

BUSINESS BUILDER PACKET

BUILDING YOUR MELALEUCA BUSINESS

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Recorded Training Title	Telephone #	Passcode
48 Hour Follow-Up	1 641 715 3390	31444#
Beginner Training For New Category 2 and 3	1 641 715 3390	31446#
Directors And Above Advanced Training	1 641 715 3390	31447#
Compensation Plan	1 641 715 3390	31448#

For more information on Russ Paley's next Fast Track Training Program,
Visit www.russpaleyfasttrack.com
(username: **fasttrack** password: **success**)



www.russpaleyfasttrack.com

BUSINESS BUILDER PACKET

(To be given out to Directors and above)



Congratulations on your advancement to Director! We really appreciate your effort and you are well on your way to success with Melaleuca!

This packet contains some **VALUABLE** information collected from some of the greatest business builders with Melaleuca. This material has been compiled from Senior, Executive and Corporate Directors! These business builders have paved the way for your success and it is highly recommended that you review and continue to refer to this packet for training.

You will find various tips on presenting, following up, maximizing the marketing plan and getting leads. Below you will find the **TOP TEN** activities Directors and above must do to **advance**.....
By Melaleuca's first Corporate Director, Russ Paley.



I hope you find this material helpful and I look forward to your success!

- 1) Enroll 4 a month consistently
- 2) Develop a Director every 60 days
- 3) Have the tools: *products, business kits, 3 way calling, fax machine, audios and videos*
- 4) Be a Team Leader in a Fast Track every month
- 5) Schedule a phone night each week preferably on Fast Track night
- 6) Do a minimum of 4 enrollments a week for your group (via In Homes and 1-on-1)
- 7) Work only with those who do their Homework Assignments
- 8) Quality Enrollments: *obtaining order that day and booking 48 hour follow up*
- 9) Schedule your time efficiently: *do Follow-Ups, Enrollments, Presentations and phone nights*
- 10) Enroll 1 great person in your business every 6 months

**Duplicating the above will virtually guarantee your success in building a Melaleuca business.
READ ON AND ENJOY!**



PRODUCT FOLLOW UP



Following up is crucial to maintaining LONG TERM CUSTOMERS!
Below you will find ideas on how to maintain your customers and your builders.
Be sure to have your customers use the magnetic price list, watch the Ecosense video (stock# 4017) and listen to the Fructose Compounding audios (stock# 3836) ASAP!

(Basic Product Order - **NOT** Value Pack)

- Always place the order upon the phone enrollment for your customer or with your customer on the line via 3-way to Melaleuca, Inc.
- Mark your calendar a week and half out to call back your customer to be certain the order is received ok and answer any questions. At this point give suggestions for the next order but do not take it.
- Follow up with your customer 2-3 weeks later to HELP them place their next order. Do the same for month 3.
- Always focus on what interests the customer the most. Ask questions like.....
 - *What do you know you need for yourself or around the home right now?*
 - *Are you into nutrition and/or exercise?*
 - *Do you take vitamins, herbs, bars or meal replacement products?*
 - *Do you like GREAT skincare and cosmetics at excellent prices?*
 - *Are you concerned about the long-term effects of harsh chemicals around your home?*

(Business Builder or Customer, Value/Career Pack Order)

- Mark your calendar to check up on your builder/customer as to when they receive their Value/Career Pack
- IMMEDIATELY go over their home and open the Value Pack with them.
- Give your customer all the tips and stories you have heard or experienced about the products.
- Open ALL of the products and label them and do demos if time permits.

Here are some suggested demos.....

Penny dipped in Tub N Tile. Use the cap from Sol-U-Mel. Stand up penny.

Take permanent marker and mark bottom of Attain can, let dry 2 minutes and wipe clean with Sol-U-Mel.

Blow up a balloon and drop Melaleuca oil on it and it pops. Do this to show the penetration of the oil and therefore the benefits of it being in the products.

There are more demos you and your customers will see on the Ecosense Video.

Do this with all of your own personals and teach your business builders to do this with all of their personal customers and you will enjoy having

HAPPY LONG TERM CUSTOMERS.



