

Blueprint for SHAKLEE SUCCESS – 20/40 Plan PHASE ONE

"This Plan and Program is For Business Leaders Committed to Building Strong, Profitable Businesses. "

This is an update of the original 20-40 Plan written by Master Coordinator and OPA Founder Mary Loomis, whose spirit continues to guide and inspire us." Edited by Joanne E Nistico 2024

THE 20/40 PLAN 20 Retail Customers And 40 Members & Builders

How do you do this?

20 Retail Customers 20 @ 75 PV/Month Total Volumes: 1500 PV

The Value of Retail

Reason #1: An up-front income is vital to a new business builder. No bonus payouts - Limited Expenses

Reason #2: You learn how to present Shaklee products at retail AND... Teach your team the same values of retail.

Reason #3 Most Retail Customers later become loyal members because they love the products and the member pricing.

YOUR JOB: You provide excellent service and "follow-up."

- Educate them about "how and why" Shaklee is different.
- Explain if they like these products 1/2 as much as you think they will, you will offer them membership.
- After the first sale: Set up a Tickler file or a computer program to follow up.
- Make a file for a retail customer with a green customer card or a computer file for each retail customer.

Follow the 1 - 5 -15- 30 Day Call-Back System

- 1st Day: Write a handwritten note thanking the customer for the order.
- 5th Day: Telephone and ask if there are any questions. (Make a note of your conversation and what their needs are.)
- 15th Day: Make a personal call with your favorite protein recipe, other gifts, or additional information.
- 30th Day: Call back to see if they are ready to reorder and to offer membership.

"IF YOU DON'T HAVE TIME TO DO IT RIGHT, WHEN DO YOU HAVE TIME TO DO IT OVER?"

Contact customers once a month:

- Set up presentations whenever possible.
- Utilize the ability for online meetings, presentations, and social media presentations.
- Offer hostess gifts, door prizes, and financial incentives.
- Keep telling your customers how great your business is.
- ASK FOR REFERRALS!

These Retail customers will become your members. Continue the process until you have 40 members.

40 Members & Builders Producing Total Volume: 6000 PV

35 Members Use @ 100 PV = 3,500 PV

3 Members Use and Share @ 300 PV = 900 PV

2 Members Use, Share & Do @ 800 PV = 1,600 PV

Total Monthly Volume 6,000 PV

How Do You Do This?

By sponsoring 60 people in your organization several levels deep.

10 will be "Dropouts"

10 will be "Duds"

And 40 will Remain

OF THESE 40

35 will become Eaters and Users

- Eaters and Users: Have sponsored into Shaklee Receive a Member Discount of 15%
- Use ~100 PV of Shaklee Products per month.
- Eaters and Users Average Monthly PV = 100 Total Monthly PV = 3500

NOW, 3 MORE will become Eaters, Users, and Talkers. Use ~ 300 PV of Shaklee Products/mo.

- Talk to friends, acquaintances & relatives about Shaklee.
- Refer people to information and introduce them to us as your mentor.
- Attend some events, watch Shaklee TV, listen to Earn and Learn
- May sell a few products and sponsor one or two friends with the help of their upline Director.
- Eaters, Users, and Talkers Average Monthly PV = 300 Total Monthly PV = 900

NOW, 2 MORE will become EATERS, USERS, TALKERS, and DO-ERS "Smart Business Builders."

- Become excited about Shaklee Products and the Shaklee Business Opportunity
- Share & Sell Shaklee Products to friends, relatives, and acquaintances!
- Refers and brings in others.
- Shakleeize their homes
- Attend events regularly, have a Vision of their goals.

2 Eaters, Use, Share, and Do will average 800 PV per month.

- Average Monthly PV per Distributor = 800 Total Monthly PV = 1600

These 2 Distributors see The Big Picture and have the desire and the commitment to become Directors and to build profitable businesses of 3000 PGV to 10000 PGV per month.

These 2 Eaters Use, Share, and Do are active people who:

- Use most Shaklee Products
- Listen and ask questions!
- Educate themselves about the Products, the Company, and the Business Plan

- Listen to audio recordings, Shaklee TV, and their Mentors
- Attend meetings regularly, especially one major event per year.
- Commit to the Shaklee brand and business development!
- See Shaklee as an expanding, growing experience!
- Have a Small Personal Inventory
- TALK & THINK SHAKLEE! AND
- Set goals and have a Written Action Plan
- Make a Prospect List
- Start giving presentations to their customers and members via their method of choice: Zoom, social media, or in person.
- Sponsor in-depth, helping their members to sponsor others!
- Become even more enthusiastic and committed!
- REMAIN POSITIVE AND PERSISTENT!

