Reaching out for the product

For warm market prospects: (Family, friends, co-workers)

Know the person you’re calling!

WIIFT (What’s in it for them?) - Maybe weight loss, energy, better gut health, sleep help, brain fog, etc.

FORM (Family, Occupation, Recreation, Money) Do you know their family needs money, needs better health, do they hate their job and complain all the time, do they love to vacation but can only go 1x every 5 yrs because they can’t afford, do they complain about not having money for college and always pay attention to their health. Do they complain about being tired all the time, stomach issues, bloating, energy, weight gain, sleep issues, brain fog, etc.)

Decide if you want to approach them about the business or the product.

Refer to the Memory Jogger for the business.

Step 1:

For the product say you have a friend who struggles with (weight, sleep, stomach issues, brain fog, energy, etc.)

1. Hi \_\_\_\_\_\_\_\_\_\_\_\_, I hope all is well with you and the family. I’ve been thinking about you a lot lately because I remember you have been complaining about stomach issues. I recently decided that my health and wellness wasn’t where I wanted it to be, so I decided to do something about it. I got this amazing, personalized nutrition system to get me started that I’ve heard great things about. I’m super excited! And, I know it would be even more fun, and I’d be more committed if I could do it with other people and think it could really help your stomach issues. You’ve always been super supportive of me so I would love to help you in return. I would love to send you an 8 minute video highlighting the company so you could take a look. Would that be ok?
2. You’ve always been so supportive of me, and I appreciate that so much! I’m going to start a wellness program and I’m trying to find people to do it with me. It is a personalized nutritional system that is clinically proven, and I know a lot of people who’ve had a great experience with it. I would love to share some information with you. Please let me know if you have any interest. 😊
3. You’ve always been so supportive of me, and I appreciate that so much! I started a wellness program (3 weeks ago) that has literally changed my health and the way I feel. I was so tired and had to take afternoon naps, but now I don’t so I’m thinking about people who I think would love better health, and you popped into my head. It’s a personalized nutrition system that is clinically proven, and has changed millions of people’s lives and they’ve had such great success with it. I would love to share an 8 minute video with you. Is that something you would be interested in?

Step 2:

\*\*\*\*\*IF they say yes-------------------Send them the 8 minutes video in our training page.

Say something like “Here is the information I promised to send over. Just so you know, I started with the Ready Set Wellness Bundle with the Cleanse (or whatever you started with). It’s such a great deal and an easy way to see big results fast on improving your health and wellness. I hope you feel the same after watching this! It would be so fun to do this with you! I’ll check back with you later today or tomorrow to see what you think. Which is better?

If they say today OR tomorrow, pin down a time. Say “Tonight is great, I have 7:00 or 8:00 available which one works better?”

If they’re interested after watching the video but have more questions or just want a single product, tell them you’re learning and would appreciate it if they could do a quick call with your upline. Your business builder will show you how to move them to a RSW bundle.

If they want the RSW and they’re all set, ask them if they’d like to see what a personalized nutrition plan looks like where they can upload their DNA from 23 and me or ancestry, or would they like to start with the vitalizer which is specific to their age group. If they want to do the Meology send them the link. Once they fill out the Meology assessment you can sign them up with that or the Vitalizer! Set them up as a customer and follow the NEW CUSTOMER follow up Guide! CONGRATULATIONS!

Step 3:

\*\*\*\*\*IF they say no --------------------Say “That’s ok. No worries. I appreciate you always anyway. I would still like to invite you into our FB Community, 13 Tips for Healthy Living. It’s a FREE group of like-minded people who want to prioritize their health. We do FREE health challenges every month, we provide health tips, education, and give away prizes. Would you like to be a part of Generation Health and hop in there with us?

\*\*\*\*If they say yes, invite them into our page and when they accept make sure you send them a voice DM and thank them for joining! We also have a post every Thursday that will welcome them into the group, and we will nurture our relationships there and eventually they will hopefully join us here at Shaklee!