INCOME POTENTIAL



At the **Director Position** (8+ Personally Enrolled Customers using 35+PTS worth of product) you not only earn up to 20% in residual income each month, but you will also receive:

- ❖ \$200 for Pacesetter Director
- ❖ Take advantage of pace setter cash bonuses. (\$100.00 at the Director Level)
- ❖ **Assist bonuses:**
\$30 or \$50 per Value Pack or Career Pack that your new enrollees may purchase.
- ❖ 20% - 27% Product Introduction Commission.



For example:

Let's say you enroll 8 customers this month. Let's assume the average order is 50 Product Points. Let's assume that 6 customers purchase an average order and 2 customers purchase a Value Pack. $6 \times 50 = 300$ in Business Volume. If 2 customers purchase a Value Pack, that's another 200 in Business Volume.

$300 \times 20\% = \$60$ Product Introduction Commission.
 $200 \times 20\% = \$40$ Product introduction from value pack.
Plus \$200 Expanded Circle of Influence Bonus
Plus \$200 Pacesetter Director Cash Bonus
Plus \$60 Assist Bonus.

Total = **\$560** for enrolling 8 customers that place first months order!



At our next Lower Leadership Level, **Director II** (you have 2500 in Business Volume)

- ❖ Take advantage of the same bonuses as above but now you get
- ❖ Also earn from 1% company revenue sharing
- ❖ Earn hundreds of dollars each month from the Pacesetter & Mentoring Bonus Programs.

We have **Director II's** earning thousands per month. Our leaders within the Lower Leadership ranks are being paid handsomely for their efforts. This gives them the incentive to propel their business forward. See our Annual Income Statements to see an accurate reflection of earnings.

BUSINESS BUILDER CHECKLIST

"THIS CHECKLIST IS FOR YOU TO PERFORM WITH YOUR NEW ENROLLEES"



Check off each item below as you complete it

PRESENTATION

- 1. You have defined their CATEGORY
- 2. You have placed a Value Pack Order
- 3. You have handed out "Getting Started Packet" & have given assignments
- 4. You have scheduled a 48-Hour Follow-Up Date/Time

Please Note: Call to confirm your Follow-Up the evening before.

At that point, make certain that the following assignments were completed.

If they were NOT completed, you cannot proceed with the appointment. Ask them to **reschedule**.

HOMework ASSIGNMENTS

(Must be completed by your Business Builder prior to your 48-Hour Follow-Up)

- Read through Business Kit
 - Watched the DVD
- Listened to the New Horizon CD
 - Made a contact list.



48 HOUR FOLLOW UP

Check off each item below as you complete it

- 5. Business Builder has placed a Value Pack Order (if it was not completed at Presentation)
- 6. Business Builder has the following tools:
 - They have purchased 5-10 Business Kits
 - They have subscribed to the BEST Series
 - They have purchased 10 magnetic price lists
 - They have purchased 5-10 EcoSense Videos (stock# 4017)
 - They have purchased 5-10 Fructose Compounding Audios (stock# 3836)
- 7. Business Builder has developed their Contact List & has done roll playing with approaches
- 8. Business Builder has scheduled first two In-Home presentation dates with you
- 9. Business Builder has made phone calls from their Contact List

MONTHLY ACCOMPLISHMENT SHEET

Name: _____

Month: _____ **BL**

Goal For This Month: _____

of LEADERSHIP POINTS:

of New Personal Enrollees:

of New Personal Directors:

of New Group Enrollments:

- E**nroller = 3 points
- P**resentation = 2 points
- C**areer/**V**alue **P**ack = 1 point
- Mentored Directors = 10 pts**

ACHIEVEMENTS

TRACKING POINTS

Day	New Personal Cust today	New Group PC's Today	Career/ Value Packs Today	Who I Will Mentor This Month
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
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31				

