

## **Bucket Brigade – Handing Out the Buckets**

*When Chuck and Cheryl Hoffman joined Shaklee they used what they called a “Try it and Buy It” campaign in their group. They flooded their neighborhoods with Basic-H set-ups for their families, friends and neighbors to try. As a result of that one very simple prospecting tool, they sold 40 cases of Basic-H in a month, plus lots of other products. They sponsored many people and ended up with several Directors. The “Bucket Brigade” is a variation of that prospecting approach and a great business tool that allows you to easily share Shaklee Get Clean products with others – so “Use the Bucket”!*

### **Handing out the Buckets:** (Set a goal to have a least two buckets out a week)

1. Have the prospect try it for 3-5 days. **Set a time with the prospect to pick up the bucket.** Let them know you will be refilling and giving the bucket to others you have on a waiting list – it is very important that they understand how this works.
2. Giving Bucket to your prospect: When you hand out the bucket go through the 3 ring binder.
  - Show them the materials and Basic-H2 uses sheet. If time permits do few demonstrations.
  - Show them the product catalog which gives further explanation of the products.
  - Show them the welcome letter. Ask if they would be willing to give some feedback by filling out a brief questionnaire. As a “Thank You” you will receive a \$5.00 gift certificate towards the purchase of a “Get Clean” Starter kit #50444 or #5042

### **Picking Up the Bucket: Follow up Appointment:**

- Ask them how they liked the products, do they have any questions, and would they like to continue using Get Clean products in their home.
  - Review the answers to the questionnaire with the prospect and discuss the answers. This can lead to additional product sales.
  - Talk about the choices in “Get Clean” kits and ask which they might choose. If they choose to purchase, offer them a membership that will save them 15% or more.
  - Remember, your goal is to sponsor people and grow your business.
  - Ask for referrals – do they know anyone else who might like to try this Get Clean Bucket in their home?
3. Put the new customer, in your follow-up calendar program. Set up Autoship if possible.

### **Refilling the Bucket:** Clean & refill the containers with product

- Replace items kept by prospect – cloths, dryer sheets, other product samples
  - Refresh the binder with new prospect materials so it can be handed out again:  
New product guide and contents of sheet protector – thank you letter, order form, etc.
4. Now – Do it AGAIN and teach other team members how to do the same!!! 😊