

Advanced Product Training

Elevate, New Orleans
October 27th, 2023
Helena Erskine



Seacret Agent Mission ...



Mission 1: Boss Baby

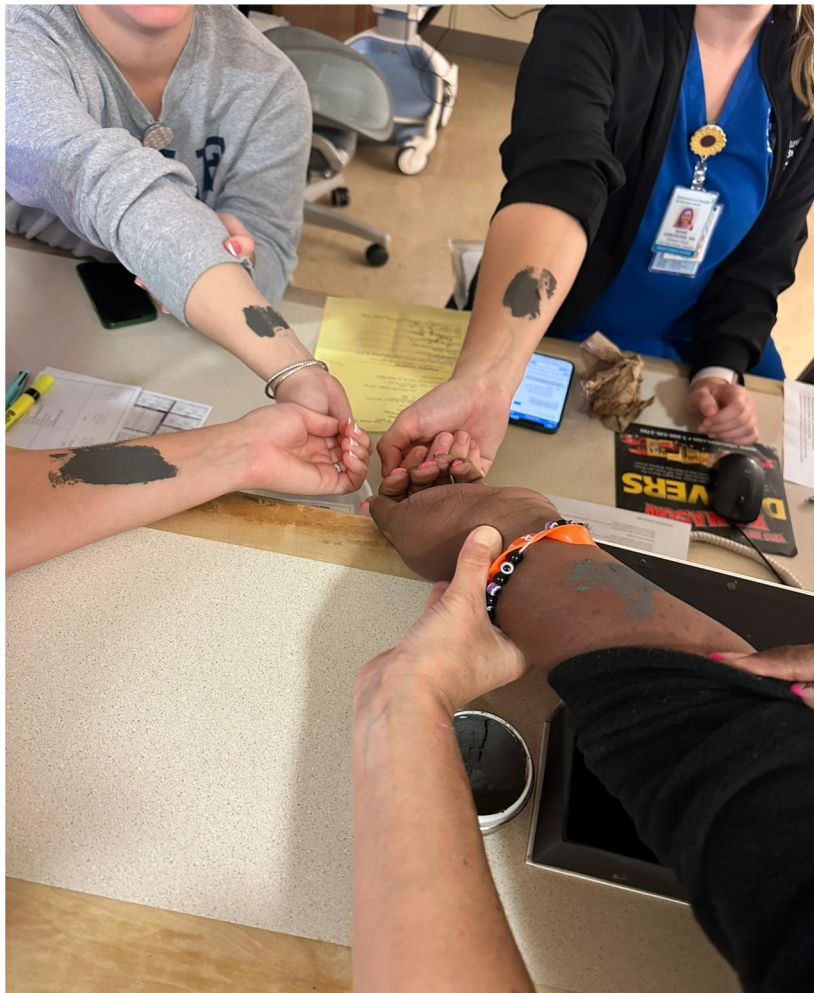


Be a product of the product & create a personal testimonial.

Lead with the product as a 3rd party tool.

Demonstrate 5 Wows.

Enroll new VIPs & learn the VIP Perks.



5 Wows

Nail Buffer

Salt & Oil Scrub

Mineral Rich Peeling Gel

M4

Body Butter

Show More, Talk Less

Demonstrate the 5 Wows

Allow the products to talk for you

Our products are the #1 3rd party tool for customer conversion

S T F U

VIP Perks:

