EFFECTIVE APPROACHES FROM SOME OF MELALEUCA’S TOP MARKETING EXECUTIVES

You can use this for Warm Market or COLD Market Prospects...

• If I could show you a business that made total sense and had:
  No large investment to speak of
  No Risk at all
  NO selling of products
If it wasn't Amway or some other multi-level marketing deal AND you could earn an extra $300-$500/mo or $3,000-$5,000/mo or more to your income this month, would you spend 30-45 minutes to get the facts?

• "If I could show you something that made complete sense, and you could make an extra $10,000-20,000 this year - and if it wasn't Amway - would you listen to me?"

• Ask, "Is anyone in your area doing the Melaleuca business?" They always say, "What's that?" Reply, "It's a kind of catalog company. It's a business you can start for $29, you don't have to stock anything, inventory anything, there's no paperwork, record-keeping, employees or overhead; there's no risk whatsoever, and people all over the country are making an extra $500, $1,000, $5,000 or even $10,000 a month. It would take about 30 or 45 minutes to show you how it works. If you want to do it, fine. If not, that's okay too. Let's get together one evening - should we say Tuesday or Thursday at 7 p.m.?

• This is the approach that is commonly called "TIME, TIME, WHY":
  "Hi, (Joe). How are you doing? I only have a minute. Is this a good time? Great, I want to get together for about 45 minutes either tomorrow or Friday. Which works best for you? Friday? Great, because I have a business concept that I want to run by you."

• This is another "TIME, TIME, WHY":
  "Hi, (Jane). How are you? How are the children? I only have a minute but I was hoping that we might be able to meet this week. How does Thursday look for you? Remember when you said that you were worried about getting the kids through college? I think I've found the answer."
  OR
  "I remember you've said you're worried about Karen's asthma ... I think I've found the answer!"

• When you are receiving exceptionally good service from a salesperson or other professional, compliment them on their strength:
  "You are so good at what you do," or "You follow-up so thoroughly with your customers," or "You don’t let 'no' get to you," and then add, "I'm with a company called Melaleuca. Have you heard of us? We’re one of North America’s fastest-growing companies but we’re relatively new in the area. We’re looking for people just like you to
help us open up Chicago. Do you have some time in the next day or two that we can get together?"

• An approach for a cold contact:
"Some partners and I have recently taken the concept of an Idaho-based company and brought it to (your region). The income is solid and very lucrative! I can't make any promises, but we're looking for a few key individuals for local expansion. The great part is nobody has to quit their existing job and there is no large investment to get started. (Earl), I'll tell you what, I'd love to give you some more of the facts, but I have to get going. Let's exchange cards and I'll do my best to call you within the next few days. Does that sound fair?"

• "Hi, (Bill)! What have you got on the calendar for lunch tomorrow? Great, I want you to hear my wife's story- You won't believe what she's been doing."

Setting Appointments with Leads:
Hi, is___NAME___ there?

Hi NAME. It’s _Andrew_ getting back to you from the Connecting From Home team.

I am just call you to verify that you came to one of my websites and filled out a questionnaire about making money from home.

I’ve only got a couple of minutes right now, is now a good time to speak with up you briefly?

This is just a quick courtesy call to set up a time for you to view an online overview.

Is morning, afternoon or evening normally best for you?

The online webcast will run about 45 minutes. I'll call you 5 minutes ahead of time to help you get logged in. I'll also be emailing you the login instructions. They're pretty simple - nothing to download. Can I confirm your email address?

NAME can you do me a HUGE favor? If something comes up where you can't make the interview, please give me a courtesy call so that I can replace you for that time slot and you and I can reschedule for a later time. Thanks so much.

Hi is NAME there?

Hi NAME this is (your name) with the Connecting From Home team and I am calling you back because of your interest in working from home. You found our website on ___________. 
Well NAME, do you have just a few minutes? OK Great.

I just want to verify that in fact you are looking for a business and this is the right time of your life for a potential business. Great.

NAME, I want ask you a few key questions and then pick a time for you to listen to a 25-35 min information call where you can get all the facts. Fair enough? Great.

Well NAME, are you looking for a part time for full time opportunity? Great. Have you been looking for a business for a few weeks, a few months or longer? Do you have any experience with a home based business? If so find out what.

- Would you have between 10-20 hours /wk or 20+ hrs/ wk for a business?
- Are you looking to earn between 300-500/ month or 1000-5000/mo or more?
- Finally do you make your own decisions for a business or would you be running it by someone else like a significant other?

So again, there is nothing stopping you from starting a business? meaning you are Financially set and the right time of your life to start a business if you like what you hear.?

Well great, are you familiar with a 25 yr old wellness company call Melaleuca? If NO then, Well great we will get you all the information you need to make a risk free decision. What works better for you (or you and your significant other) mornings, days or evening?

Great what is better 8 pm or 9 pm est Tues or Thurs. (whatever you need to say here.) - make sure they have high speed internet and know it's a online presentation. The online webcast will run about 45 minutes. I'll call you 5 minutes ahead of time to help you get logged in. I'll also be emailing you the login instructions. They're pretty simple - nothing to download. Can I confirm your email address?

Now NAME, you will need to bring a pen and pad, take notes, and after the call we’ll answer all of your questions and perhaps show you how to start a RISK-FREE business.

NAME, can you do me a HUGE favor? If something comes up where you can’t make the interview, please give me a courtesy call so that I can replace you for that time slot and you and I can reschedule for a later time. Thanks so much.
Do you usually use a checking account, credit card or debit card or all the above for transactions. If they ask WHY let them know we are an international company and do not deal with cash.