Enroller	NAME	ID#	E	P	CP /VP	Mentored Director

PRESENTATION OUTLINE



1. Story: Tell them how you were introduced to Melaleuca, why you are building a business.
2. Business Report: Use your printout, your enroller's printout, or one of your support team member's printouts to show your reorder rate.
3. Company Story: Tell Melaleuca's Story
4. Credentials: Go over Company Credentials: INC. 500, D&B, Blue Chip Enterprise Aware, Consistent Growth, Debt-Free, etc.
5. Melaleuca Oil Story: Go over where the oil originated, some characteristics of tea tree oil, etc.
6. Products: Go over the different product lines, tell a few product experiences.
7. Services: Go over different services offered to Preferred Customers.
8. Preferred Customer Program: Go over Preferred Customer Program, Backup-Order, etc.
9. Compensation Plan: Go over Compensation Plan as it is shown in presentation.
10. Close: Refer to the page in the presentation where categories are shown:
Then ask, "Do you see yourself as a customer, saving money and using a higher quality product, OR do you see yourself as a customer that wants my help in building a business?"
11. Value Pack: Go over all benefits of ordering a Value Pack
12. Hand Outs: Give new enrollee the following:
 - Getting Started Packet
 - Magnetic price list
 - EcoSense Video
 - Fructose Compounding Audio



IMPORTANT

*** Set A Date and Time To Get Together For A 48-Hour Follow-Up Before You Leave***

CLOSING

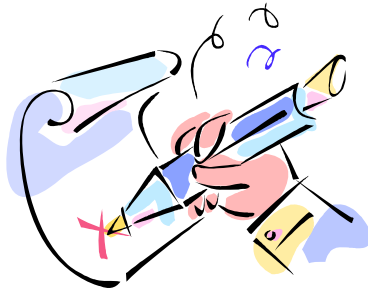
(GETTING TO YES)



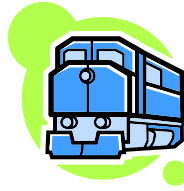
- Help Them To Define The Decision To Be Made
 - o (1st Decision = Try Products)
- Use “The Three Categories” To Close
- Assume They Are In – Fill Out Forms For Them
- Remind Of 100% Refund Guarantee/No Risk
- Ask, “What Are Your Possible Losses?” And “What Are Your Possible Gains?”

Sample Closes

1. “After everything you just heard, do you see yourself just as a customer or a customer that would like to build a business?”
2. Go through categories 1-3 and say “What category do you see yourself? Great, let me show you how to get started.”



GETTING PEOPLE MOVING



48 HOUR FOLLOW-UP OUTLINE

The 4 Main Things To Accomplish At The 48-Hour Follow-Up:

1. Contact list
2. Roll playing
3. Booking time for first presentations
4. Making phone calls

TOTAL TIME: 1 Hour Maximum

You do not want to deviate from this outline. It will confuse your new enrollee. Remember, the concept is to keep it simple because this is a duplication process.

1. Answer any questions your new enrollee might have.
2. Review the Marketing Plan with your new enrollee.
3. Read through the Getting Started Packet with your new enrollee (Business Builder's Only)
4. Set goals with your new enrollee
5. Set store hours with your new enrollee
6. Role play approaches and confirming appointments with your new enrollee.
7. Review new enrollee's Contact List of 50-100 Names.
8. Confirm that your new enrollee has the following tools:
 - They have purchased 5-10 Business Kits
 - They have subscribed to the BEST Series
 - They have purchased 10 magnetic price lists
 - They have purchased 5-10 EcoSense Videos (stock# 4017)
 - They have purchased 5-10 Fructose Compounding Audios (stock# 3836)
9. Explain to your new enrollee the ordering process.
10. Explain both 35PT requirement and AND 75PT requirement.
11. Book time for your new enrollee's first series of one-on-ones and In-Home Presentations.
12. Schedule **their** first 2 In-Home Presentations ASAP.
13. Make calls off their list to sharpen their approach and to book the days you give them.