Double points on all purchases. \$1 = 2 points

1. Loyalty points converts to product credit

- a. 500 points = \$15
- b. 1000 points = \$40
- c. 2000 points = \$120

2. Earn referral credit

- a. \$10 per person
- b. seacretdirect.com/customerusername

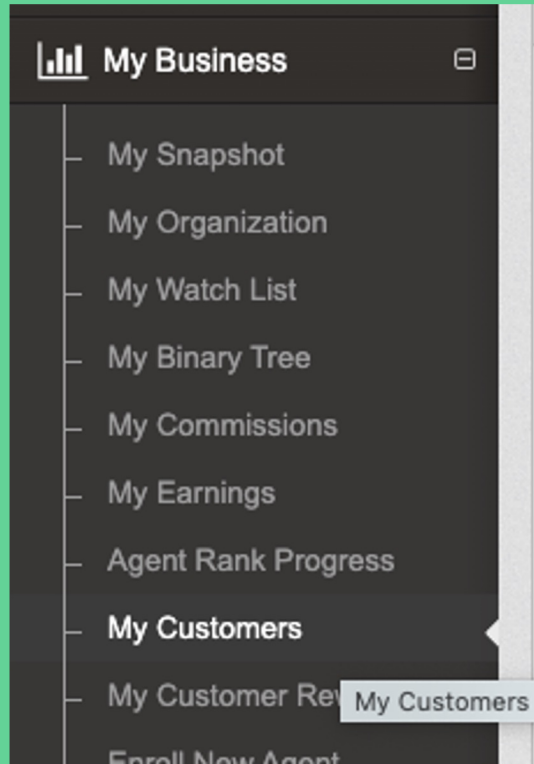
3. Get a birthday discount

- a. \$20 in their wallet during birthday month

Wallet dollars are found on the last page of the checkout process, after they confirm shipping and billing.

***Restrictions apply**

Find the Gold:

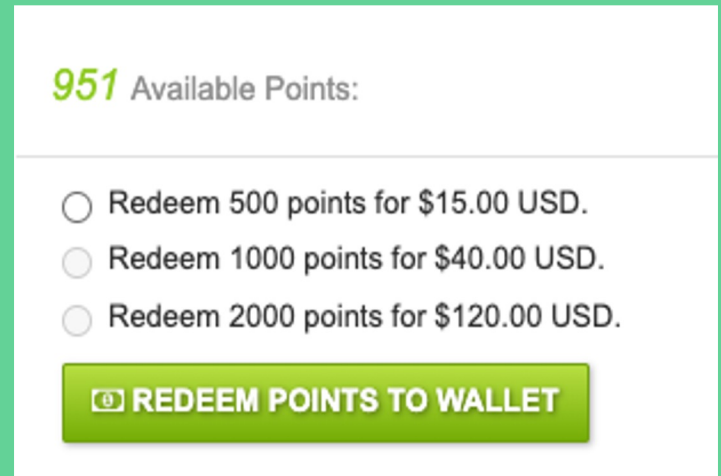
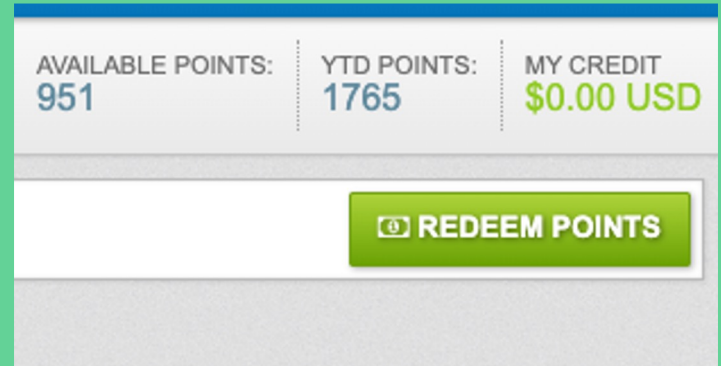
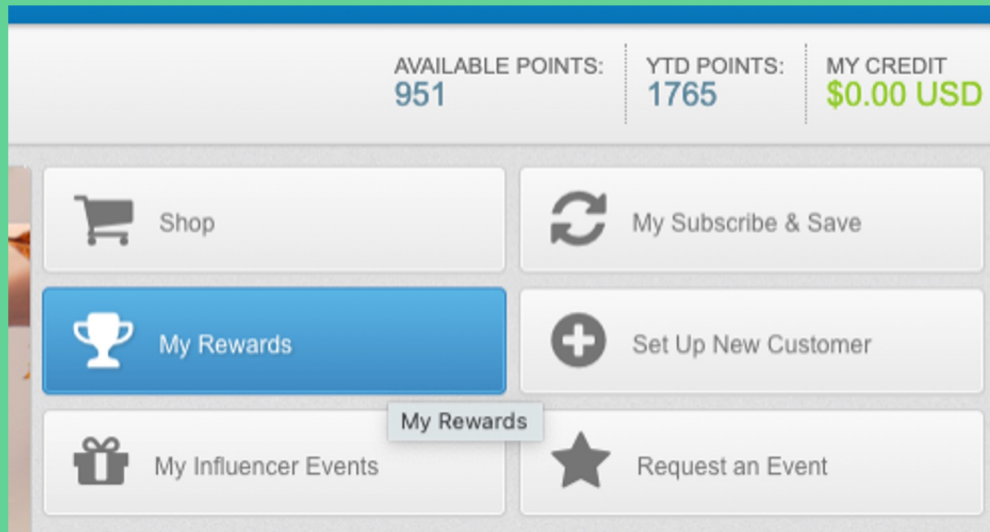


