

In-Home Presentations by Julie Barron

One of the most important things we do in our business is to attract people and build relationships. This is key to having a large organization with loyal monthly customers.

One way we make this happen is with In-Homes. I'll share with you what we do and how we build relationships through it.

I recommend to my builders to do 1 - 2 a week and that can include Zoom events.

Right now, they are doing them in **their** homes – and the strategy is to get them into **other people's** homes who come to the event and who are our loyal, happy customers. By saying – you love the products and are enjoying the benefits – who do you know who might enjoy these benefits OR do you like to help people, would you like to have an event in your home and share these products you love with others so they can benefit too? Who would be willing to support you? And then you let them know what the benefit to them is – free product or certain amount of \$ with the # of people who come.

Inviting: you can invite through text, FB message, phone calls

Make a list of at least 30 people to start and add names every week to your list and send friend requests on FB to expand your attraction for invitations.

It might take inviting 30 people to get 3 – that's 10% and I've been told this is good!

The Invitation: there are many ways to invite

Always make it personal – there is a benefit to them – make it sound like fun – be casual – let them know they'll be receiving a gift just for coming, and if you let them know they won't have to buy anything, they will relax and be open to listening to what you are saying to them.

I always contact everyone there AFTER the event is over so we can have a one-on-one conversation. This lets me ask questions, and really get to know them better and find out what they want.

RESPONSES: when someone say's YES,

Let them know how happy you are they can come, and **be sure to remind them the day before the event** saying – looking forward to seeing you tomorrow at my house at 2 p.m.

When someone says they can't come,

Let them know, it's ok, may I invite you to another one or let them know when you are having another one and see if that day works for them.

Rarely do you get a NO, it's just not now, the timing may not be right, or they have plans, etc.

Our Goal is to have 5 people come to the event. It's a good number so you can sit at the kitchen table. Makes it more intimate and you can get to know a small group best. **Learn from the host as much as**

possible about each person who will be coming to give you some background about what to focus on when you talk.

If no one comes – we still get together – and have the event as if people are there!

If only 1 comes – it is a great opportunity to have a one-on-one and give special attention to that person, adjusting your questions accordingly.

Before I leave - I have a checklist of everything I take with me.

Make sure you get there 15 min. before people are told to be there.

Greet people at the door – start conversations and get to know the people even though you already have background information on them.

The Event:

Start on time and honor people's time. The event lasts an hour or less!

Congratulate everyone for coming and let them know that you have something exciting to share with them. You've probably already introduced yourself.

Ask a lot of questions to get conversations going. Like your curious why they chose to come today? Let them know this is a casual event, relax, enjoy and have fun.

Have you heard of Shaklee? This starts a lot of conversation and keep asking questions. Let them know they will Discover Shaklee today!

I will share my short story of how I got started – I include both the products and the business stories.

I share three (2 min.) videos WITH NUTRITION – Why Supplement? Why Choose Shaklee? And then, The Shaklee Story. I set up each video as to why I'm sharing it; this starts some great conversations. I ask lots of questions. Do they take supplements? Why did you start? Do you feel better? Do you think you get all the vitamins and minerals you need every day? Do you eat fruits and veggies every day?

While it's playing, they're usually nodding their heads in agreement with Why Supplement. Then I ask more questions. What did they hear? What's important to them in choosing a brand? How do they know which ones to take? Are they confused? Who do you trust?

Then I ask, "Why choose Shaklee?" and we play the Shaklee Difference. Again, I ask what did you hear? What stood out that is important to you? And of course, after they speak, if there's something you want to make sure they heard – speak a little on say the Landmark Study, our safety, our quality, proven, 100% guaranteed.

And then just to give them another short video to get the feel of what we are all about I share The Shaklee Story video. Again, asking what they heard and mention a few things about being the most clinically proven wellness company in the world – be sure to share Dr. Shaklee's philosophy and how he got started and the future.

I mention that there are more than 300 products in different product lines.

I ask the host to share their story (both product and business if it's a builder) If it's a member – just the products – AND the hostess will share throughout the event also. The group will really pay attention to what she says. And sometimes I don't have to mention a lot of things because she'll do it!

Then I show them the product I brought. I bring the Ready Set Wellness products (giving them the basics: choose a multi – Vita-lea, Vitalizer, Meology – choose a protein Energizing Soy/Life Shake and we talk about them – more conversations come up!

Then I have them **fill out an Interest Form for a gift!** Everyone gets a gift – I like to let them create their own gift bag to take home! I share the products I'm giving – going over them briefly and put a little sheet in their bag so they have for later. I give samples of the energizing tea, snack bar and the Triple Defense Boost. They love making their choices!

If we have 5 or more there, I will also do a Door Prize – the hostess will draw, and one person gets a special gift – It can be any product you want to give! I like the Travel Body Trio.

Congratulate them again for coming! **Wonderful to meet you – I will be contacting everyone to answer questions and provide the info requested.** Look forward to talking with you. The interest forms give me their name, number, email, when is the best time to contact and they check off what they'd like more info on. The phone calls afterward, the next day, are when I really get to know them and start building on the relationship!

FOR SKIN CARE – the same basic outline – Except I do not do the videos – I have all the Youth products and talk about each one individually. I ask them lots of questions similar – what skin care issues they are having, what they'd like in a skin care system, what they are doing now, just really get to know them. Pass out each product around the table to try it on the back of the hand and we discuss how it feels, smells, what do you think? It's lots of fun and they love it. Everything else is basically the same with filling out the Interest Form and giving the samples in a gift bag they select!

We've found that In-Homes are a great way to connect with new people, attract them, and build relationships.