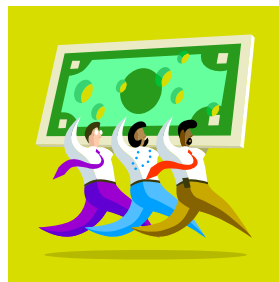
MLM VERSUS MELALEUCA

MLM (Multi-level Marketing)	MELALEUCA (Consumer direct Marketing)
COMPANY COMPARISONS	COMPANY COMPARISONS
Only a hand full of companies stays in business. Most rely on foreign markets to stay in business when volume in U.S. declines	Debt free 16 years old. Sales in U.S. have grown by Millions of dollars each year for the last 16 years. INC Magazine recognized us for 5 years in a row as one of the fastest growing companies. Received the U.S. Chamber of Commerce Blue Chip Award
Accounts receivable and accounts payable primarily from the sales of products or business support materials	No accounts payable or receivable All product and support materials ordered directly from company
Company training's cost money	We have free company training and support available
Training done by independent distributors	All training is done and/or approved by company and are professionally done
Lawsuits/class action cases occur with bad press/ media.	No class action suits on record, only positive press/media coverage
Image of company gets tainted when distributors lose money	Company image stays positive, nobody loses money
Weekly hotel meetings intended to hype people up and create a façade of getting rich quick	Mainly one on one, down to earth facts, reality
Many hidden costs of doing business	Cost of doing business in low and not hidden
Large amounts of paperwork	Little or no paperwork
PRODUCT COMPARISON	PRODUCT COMPARISON
Inventory of products is encouraged. High personal use buys you to a higher rate of return on organizational volume. (many will even finance your inventory)	No inventory allowed, so no one gets stuck with product
Distributors service retail customers (direct sales)	All customers order products or support materials on 1-800 number or through the web site. Personal use of products only, not reselling to others
Products are manufactured by outside companies.	All products are manufactured by Melaleuca Inc.
Distribution has middlemen so products are marked up and expensive	Products are shipped factory direct by Melaleuca Inc.
Perceived saturation occurs quickly	Perceived saturation takes decades
Buy-ins, high volume requirements, extensive qualification periods	No buy-ins, No high volume requirements, No extensive qualification periods
MARKETING PLAN COMPARISONS	MARKETING PLAN COMPARISONS
Most have break-a-ways	No break-a-ways
Low distributor re-order rate (5-25%)	High customer re-order rate (85-95%)
People can lose money from investment costs of getting started	No risk \$32 business
Compensation program doesn't disperse the income in an equal way, only a few make a lot of money and everybody else makes very little or no money	Compensation is very fair with an equal distribution method paying a lot of people great at all levels
Someone above you is making more money on your time and effort than you are	Nobody above you gets paid more on your time and effort than you
Very few get paid long term residual income	Many get paid long term residual income
Only a few early on will succeed	Anybody can succeed
Volume swings from promotions	Steady or rising volume
Most or all income based upon commissions	Income based on commissions, monthly car bonus, cash bonuses, monthly revenue sharing (starting at only 2500 in business volume)
Out of 100 presentations, 20 will sign up and 2 will order 1 year from today Fear of loss!	Out of 100 presentations, 80 will sign up and 65 will order a year from today Anticipation of gain!
Business report is fair	Monthly / weekly business report is detailed



KEY POINTS WHEN PRESENTING TO A NETWORKER

- ❖ Avoid head-to-head conflicts
- ❖ Establish a relationship
- ❖ Use your Business Report to highlight reorder rate
- ❖ Show length of time some customers are enrolled not receiving checks
- ❖ Income paid on volume
- ❖ 80% Enrollment Ratio (8 out of 10 enroll)
- ❖ Success Factor Page
- ❖ Melaleuca is the Manufacturer and Distributor
- ❖ Unique and exclusive product line (high retention)
- ❖ Customer receives commission check for other customers placed in their organization
- ❖ More 4, 5 & 6 figure income earners
- ❖ Low production for commission check
- ❖ Support Team (leverage your time with help from your support team)



WORKING THE ROOM AT NETWORKING FUNCTIONS



1. Ask Questions, Show Interest & Control the Conversation
2. Listen to Their Answers, Take Mental Notes
3. Create Curiosity about your Business – Don't Satisfy It!
4. Be prepared with your Commercial – Benefit Statement (Getting Started Packet)
5. Get their Card – Remember their Name – Follow up
6. Attend Seminars
 - ❖ Business Opportunity Seminars
 - ❖ Real Estate Investment Seminars
 - ❖ Personal Development Seminars
 - ❖ Financial Planning Seminars
 - ❖ Generic MLM Seminars
 - ❖ Attend Home Based Business Shows

