
Coaching Manual

Last updated 03/10/08

We could all use a little coaching. When you're playing the game, it's hard to think of everything

- Jim Rohn

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Coaching Call Explained

A Great Coach

A great coach will encourage and help you attain and maintain your personal and business targets. They will encourage and motivate and never criticise your activities or results.

The Qualifications of Being a Coach:

- World Team and above
- Consistently achieving minimum of 2500 vp every month

The Qualifications to Receive Coaching Calls:

- Completed 10 Presentations
- Make a commitment to be on the coaching call for 12 weeks

Structure of Calls:

- Weekly calls at the same time and day, every week for 30 mins
- Discuss your activities and results with your coach every 7 days
- Following the 12 week course, one coaching call per month for the next 9 months

Purpose of Coaching Calls:

- Learn exactly what to do in your business each week
- Keep you on track 7 days at a time
- To make a plan of action
- To encourage you to take action
- Help achieve your goals
- Build momentum
- Learn the basic skills needed to get to the next level

Call 1 Set Up and Start your DREAM BOOK	
<p>Step 1 – Track Retail Sales</p> <ul style="list-style-type: none"> Download Retail Tracking Sheet from the Distributor Support section of www.helping-me.info <p>Step 2 – Product Usage</p> <ul style="list-style-type: none"> Inner Nutrition – What are your household using now? Outer Nutrition – What are your household using now? <p>Step 3 – “Herbalife Long Term Business Plan”</p> <ul style="list-style-type: none"> See “Getting Going” Section of www.helping-me.info <p>Step 4 – “Getting Going” section of www.helping-me.info</p> <ul style="list-style-type: none"> Tick off all completed tasks and use the To Do List on the right to make notes for your next seven days <p>Step 5 – FREEPOST</p> <ul style="list-style-type: none"> Apply today, if you are planning to use qPacks. <p>Step 6 – Start designing your DREAM BOOK <i>(see coaching points)</i></p> <ul style="list-style-type: none"> Refer back to goal setting exercise on the “Getting Started” Section of www.helping-me.info 	<p>Date:</p> <hr/> <p style="text-align: center;"><u>To Do List</u></p>

Call 2 Making Appointments	
<p>Step 1 – Review your activities</p> <ul style="list-style-type: none"> Discuss activities of the last seven days <p>Step 2 – Making Appointments</p> <ul style="list-style-type: none"> Learn the scripts (practice with your sponsor) Make appointments from your Lead Generation Make appointments from your Referrals Call people solidly for 15 minutes and then take a break <p>Step 3 – Cancellations <i>(see coaching points)</i></p> <ul style="list-style-type: none"> Understand that everyone gets cancellations Everyone has a 33% cancellation rate (1 in 3 will cancel) Cancellations are a part of the business so don't cry <p>Step 4 – “Getting Going” section of www.helping-me.info</p> <ul style="list-style-type: none"> Tick off all completed tasks and use the To Do List on the right to make notes for your next seven days <p>Step 5 – How is your DREAM BOOK coming along?</p>	<p>Date:</p> <hr/> <p style="text-align: center;"><u>To Do List</u></p>

Call 3 Maximising Referrals and Sales	
<p>Step 1 – Review your activities</p> <ul style="list-style-type: none"> • Discuss activities of the last seven days <p>Step 2 – Maximising Referrals</p> <ul style="list-style-type: none"> • Understand why referrals are the life blood of our business • How and when to ask for referrals <p>Step 3 – Maximising Sales</p> <ul style="list-style-type: none"> • Fine tune your techniques to increase sales • Improve your ratio of presentations to sales • Using promotions and incentives to increase sales <p>Step 4 – Business Tools</p> <ul style="list-style-type: none"> • Telephone line for Herbalife. Good ansaphone message • 3-way calling (make sure provider has facility) • Sign up to a retail website <p>Step 5 – “Getting Going” section of www.helping-me.info</p> <ul style="list-style-type: none"> • Tick off all completed tasks and use the To Do List on the right to make notes for your next seven days. “Business School” book: What page are you on? <p>Step 6 – How is your DREAM BOOK coming along?</p>	<p>Date:</p> <hr/> <p><u>To Do List</u></p>

