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SHARING SEACRET

INTRODUCING OUR PRODUCTS
AND OPPORTUNITY



*"Gaining knowledge is
the first step to wisdom.
Sharing it is the first step
to humanity."*

-Unknown



AS A SEACRET AGENT THE #1 ACTIVITY TO COMPLETE YOUR MISSION IS TO SHARE SEACRET PRODUCTS AND OPPORTUNITY WITH OTHERS.

This booklet is going to walk you through the best ways to share Seacret, starting with the people from your Most Wanted List in your *Book 2 - Mission Royale Blueprint*.

TO SHARE EFFECTIVELY, IT'S IMPORTANT TO KNOW THREE THINGS:

1. The product
2. Who you are sharing with
3. How to share

THERE ARE 3 MAIN WAYS TO SHARE SEACRET:

1. WOW Parties
2. 5-in-5 Presentations
3. Sampling

ONCE YOU UNDERSTAND THE WAYS TO SHARE YOU CAN DETERMINE HOW YOU WILL SHARE:

1. **One-on-one** - face to face
2. **In groups** - at parties or meetings
3. **Virtually** - via phone, social media, your Seacret website, or Skype

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THE DEAD SEA

FOR CENTURIES, THE DEAD SEA HAS BEEN RECOGNIZED AS THE FIRST AND LONGEST STANDING SOURCE OF BEAUTY.

- Located on the border of Jordan and Israel
- The lowest point on earth - 1,388 feet below sea level
- Has its own micro-climate that offers conditions that are just right to produce 26 essential minerals
- 12 of those minerals cannot be found in combination anywhere else in the world

THESE MINERALS HAVE BEEN SAID TO HELP:

- Ease the body into a state of relaxation
- Nourish the skin
- Activate our blood systems
- Calm metabolic disorders
- Reduce stress
- Relieve chronic inflammation
- Revitalize dry, cracked skin
- Relieve aching muscles
- Ease rheumatic pains

COMPETITIVE ADVANTAGE (CONTINUED)

WORLD CLASS PRODUCTS

- We've packaged the Dead Sea to create an unmatched line of products.
- Our products are approved and distributed in over 40 countries on 6 continents.
- Our Age-Defying Collection contains our Recover™ formula, a patented, anti-aging technology that has been shown to reduce the appearance of fine lines and wrinkles while providing long-term results.
- Sold \$1.4 billion in 900 retail locations.
- Largest skin care manufacturer in the world.
- Learn more about Seacret products using the *Seacret Product Catalog* provided in your kit.

OUR RECOVER FORMULA HOLDS THREE REGISTERED PATENTS & HAS FOUR ADDITIONAL PATENTS PENDING





SKIN CARE INDUSTRY INSIGHT

The global skin care and cosmetics industry grosses over \$114 billion a year. We are already a market leader in the industry and are confident that our company will only continue to grow stronger.

- The skin care industry is one of the **fastest growing** industries on earth.
- The skin care industry has shown **consistent growth** for years.
- Relationship marketing is dominated by skin care, yet **nobody has the combination of science and nature** that Seacret offers.
- Seacret is the largest and **most advanced global skin care company**.
- Seacret transitioned to relationship marketing to provide luxury skin care at an affordable price and **share the wealth through a lucrative opportunity**.



3 WAYS TO SHARE

FIND A WAY TO SHARE SEACRET THAT MATCHES YOUR
STYLE AND GOALS

1. WOW PARTIES

WHO

- Close friends & family

HOW

- Flipchart



2. 5-IN-5 PRESENTATION

WHO

- Acquaintances

HOW

- 5 WOws in 5 Minutes Presentation



3. SAMPLES

WHO

- Long distance friends or family, strangers

HOW

- Samples



YOUR FIRST OBJECTIVE: THE PEOPLE

Get out your Most Wanted List on page 15 of your *Mission Royale Blueprint*. Each person should fall into a color category. Identify which category they are so you can customize your invite to your next WOW party or 5-in-5 presentation.

WHO

- Red - people I look up to
- Blue - people who look up to me
- Green - my peers

HOW

- Red - indirect
- Blue - direct
- Green - direct

Now that you know who you are inviting and how you are inviting them, it's time to learn what to say and how to say it.