Check Your Local Newspaper for Locations and Times, or Contact Hotels and Conventions Centers In Your City for a Listing of Events



LEADS, LEADS, LEADS



10 Techniques You May Use To Enroll 4-8 Personal Customers/Builders Every Month

Please Note: Your FRIENDS and FAMILY should be enrolled FIRST, before you use any of these systems. Only people with 16 or more enrollments should engage in these methods. In order to see Russ Paley's preferred lead source, go to The Members Area of www.russpaleyfasttrack.com and download the pdf document on leads. If you are a Director 2 or above, for more information on lead generation sources, visit www.creatingwealthleads.com



- 1) **Referrals:** Always ask for referrals from those who do not enroll, and those who are happy customers in your business. Get the 2-3 MOST aggressive people they know (maybe that have done another home based business or have a sales background you can call)

- 2) **Enroll in Russ Paley's Fast Track** by going to www.russpaleyfasttrack.com



- 3) **Place an ad in the local Penny saver.** It will run \$10-\$50 a week and you will get calls. "A Simple, New Business in the area! Looking for 9 p/t reps. Commissions plus bonuses and car bonus program. No Salary. Work 5-15 hrs a week. \$30-\$300 refundable start up cost. Call....."



- 4) **Join clubs,** organizations, networking breakfasts & chamber of commerce events. This will allow you to meet more people and add more people to your Contact List.

- 5) **Walk and Talk!** Anyone near you that looks like a WINNER, start a conversation with, and ask them what they do for a living. The rest of the conversation will be easy with that one simple comment

- 6) **Search the Web** for phone numbers, and names of Home Based Business Professionals. You can go to this website for this company that allows you to type in



your zip code, and they will send you the name and phone number of local reps.
www.longaberger.com. You can constantly enroll good people from other Home Based Business's.



7) **Really go through** your old Yearbooks, Wedding List, and contact EVERYONE you know!! Now you are making some money, and contact those you didn't want to speak to at first! If you do not call them, **SOMEBODY ELSE WILL!** This happens all the time.

8) **Contact those who you did try to set an appointment with, AGAIN.** Maybe it wasn't the right time in their life a few months ago when you called them. Maybe they will now be impressed you are still doing this business, and give it more attention.



9) Put flyers up in supermarkets, on cars, at business opportunity meetings, in Home Based Business Magazines with the success factors and your phone number.



10) **Cold Call:** Collect from fish bowls, bulletin boards, and phone books from the library and look up names of people in Amway, NuSkin, Herbalife, etc....and contact them. You might enroll them now, or you might enroll them in 2 years, but they are worthwhile to build a relationship with.



NOTE: One GOOD PERSON you sign up each QUARTER will equal a 6-figure income in Melaleuca in 12-24 months from now.

Focus On These Ten Methods And Whatever Else You Are Currently Doing To Enroll Personals... And You WILL See Much Greater Success.



CONGRATULATIONS NEW DIRECTOR!



Follow The Directions Below And You Are Well On Your Way Into The Leadership In Action Publication



Photo Submission Form

Please Print Clearly and Complete All Information

Last Name: _____ I.D. Number (SS#): _____ State/Province: _____

First Name(s): _____ Business Name (if applicable): _____
(Please list in order pictured)

Occupation: _____ Enroller: _____
(Please list in order pictured)

Phone Number: (____) _____

Photo Requirements

- Preferred photo size is approximately 3-1/2 x 5 inches-no larger than 5x7 please
- Clear color, plain ample background, heads close together. **No black and white photos** will be used.
- Only those involved in the business should appear in the photo-**no children, pets or family photos**
- **No hats, extreme hairstyles, or sunglasses**
- All photos should project a **business or professional** image
- Please list **ID number** and **names** on the back of photo
- **Mail this form** with your photo in the envelope provided. Please do not tape, staple or paper clip your photo to this form. If you have already submitted a photo, please disregard.
- All photos will be kept on file for future use please do not send photos that need to be returned
- Please **No polaroids, passport copies, photo copies, electronically generated copies, or copyrighted photos**

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ATTN: RECOGNITION DEPT.