1. Click My Business
2. Click My Customers



| WALLET BALANCE | AVAILABLE POINTS: |
|----------------|-------------------|
| 0 | 15 |
| 0 | 206 |
| 0 | 666 |
| 0 | 690 |
| 0 | 863 |

1. VIP logs into account
2. My Rewards
3. Redeem Points
4. Shop
5. Wallet dollars found after billing and shipping is confirmed. *restrictions apply*



Mission 2: Spy Kids



Increase belief & social proof using parties (online, home, vendor shows).

Expand network, grow warm market, more leads, new friends.

Results-focused product sets for skin types.

Work the Influencer Program.

Wow Party Guide



SCAN ME

Themes:

Mud & Margaritas

Mud & Merlot

Ladies' Pamper Party

Coffee & "Cream"

Sip & Spa

Self Care Sunday

Moms, Mimosas & Mud Masks

Mother-Daughter Pampering Party

SEACRET

INFLUENCER REWARDS



GET REWARDED

WHEN YOUR EVENT HAS A **MINIMUM OF 3** BUYING GUESTS, YOU ARE ELIGIBLE FOR INFLUENCERS REWARDS!

| Event Sales** | Free Product Credit*** | Monthly Influencer Bonus | Half Price Items**** | New VIP Customer Bonus |
|---------------------------------------|----------------------------|--------------------------|----------------------|---|
| \$1 - \$249 | \$0 | 1 | 0 | One-time \$10 Wallet Credit for each new VIP Customer referred who purchases \$99 USD (Retail) or more. |
| \$250 - \$499 | \$30 | 1 | 1 | |
| \$500 - \$749 | \$60 | 1 | 2 | |
| \$750 - \$999 | \$140 | 1 | 3 | |
| \$1249 + *Every \$250 over \$1249= | \$190* Additional \$50! | 1 | 5 max | |

LIMIT ONE INFLUENCER BONUS PER EVENT WITH A MINIMUM OF 3 BUYING GUESTS. LIMITED QUANTITIES, WHILE SUPPLIES LAST.

All events must close within the same month the first order is placed. Cut off is the last day of the month @ 11:59 PM PT.

1. Type in current customer or click PLUS button for new host
2. Name the event ... people will see that when they shop
3. Click Schedule Event

- My Influencer Events
- My Influencer Events
- Book An Event
- Influencer Event Resources

Influencer:

Event Date:

Event Name:

Street:

City:

State:

Postal Code:

Country:

Details:

 SCHEDULE EVENT

1. From backoffice, Agent uses “Place An Order” to enroll new VIPs.
2. Guest may shop using party link. Instruct them to check “confirm” box.
3. Keep track of the Rewards Summary.
4. \$750 Sales Goal

The screenshot displays a backoffice interface for event management. At the top, there are navigation links for "Orders" and "Details". The main content area is divided into two sections. The left section, titled "Event Location:", provides the address: "169 Route 148, Killingworth, Connecticut 06419-2302, United States" with an "Edit" link. The right section, titled "Get The Word Out", contains a URL: "https://www.seacretdirect.com:443/210377/en/us/party?p=37203c3a170c" and a "Copy" button, along with social media sharing icons for Facebook, Twitter, Pinterest, LinkedIn, and Google+. Below these sections is a horizontal bar with four buttons: "HOST AN EVENT", "PLACE AN ORDER", "BECOME A SEACRET AGENT", and "CLOSE EVENT". At the bottom, there are two summary boxes. The "Guest Summary" box shows counts for "Yes", "No", and "Maybe" responses, all currently at 0. The "Rewards Summary" box shows a total of 4 guests, \$687 in total sales, \$60 in product credit, 1 influencer exclusive, 2 half-priced items, and \$20 in referral credit.