START INVITING (CONTINUED)

YOUR FIRST OBJECTIVE: THE PEOPLE

- Former Customers
- People who love Seacret
- People who enjoy skin care
- People with specific skin challenges
- People looking to own their own business
- People looking for freedom, flexibility in their schedule
- People wanting extra income

YOUR SECOND OBJECTIVE: THE APPROACH

TIP: BE CONFIDENT. BE URGENT. BE EXCITED.

Choose from a direct or indirect approach based on whom you are contacting

INDIRECT (**RED** CONTACTS FROM YOUR LIST)

- I respect your opinion, I look up to you
- I found an amazing company/product/person
- I just started working with them
- Before I commit too much time, I want your opinion
- It would mean a lot to me if you could share your thoughts

DIRECT (**BLUE AND GREEN** CONTACTS FROM YOUR LIST)

- I don't have a lot of time to talk
- I had to stop and give you a call
- I found an amazing product/company/person
- I just started working with them
- This is a way for me to (share your WHY)



- I believe you might be excited as well
- This could be a way for you to... (talk about their WHY)
- Let's get together so I can share some information with you
- I'm having some friends over on... (give 2 options)
- Can I count on you to be there?
- It would mean a lot to me if you could share your thoughts

TIP: GET TO KNOW YOUR AUDIENCE

During your invite, take advantage of the opportunity to learn more about your contact.

Learning more will help you:

1. Select the right way to share Seacret with them
2. Improve your presentation when you share
3. Build rapport and open communication

TIP: BE PREPARED

When anyone is approached with a new product or opportunity the first thing they want to know is, "What's in it for me?" The key is to give them the answer to the question before they even ask!

Listen closely, show concern, and come up with a solution. Most importantly, let them know you care!

OK Agent, now that you have people to share Seacret with, it's time to start learning more about the ways you can do it!

SHARE OPTION 1 — WOW PARTY

**WOW PARTIES ARE YOUR FOUNDATION TO BUILDING A
SUCCESSFUL BUSINESS AS A SEACRET AGENT**

WHAT YOU GET*

- New Customers - Earn WOW bonus of 20-25% on their first purchase
- Repeat Customers - Earn 20-25% of BV
- As your Customer base grows - Earn E4 Credit and Global Customer Share Pools
- New Agents - Build your team
- Book more parties - to acquire more Customers and Agents

HOW YOU GET IT

A WOW Starter Set has all the PRODUCTS you need to have a WOW party. A Professional Starter Set has EVERYTHING you need to have a WOW Party.





Use the Flipchart in your Kit to walk you through the presentation



Use your Backoffice to book your next party



Use your Skin Care Quiz, Customer Order Form, Agent Enrollment Form, and Agent Launch worksheet to sign up Customers and Agents.



KEEPING YOUR MARKET WARM

Your first WOW Party should consist of people from your Most Wanted List. These are people you already know, also called “Your Warm Market.” And you might be thinking “What happens when I run out of people on my list?” Don’t worry, you will never run out of people thanks to the Seacret Host Program. This Program rewards your Customers for Hosting WOW parties for you; **making their warm market your warm market!**

HOST PROGRAM

A SUCCESSFUL HOST MEANS A SUCCESSFUL PARTY!

WOW Parties are the best way to show the power of Seacret products and present the incredible opportunity to multiple people at once. And everyone is invited because who doesn't love a party?

WHAT A HOST EARN

5 HOST REWARDS

1 HOSTS RECEIVE \$10 FOR EACH NEW CUSTOMER!*

PARTY SALES:	\$250 - \$499	\$500 - \$749	\$750 - \$1000	EVERY \$250 OVER \$1000
HOST EARNED CREDIT	\$15	\$30	\$70	Additional \$25
DOUBLES AS VIP CUSTOMER	\$30	\$60	\$140	Additional \$50
HOST EXCLUSIVE ITEMS	1 item at \$15	1 item FREE & 1 item at \$15	1 item FREE & 2 items at \$15 each	2 items FREE 3 items at \$15 each

4
FOR EACH NEW PARTY BOOKED

HOST EARNS 1 ITEM AT 50% OFF!