These 2 Distributors will become your first Directors . . . doing 2000 PGV or more per month and gradually building up to 7000 PGV or more per month.

SUMMARY – Continue to add retail customers who become members.

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Now What Do You Do?

REPETITION IS THE MOTHER SKILL

Build Another Group of 40 more Members and Distributors. Continue to build Personal Group Volume

Encourage your Directors to become 3000-7000 PGV

As Business Leaders, YOU WILL NOW HAVE

- 20 Retail Customers
- 80 Members & Distributors
- And 1 Director doing 3000 to 7000 PGV per month.

Once You Consistently Maintain a Solid Personal Group Volume of 7000 or more, you do . . .

SELECTIVE SPONSORING You concentrate on people who really want to build a Wellness business.

Once You Consistently Maintain a Solid Personal Group Volume of 7000 or more, you do . . .

SELECTIVE SPONSORING You concentrate on people who really want to build a Shaklee business.

You are looking for WINNERS, LEADERS, not just consumers or people who want to do Shaklee as a hobby.

BUSINESS LEADER CRITERIA COMPULSORIES **All of these criteria must be met**

- Believes in and is excited about Shaklee's Products and the Shaklee Philosophy.
- Genuinely wants to make a difference in the lives of others.
- Is Coachable. • Is a Relationship-Builder.
- Makes the Commitment and Sets a Date to Achieve Director Rank.

OPTIONALS Many of these criteria should be met.

- Has a positive, upbeat, happy attitude, always looks on the bright side as obstacles occur, and sees the glass as "1/2 full" instead of "1/2 empty."
- Wants to improve his/her life by "continually growing" financially, physically, emotionally, and spiritually, emphasizing Personal Development.
- Respects and helps everyone in his/her group but works with those who want to succeed, following the "Next" principle.
- Makes Shaklee a Top Priority.
- Has a stable, mutually supportive, and stable household.
- Has been successful in some past endeavors.
- Is personally responsible and does not blame others for problems or challenges.
- "The speed of the Leader determines the speed of the group."
- Can manage time and money, is a good manager of his/her budget, and follows good business practices.
- Asks lots of questions and seeks answers.
- Has a sphere of influence through church, PTA, sports, women's groups, civic organizations, or children's activities.
- Is a team player, helps "downlines," "uplines," and others in Shaklee.
- Is a cheerleader! Uses recognition and incentives to motivate and lets his/her Business Builders shine by encouraging their efforts and giving them leadership roles, sandwiches constructive criticism with praise, and teaches people skills with finesse.
- Knows his/her "WHY"—reason for being in Shaklee.
- Is willing to Have written goals reviewed with the upline leader.
- Write an Action Plan detailing how the goals will be achieved.
- Do the Activities on a daily, weekly, and monthly basis.
- Participate in an Accountability Program.

PROFILE OF A SHAKLEE WINNER MULTI-LEVEL CAREER CRITERIA

To build a successful multi-level business and recap, all the compulsory and most of the optional criteria for a Business Leader must be met, plus the following **MULTI-LEVEL CAREER COMPULSORY CRITERIA**

- Follows and teaches a COPYABLE PROCESS
- Is a SELF-STARTER
- Has a BURNING DESIRE
- Sees the BIG PICTURE, has focused on and the INTENTION to BUILD A Team of People who share the products as a Director. They feel that they are in the Shaklee business, and they are, in a sense. But this is only Phase One. Shaklee is a Multilevel Marketing business. Until they start building a TEAM, they are in Phase One. That is why we emphasize the importance of becoming a high PGV Coordinator with one or more first-level Directors.

PRIORITY and PHASE #1 Build a Personal Group Volume of 7000 to 10000 with a strong base of Retail Customers, Members, and Distributors.

Once this foundation is established, maintain this PGV base because it provides you with a Cash Cushion to build a Downline Organization. Once this base is established, the Business Leader shifts gears and...

PRIORITY #1 Now becomes Phase Two:

Find and develop people who want to become directors and build teams.

The absolute security and desirable lifestyle come from developing this Multi-Level Passive Income stream.