Orders Details

Event Location:
169 Route 148
Killingworth, Connecticut 06419-2302
United States [Edit](#)

Get The Word Out

<https://www.seacretdirect.com:443/210377/en/us/party?p=37203c3a170c> [Copy](#)

[f](#) [t](#) [p](#) [in](#) [g](#)

[HOME](#) **HOST AN EVENT** [PLACE AN ORDER](#) [BECOME A SEACRET AGENT](#) [CLOSE EVENT](#)

Guest Summary

0 Yes 0 No 0 Maybe

★ Rewards Summary

| | | | | | |
|------------------|-------------|----------------|-----------------------|-------------------|-----------------|
| 4 | \$687 | \$60 | 1 | 2 | \$20 |
| Number of Guests | Total Sales | Product Credit | Influencer Exclusives | Half Priced Items | Referral Credit |

Influencer Exclusive



November Influencer Offer

Valid November 1-30, 2023

Salt Scrub - O / M / P

Natural exfoliating skin scrub featuring Dead Sea Salt, which exfoliates away dead skin and other debris from the skin's surface and pores. Enriched with aromatic oils to hydrate the skin after smoothing away roughness and enhancing softness. A perfect hydrating body scrub to promote skin suppleness.

RETAIL VALUE \$36 | VIP VALUE \$30.50
ITEM #NOV2023-IB

Exclusive, Limited Time Offer
for Influencers who introduce 3 buying
guests to Seacret in November.

1. Agent helps host decide which products they want free and 1/2 price.
2. From backoffice, Agent clicks close party and follows prompts.
3. Use the “Next’ button to move through categories.
4. Enter the host’s billing details and close event by end of month.

Important Note ✕

Host Reward Dollars do not carry over. In other words, any unused Host Reward Dollars will be forfeited. However, unused Wallet Dollars will remain in your Wallet for future use.