Call 4 Follow Up & Business Set Up	
<p>Step 1 – Review your activities</p> <ul style="list-style-type: none"> • Discuss activities of the last seven days <p>Step 2 – Follow Up</p> <ul style="list-style-type: none"> • Constant contact is the key to Follow Up • Learn the Follow Up methods such as telephone, email, personal visits (make your choices) • Follow Up leads to re-orders. Make Follow Up fun • Record details (Name, address, stats, pets, hobbies etc.) • How to answer the “tricky” questions (headaches, bloating, no weight loss etc.) <p>Step 3 – Business Set Up</p> <ul style="list-style-type: none"> • Open separate bank account – you’re now in business • Keep simple accounts of sales and expenses • Understand cash flow (spend less than you make, save, and be business-like) • Credit card facility <p>Step 4 – How is your DREAM BOOK?</p> <p>Step 5 – Review your skills over the last four weeks</p> <ul style="list-style-type: none"> • Power Hour, Referrals, Sales, 	<p>Date:</p> <hr/> <p><u>To Do List</u></p>

Call 5 Working With your Coach

Step 1 – Review your activities

- Discuss activities of the last seven days

Step 2 – Packaging Your Story

- Package Your 10-second product testimonial and your 20-second business story

Step 3 – MyHerbalife.com and Herbalifecentral.com

- Looking at volume and orders
- Business Tools
- 10 customer rule submission
- Submitting Supervisor Forms

Step 4 – Coaching Tips

- Work on Areas that Need Improvement – choose one from list

Retail Sales	Making Appointments
Follow Up/Re-orders	Recruiting
Referrals	Recruiting Follow Up
Product Result	Going to Meetings
Lead Generation	Getting Distributors to Meetings

Date:

To Do List

Call 6 Recruiting Focus

Step 1 – Review your activities Discuss activities of the last seven days

Step 2 – Recruiting

- Make recruiting a habit
- Bigger focus on recruiting lead generation
- Go through different methods

Step 3 – Meetings / STS

- Putting people into meetings is the key

Step 4 – Understanding Royalties

- Get to grips with Royalties and how to explain them

Step 5 – Business Tools

- PC back-ups
- Anti-virus software

Step 6 – Coaching Tips

- Work on areas that need improvement – choose one from list:

Retail Sales	Making Appointments
Follow Up/Re-orders	Recruiting
Referrals	Recruiting Follow Up
Product Result	Going to Meetings
Lead Generation	Getting Distributors to Meetings

Date:

To Do List

Call 7 Recruiting Follow Up	
<p>Step 1 – Review your activities</p> <ul style="list-style-type: none"> • Discuss activities of the last seven days <p>Step 2 – Maximising Recruiting</p> <ul style="list-style-type: none"> • Review different methods – the best ones for you! • Building Rapport with people • It's a numbers game – how best to target • Keeping motivated • What Information to leave / send to people • How to Follow Up on those who are thinking It over <p>Step 3 – Look the Part</p> <ul style="list-style-type: none"> • Dress smart. Exercise. Product usage. <p>Step 4 – Coaching Tips</p> <ul style="list-style-type: none"> • Work on areas that need improvement – choose one from list: Retail Sales Making Appointments Follow Up/Re-orders Recruiting Referrals Recruiting Follow Up Product Result Going to Meetings Lead Generation Getting Distributors to Meetings 	<p>Date:</p> <hr/> <p style="text-align: center;"><u>To Do List</u></p>

Call 8 Creating Volume	
<p>Step 1 – Review your activities</p> <ul style="list-style-type: none"> • Discuss activities of the last seven days <p>Step 2 – Creating Volume</p> <ul style="list-style-type: none"> • Know how to help your new Distributor select their starting position • Use Herbalife DVD in IBP to get Success Builders and Supervisors • Use any Herbalife meetings for your new Distributor to make volume Use your upline and coach on 3-way calls • Roll-ups in line to make Supervisors • Lending volume • Group volume <p>Step 3 – Coaching Tips</p> <ul style="list-style-type: none"> • Work on Areas that Need Improvement – choose one from list: Retail Sales Making Appointments Follow Up/Re-orders Recruiting Referrals Recruiting Follow Up Product Result Going to Meetings Lead Generation Getting Distributors to Meetings <p>Step 4 – Review your skills over the last four weeks</p>	<p>Date:</p> <hr/> <p style="text-align: center;"><u>To Do List</u></p>

Call 9 Working with Your New Distributor

Step 1 – Review your activities

- Discuss activities of the last seven days

Date:

