGRAM.
3. EVALUATE – CALL BACK FREQUENTLY, BUILD RAPPORT.
4. PICK UP UNIT AND GAIN REFERRALS – PICK UP UNIT, MAKE SURE YOU GAIN REFERRALS AND RECRUIT.

FINDING PROSPECTS: SUGGESTED SCRIPTS FOR RETAILING

OPTION #1: PHONE CALLS

The following script is recommended. Remember, we have refined this process with your success in mind!

Phone Script:

RRRIIINNGGG

Prospect: Hello.

You: Hello, is this _____?

Prospect: Yes

You: Hi _____ This is (your name), how are you?
I am calling you to ask for a big favor, is that o.k.?

Prospect: It depends, what kind of favor?

You: Well, I just got involved with a company named AirSource™ that offers the world's greatest technology for air purification. The company has testimonials from customers all over the country; but I need some local ones for my new distributorship. So, I was wondering if perhaps you knew somebody that smokes, or has mold or other indoor air problems that could help me by trying one of my units to see if it helps, and perhaps when I PICK IT UP if they noticed a difference they could give me a brief note on what the unit did.

(Wait for response ... If they say themselves, which they usually do, ask them to tell you a little bit more about their problem).

You: Now, (prospect's name) I DON'T KNOW if this product is going to help you with (mention the problem they have), but I would love to find out. Again, what I would like to do is place this machine in your house for 3 days and if you notice a difference, perhaps when I PICK IT UP you wouldn't mind giving me a short testimonial letter. Right now I am lending six of these units for 3 days at no cost. So it's a win-win situation ... you get to do all these purifying activities in your home for free, and perhaps I'll get a testimonial letter. What do you think?

(Wait for response)

You: Great. I'll be by your area on _____ or _____. Whichever is best for you.

You: O.K. (prospects name). I'll see you on _____ at _____ o'clock. Bye!



PLACEMENT OF UNITS IN RETAILING: THE 3-DAY TRIAL

Make sure that you bring with you the demonstration video, the survey form and an AirSource™ unit in its original box.

When you enter the house, make sure to thank them again for HELPING YOU with the survey.

- DO NOT start selling or discussing how wonderful the machine is, because this skeptical person will feel you are going to sell them something they don't want. Again, if they ask, tell them that you DO NOT KNOW if it will help them – because you don't!
- DO NOT take more than 5 minutes leaving the unit.
Place the unit where the problem is. For example, if there is mold, place the unit in the room with the mold.
- Place the unit three to six feet off the floor.
- Hand them the video and survey form, and tell them that the company is not going to charge them for allowing them to participate in all the activities outlined.
- Explain to them that you need to call every 24-hours for just a minute or two. You just need to make sure that they do not have any questions. Ask them which time of the day is more convenient for your short call (make sure you keep your calls short – remember people are skeptical!).
- Do not discuss price. If they insist, tell them that right now you are only interested in seeing if the machine is going to help – because that is the truth.
- Explain to them that it could take 3 days to condition their house and experience the benefits.
- Thank them again and leave. And most importantly, TAKE THE BOX WITH YOU. (If you leave it, they will think that you are not coming back to get it).

PLACEMENT OF UNITS IN RETAILING: THE 2-WEEK SAFE OWNERSHIP PROGRAM



The 2-Week Safe Ownership Program can be used in place of the 3-Day Trial.

The Program allows the prospect to use the unit for a longer period of time or try it themselves while also allowing someone else they know to try it. Here's the best way to approach this option:

Open the opportunity for them to try the unit by saying, "If this unit works half as well as I say it works, it can be worth a lot of money to you and your family." See if they would like to try one.

Once you arrive at their home, show them how easy it is to install, show them the 2-Week Safe Ownership Program and bring the demonstration video.

Tell them: "You have two options. One is 3 full days of trial at no cost or obligation, but most people find that 3 days is not enough. They also find that people are asking to try the unit in other people's homes so they go for the 2-Week Safe Ownership Program."

Then explain how this works: "In the 2-Week Safe Ownership Program, we go ahead and put the retail price on your credit card and if in 2 weeks you are not totally satisfied with the product, we take it back and refund your money with no questions asked."

(WAIT for a response to see which program they prefer)

Distributors who use the 2-Week Safe Ownership Program may want to become a Merchant Vendor, which can be arranged directly through Shaklee. Contact the Shaklee Customer Charge Plan Help Line at 925-924-3289 for additional information.

CUSTOMER EVALUATION IN RETAILING

Follow up with your placed prospect every 24-hours for the 3-day trial prospects and every 3 days for your 2-Week Safe Ownership prospects. Ask if they have any questions. Remind them that it can take the full 3 days for the unit to condition the home.

Be prepared that some people say they "smell" the unit. Let them know that clean air does "smell" different, like it does in nature after it rains.

Ask if they've noticed a difference and if they're performing the tests outlined in the video.

Make notes about the comments they make.

Make arrangements to pick up the AirSource™ 3000. For your 3-Day Trial prospects, NEVER leave the unit for more than 5 days – every extra day over 3 that you leave the unit decreases your chance of making a sale. For your 2-Week Safe Ownership prospects, make sure you've set up a time to return when the 2 weeks are up.

Bring your paperwork for closing the sale but make sure you put them away so you don't walk in looking like you expect a sale.

Thank them again for their time and effort. Bring out your notes and review them with the prospect (DO NOT SKIP THIS STEP). Once you have reviewed all of their positive comments, use the following 2 questions to close the sale:

1. Would you recommend the AirSource™ 3000 to other people who have similar problems to yours?
2. So, (prospect's name), after evaluating the AirSource™ for 3 days or 2 weeks (depending on your prospect), do you see the benefits that continually using it would have for your family's well being?

Record their answers and then say:

For 3-Day Trial prospects: "You know what, after hearing all this, I have to ask, why don't you keep it? We take credit cards, checks and cash." (NOW BE ABSOLUTELY SILENT!!)

If the cost is an issue, explain to them about the referral program, where they can earn the money back and it could end up costing them nothing (see referral program).

For 2-Week Safe Ownership prospects: "With all the benefits you've experienced for the past 2 weeks, I have to ask; do you feel it would benefit you and your family to keep the unit?" (Remain silent and let them answer).

Once your prospect (3-Day Trial or 2-Week Safe Ownership) has decided to keep the unit, outline the convenient auto-ship UV replacement program.