VIP PRICING

(1) Half-Off Host Exclusive Items Remaining

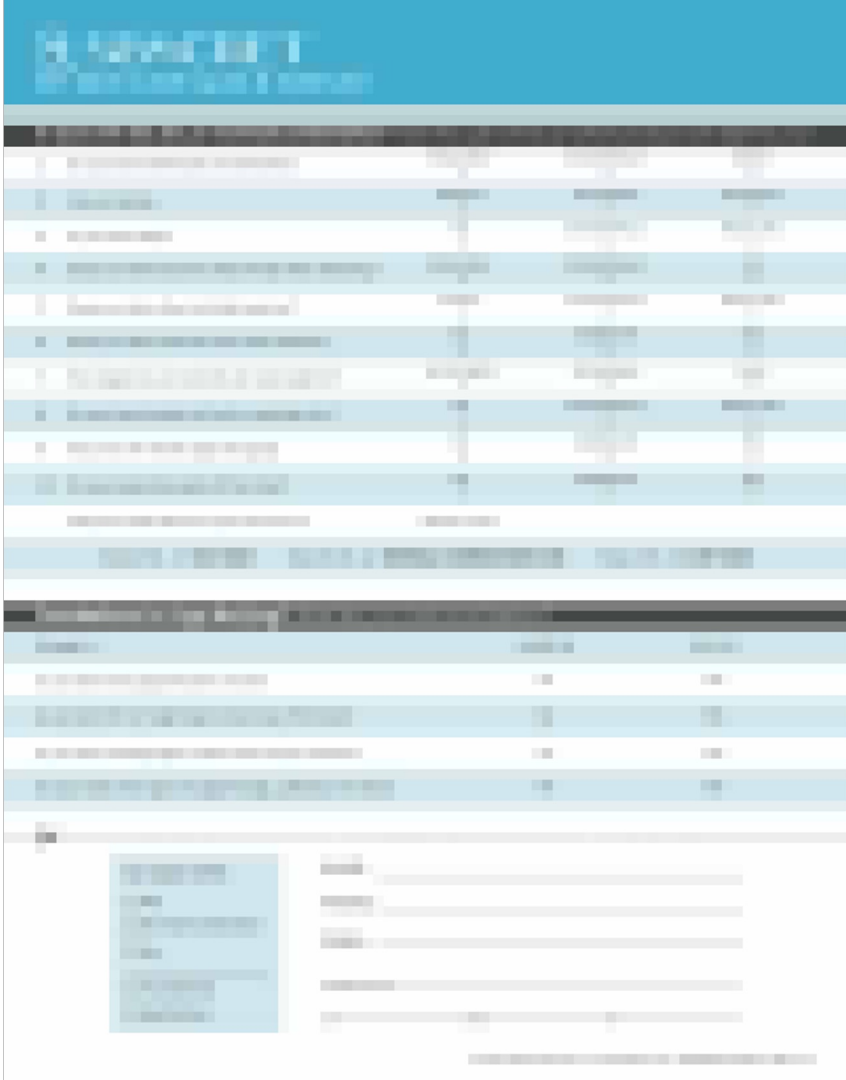
(2) Half-Priced Items Remaining

\$60 Product Credit!

\$20 referral credit will be available for future orders

✓ CONTINUE AND CLOSE EVENT





Skin Type Quiz



SCAN ME

Cleanse, Moisturize, Exfoliate

NORMAL TO OILY SKIN CARE SET



Cleansing Gel



Mineral Toner



Exfoliate
Weekly



Moisture Lotion

NORMAL TO DRY SKIN CARE SET



Cleansing Milk



Balancing Serum



Exfoliate
Weekly



Moisture
Cream/Lotion

Cleanse, Moisturize, Exfoliate for Age Defy

AGE DEFY - ALL SKIN TYPES SKIN CARE SET



Cleanser & Toner



Hydrating Water



Exfoliate Weekly



Essence



Moisture
Cream/Lotion

AGE DEFY - NIGHT ROUTINE SKIN CARE SET



Cleanser



Milky Essence



MA Night Serum



Radiance Cream

Common Conditions, Company Compliance, & Skin

Eczema - an inflammatory skin condition that causes dry skin, itchy skin, rashes, scaly patches, blisters and skin infections

Psoriasis - an immune-mediated disease that causes raised, scaly patches on the skin due to systemic inflammation

Melasma - a skin condition that causes patches and spots, usually on the face, which are darker than your natural skin tone

Acne - a common skin condition that happens when hair follicles under the skin become clogged

What is your biggest skin concern?

Do you, or anyone you know, have dry, itchy skin, or scaly patches?

Do you use any medicated creams on your skin?

Are you interested in plant derived skin products that work to relieve your symptoms?

Have you heard of the Dead Sea? It's known for its healing minerals. Our products have these, which is why our customers are amazed!

Helps to relieve (symptom)

Improve the look of (symptom)

LIMITLESS

HAPPINESS

CONFIDENCE

VITALITY

YOUTHFULNESS

Mission 3: Charlie's Angels



Confident and growing team of Agents and VIPs.

Learn hot topic skin/hair care ingredients for best results.

Advanced Mask Training.

Not flustered by objections.