Step 2 – Learn the Basics of Working with Your New Distributor

- Download document from the Getting Going section of www.helping-me.info
- Get them on the products
- Get their family on the products
- Explain the 4-2-1 plan
- Teach them the presentations
- Make a list of referrals
- Make appointments for the first few presentations
- Get them to listen to Monday night calls
- Get them to a meeting (STS)
- Do a 3-way with them and your sponsor after 3 presentations

To Do List

Step 3 – Coaching Tips

- Work on Areas that Need Improvement – choose one from list

Retail Sales	Making Appointments
Follow Up/Re-orders	Recruiting
Referrals	Recruiting Follow Up
Product Result	Going to Meetings
Lead Generation	Getting Distributors to Meetings

Call 10 Personal Development: Books, CDs, and Meetings

Step 1 – Review your activities

- Discuss activities of the last seven days

Date:

Step 2 – Read, Listen and Attend

- Choose Any of the Many Books on Personal Development
- Anything by Jim Rohn
- The 45 Second Presentation That Will Change Your Life By Don Failla
- Rich Dad Poor Dad series by Robert Kiyosaki
- Think & Grow Rich by Napoleon Hill
- Listen to CDs in your car or headset while doing lead generation or exercise
- Attend Herbalife corporate events and be Inspired by all the successful Distributors

To Do List

Step 3 – Coaching Tips

- Work on Areas that Need Improvement – choose one from list

Retail Sales	Making Appointments
Follow Up/Re-orders	Recruiting
Referrals	Recruiting Follow Up
Product Result	Going to Meetings
Lead Generation	Getting Distributors to Meetings

Call 11 Dreams and Goals revisited

Step 1 – Review your activities

- Discuss activities of the last seven days

Step 2 – Your DREAM BOOK

- How Often Do You Look At It?
- Are you adding to it daily? weekly? monthly?
- Keep it fresh and in sight

Step 3 – Your Herbalife Goals

- Start to plan your move up the Marketing Plan
- Understand what is needed to get to the next level
- Put a picture of the next pin in your Dream Book

Step 4 – Coaching Tips

- Work on Areas that need improvement – choose one from list:

Retail Sales	Making Appointments
Follow Up/Re-orders	Recruiting
Referrals	Recruiting Follow Up
Product Result	Going to Meetings
Lead Generation	Getting Distributors to Meetings

Date:

To Do List

Call 12 Looking Back and Looking Forward

Step 1 – Review your activities

- Discuss activities of the last seven days

Step 2 – Looking Back

- We've both made it!
- Let's look at all twelve weeks on your 4-2-1 plan
- Add up all the totals on the progress chart
 How many appointments you made
 How many presentations you've done
 How much money you've made
- Look at how far you've come in twelve weeks

Step 3 – Looking Forward

- Book appointment at the beginning of each month to plan the month together for the next nine months

Step 4 – Congratulations! Speak to you on the next call

Date:

To Do List

Coaching Points

What do you really want out of life?

It is important to establish what you really want out of life, a lifetime goal that would focus your energy. It is worth spending a little bit of time now in defining your goals and life purpose.

John Kalench's book "Being the Best you can be in MLM" contains a simple method for deciding what you really want out of life. You just need to relax and write down answers to these three questions:

- 1) If I didn't have to work for a living, what would I love to do?
- 2) If I was given £1 Million tax free what is the first thing I'd do with it?
- 3) If I learned that I had six months to live, what would I do with the rest of my life? (Assume you have six healthy months!)

The main point of a goal is that it isn't an end result, but acknowledgement on route to the end result.

A great question to ask yourself about any of what you have written is "If I did that, or had that, what would it bring me?" You might need to ask that question a number of times for each answer you wrote down. Each time you answer the question, it is like removing the outer layers that surround a pearl, and you'll be getting closer and closer to the essence of your answer.

The essence of the goals is an indication of the lifestyle you want to live and the person you aspire to become. These are keys to your true purpose. Now, in one or two paragraphs, it is important to write down your life's purpose as clearly and accurately as you can.

With this information you should set the following goals:

- 5 main goals for the next year
- 5 main goals for next 3-5 years

With a clear idea of what you really want out of life, you can start to collect pictures of things that reflect your dreams and goals. This will form your personal Dream Book.

Top Tip Read your summarised goals and dream book daily.

The great thing in this world is not so much where we are, but in what direction we are moving

- Oliver Wendell Holmes