5
FOR EACH NEW AGENT

*Applicable for new Customer orders of \$49.99 or more.
Wallet and host credit values cannot be applied to half price items
Limit 2 half price items for booking credit.



HOW A HOST EARN'S IT

5 WAYS TO BE REWARDED

1. CUSTOMER REFERRAL CREDIT

- \$10 for each new Customer that attends the WOW Party or makes a purchase online of at least \$49.99
- Product credits can be accessed at any time through the "wallet" in the Host's Customer Suite
- Every Seacret Customer who refers others earns this!

2. PARTY SALES TOTALS - HOST REWARDS CREDIT

- From \$15 to \$140+
- As WOW Party sales increase, so does their FREE credit (See Reward Chart on page 14)
- VIP Customers earn DOUBLE credit
 - o Become a VIP Customer by participating in the Bundle & Save Program, by accumulating at least 500 points, placing first time order of \$99 or more, or by hosting a \$500+ party.

3. HOST EXCLUSIVE ITEMS

- Items exclusive to WOW Party Hosts
- Host can earn for FREE or purchase for the low price of \$15 based on party totals

4. NEW PARTY BOOKINGS

- Host receives half price item for each guest who books a future WOW Party

5. NEW AGENT ENROLLMENTS

- Host receives additional half price items for each new Agent enrollment finalized before the close of the party

NOTE: USE YOUR PARTY ID ON ALL ORDERS, ENROLLMENTS, AND BOOKINGS TO MAKE SURE YOUR HOST IS REWARDED!

HOST TRAINING

HOST TRAINING INTENSIVE

It is mission critical that your WOW Party Host is well prepared. Use these 7 steps to ensure both of you are rewarded for your hard work.

7 EASY STEPS TO COACHING YOUR HOST

1. Allow the prospective Host to choose from dates and times that work well with your schedule. Book the party for them in your Backoffice. Provide them with an overview of the Party and a Host Check List (see green box on page 17), they will receive their party ID and website address via email or you can share this important information with them.
2. The secret to success is a happy Host. Find out *WHY* they are having the Party and what products are on their Wish List.
3. Help the Host to create a guest list of 30-40 people using the same methods you used in your *Blueprint*.
 - They can expect approximately 10 of the 30-40 invitees to accept the invitation and attend the Party
 - Provide invitations, social media graphics, email templates, their **Party ID**, and **Customer website**
4. Follow up with your Host often and be encouraging
 - Ask them to personally invite and talk about the Party with everyone they see
 - Remind them to keep their approach short, simple, and easy
 - *"Hi Karen, so good to see you! I'm having a Seacret WOW Party at my house on Saturday. I know how much you LOVE to be pampered and I know you will love these products. I hope you can come try them out!"*

5. Keep it Simple. Keep your Host relaxed and eliminate stress,

- Tell them to keep it simple with light refreshments (cucumber water and a light snack work well)
- Ask if they have a table or kitchen island where you can set up, or offer to bring a table of your own

6. Ask your Host to remind guests the night before the Party with a simple call or email to improve guest attendance:

- *"Just a reminder that my Party is tomorrow night at 7. See you then!"*

7. Thank and spoil your Host!

- a. Follow up with them after their Party to review their rewards
- b. Close out the Party when you submit their rewards order
- c. Ask if they would like to Host again or, better yet, start a future with Seacret



To make sure every Host is a happy Host, a Hosting Party Checklist is available for download in your Backoffice.



GET READY TO PARTY

THIS OUTLINE WILL SERVE AS THE GUIDE TO HOSTING A GREAT WOW PARTY.

CREATING A HOST PACKET

A successful Party leads to future bookings. Be prepared with 2-3 Host Packets at every WOW Party you hold. Give these to guests who book a WOW Party.