Hot Topic Ingredients in Skin & Hair Care

Avoid -

Mineral Oil: worsens blemishes

Propylene Glycol: causes irritation

Synthetic dyes & fragrances: causes irritation

Parabens: hormone disruptor

Sulfates: disrupts skin barrier

SLS: harsh, causes pH imbalance

Desire -

Hyaluronic Acid: promotes collagen

Salicylic Acid: unclogs pores

Alphy Hydroxy Acid: fade dark spots

Ceramides: boost moisture levels

Vitamins A, C, E: age-fighting power

Caffeine: antioxidant, increases radiance

Green Tea Extract: minimize puffiness

Hydrolyzed Collagen: improves elasticity

MUD MASKS

Normal to Oily Skin



Absorbs Oil
Soothes & Softens
Chamomile & Allantoin

Hydration

Softens fine lines

Shea Butter & Chamomile



Normal to Dry

Age Defy Masks

All Skin Types - Sensitive



Lavandin Creamy Gel

Delivers Key Ingredients Overnight

Skin Renewal & Radiance

Hyaluronic Acid, Salicylic Acid, Vit E

Mask and Exfoliator

Skin Firmness & Even Tone

Vitamins E, C, A

Aloe Vera & Chamomile



All Skin Types

Recover Day Masque

Targeted treatment to temporarily
erase lines and wrinkles

Vitamins E & A

Prepares skin for other products



Common Objections

1. My skin is sensitive...

- a. Tell me more about what you use now?
- b. Educate
 - i. hypoallergenic, paraben free, Dead Sea ingredients (known to reduce inflammation, clean, plant-derived)
 - ii. Guide towards body, hair, or nutrition products
 - iii. Share the MBG promise

2. I already have a skin regimen that I like...

- a. Tell me more about what you use now?
- b. Have you noticed the results you want with your current products?
- c. If you could pick one thing, what would you want to improve the most?
- d. Suggest something they don't have such as a serum or mask.
- e. Guide towards body, hair, or nutrition products

Common Objections

1. It's too expensive...
 - a. Tell me more about what you use now?
 - b. If money were no object, what would you love to buy for yourself?
 - c. Would you like more information about getting products free and ½ off?
2. Can I have the link to do my research / order later...
 - a. The website can be glitchy, what result are you most interested in so I can guide you to the right products?
 - b. Do you have any particular sensitivities to ingredients?
 - i. Share the PDFs via text and set up a time to follow up.
 - c. What's your cell number so I can share the link with you?
 - i. Your link is like your virginity... don't just give it away to people who aren't interested.
 - ii. Your link is a gift and they may get it once you understand what results they desire in order to make proper recommendations.



Hair Care

SLS & Paraben Free

Argan Oil & Hydrolyzed Silk

Pro-Vitamin B5

Dead Sea Minerals

Common Conditions, Company Compliance, & Hair

Autoimmune - body attacks itself (IDDM, RA, Psoriasis, Grave's Dx, Celiac Dx, IBS)

Hormonal Changes- estrogen, progesterone, testosterone (puberty, pregnancy, postpartum, menopause, aging, high stress, life events)

Nutritional Deficits - eating disorders (undereating or overeating), poor diet (lack of protein, crash diets or drastic weight loss), anemia (iron, zinc, etc.),

Medical Treatments - chemotherapy, radiation, medications

Styling- heat, chemicals, dyes, tight ponytails

What is your biggest hair/scalp concern?

Do you have dry, itchy skin, or flakey patches?

Are you concerned with hair loss or thinning?

Scale of 1-10, how in love are you with your hair?

Have you heard of the Dead Sea? It's known for its healing minerals. Our products have these, which is why our customers are amazed!

Helps to relieve (symptom)

Improve the look of (symptom)



Hair Care

SLS & Paraben Free

Argan Oil & Hydrolyzed Silk

Pro-Vitamin B5

Dead Sea Minerals

Mission 007



Loyalty

Leadership

Loyal VIPs convert to Loyal Agents

Onboarding VIPs → drip, don't drench

1. Get to know them and let them get to know you
2. Make them feel appreciated
3. Educate on our products
4. Invite them to our programs

Provide a world class customer experience.

Be a product of the product.

Create an environment of victory and celebration.

Right NOW!

1. Amp up business & make lists.
2. Book events & PPP
 - a. Vendor Shows
 - b. Online Party
 - c. Home Party
 - d. #nationalhandcreamday
 - e. #bringyourseacrettoworkday
3. People buy now and Black Friday.
4. Connect with existing customers about their life. Be interested in them!
5. Send personal notes or cards thanking them for their loyalty & supporting your business.
6. Make list of business owners you support and connect with them:
 - a. Collaborate
 - b. Customer Appreciation
 - c. Office gifts
7. Attend BF trainings.

Buddy's Black Friday Tips:



November 21st - 27th

1. Set a goal. Put it on your fridge.
2. Help your team set goals (incentive?)
3. Stay connected to SABB.
4. Collect pre-orders & update CC info.
5. Let them know quantities are limited, prepare 2nd choice.
6. Stay calm, they will fix the website.
7. Stay calm, they will add other products when hot items are OOS.
8. Don't give up until 12:00am 11/28

Thank you.

Helena Erskine
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