- Host Checklist – How to Host a Seacret Party with party ID, Host website indicated
- One (1) Wish List Form – So they can identify what they want and what their party goal would be
- Five (5) Customer Order Forms
- Two (2) Agent Enrollment Forms
- Samples (optional)
- Product Catalog (optional)
- Business card or flyer

PARTY SUPPLIES NEEDED:

- Seacret products
- Seacret Flipchart
- Seacret Flipchart videos
- Host Packets



- Seacret Wish List and Skin Quizzes
- Seacret Agent Applications
- Customer Order Forms
- Pens
- Cotton Pads
- Mirrors
- Towels/washcloths
- Headbands
- Applicators/craft sticks
- Small bowls to sample the Salt and Oil Scrub and Body Butter

Get everything you need for a WOW Party with a WOW Party Kit from your Backoffice

SET UP

- Position products on the kitchen table or near the table so they can be in plain sight during the Party
- Light music in the background

WHEN THE PARTY STARTS:

- Use the Flipchart and videos to walk your guests through the Seacret experience
- Have fun and ask questions to keep your guests engaged



SHARE OPTION 2 - 5 WOVS IN 5 MINUTES

5 WOVS IN 5 MINUTES IS THE IDEAL WAY TO SHARE THE SEACRET OPPORTUNITY FAST

For your Business Prospects and people looking for the benefits of being an Agent our *5 WOVS in 5 Minutes* is the way to go. Your first WOW will be the product, but the other 4 come when you share the opportunity. And with a one-on-one approach you can really customize your presentation to fit their personal needs.

WHAT YOU GET

Customer getters - new Agents to Build your team

HOW YOU GET IT

Suggest to meet for 30 minutes - A 5-in-5 WOVS Presentation can happen anywhere, coffee shops, their home, even a park bench. Just make it convenient for your guest.





Look Professional - You are about to introduce an opportunity that could change a person's life. If you did not upgrade your Launch Kit to the 5-in-5 Agent Launch Kit during enrollment, you can still upgrade from your Backoffice. This briefcase safely carries all your WOW products and Presentation material, and makes a strong first impression.



Demonstrate the WOW Products - These products are available in all 3 Starter Sets. Watch the 5 WOWs in 5 Minutes training video in your Backoffice to learn the best way to share.

Use your 5 WOWs in 5 Minutes Presentation Brochure - This will walk you through sharing the 5 WOW products and allow you to easily show the benefits of being a Seacret Agent.



SHARE OPTION 3 - SHARE THE WOW WITH SAMPLES

THERE ARE LOTS OF PEOPLE YOU KNOW WHO ARE NOT LOCAL OR JUST CAN'T SEEM TO FIND TIME FOR A WOW PARTY OR 5-IN-5 PRESENTATION. THESE ARE PEOPLE YOU CAN WOW WITH SEACRET SAMPLES.

WHAT YOU GET*

- New Customers - Earn WOW bonus of 20-25% on their purchases
- Repeat Customers - Earn 20-25% of BV
- Larger Customer Base - Earn E4 Credit and Global Customer Share Pools
- People who may join your team

HOW YOU GET IT

There are 2 ways to Share Seacret Samples:

1. Send a Seacret Sample Regimen

- Visit seacretsupply.com and select a Regimen Sample
- A variety of Regimen Samples are available
- Your Regimen Sample will be sent with a custom message and a step-by-step tutorial so they get to fully experience the WOW effects of our Dead Sea products. They will also receive your personal Seacret website so they can immediately start shopping!
- You will receive notifications when your Samples ship, are delivered, and even follow-up reminders.

*See Book 5: Compensation Plan for more information





2. Purchase Samples from your Backoffice

- Visit your Backoffice/Shop/Samples to purchase a variety of bulk Samples
- These Samples are easy to carry so you can pass them out to everyone you meet
- Drop a few in the mail to surprise a friend or family member
- Use as a teaser when inviting to parties or 5-in-5 meetings

IT'S A SMALL INVESTMENT THAT LEADS TO BIG RESULTS

GET FAMILIAR WITH THE PRODUCTS

You are all set to start sharing Seacret. Next, check out *Book 4: Product Guide* so you know all the benefits that come with being a Seacret Customer. Plus, use as an easy product reference guide for WOW Parties and 5 WOWs in 5 Minutes Presentations.



SEACRET | 3344 East Camelback Road | Phoenix, AZ 85018

Phone: 602.606.9500 | Toll Free: 1.877.680.9622

Fax: 602.606.9519 | E-mail: support@seacretdirect.com