

Our 5 Year Vision

To help 1000 people become highly-skilled Six Figure Earners in USANA by the end of 2030.

A $100,000,000 impact in our industry

Our Core Values

Invested in:

Brand Partner Success &
Preferred Customer Success

Results Driven
Solution Focused
Better Than Yesterday
Consistency
Take Ownership

See The Next Page For
Your Getting Started Right Plan

Canada Market Beta Edition
Updated March 6th 2026

Your Getting Started Right Plan

Your Name: _____ **USANA ID#**: _____

Date of Enrollment: _____ **Milestone Bonus Deadline:** _____

- ❑ **Step 1. Watch Fast Start Video** at http://faststartca.myteamwork.info. Use the memory jogger on page 5 and make your names list using page 6. Start with your Top 20 and build your list to 100 minimum, 500 maximum. Take a picture of your list and send it to your mentor. If you have trouble making your list, do a zoom with your mentor and make the list together.

- ❑ **Step 2. Mentor Meeting (1 hour):** Read Fast Start Playbook pages 4-11 with mentor, decide on your first invite strategy (2-on-1 presentations or a Home Event). Then make calls to schedule your first presentations. Mentor should be observing on zoom to make sure you are inviting correctly and sticking to the script.

- ❑ **Step 3. Do Presentations 1-3** with mentor presenting to your prospects. Ask mentor for their Calendly Link so you can know their availability & book each presentation. Watch example video playlist daily during this time to learn the presentation: http://presentations.myteamwork.info. Earn Go-Getter recognition upon completing presentation #3.

- ❑ **Step 4. Service Your New Preferred Customers & Brand Partners**
  When a new Preferred Customer enrolls, follow page 14 to get them started right. When a new Brand Partner enrolls, give them a printed copy of this playbook found at http://canadaplaybook.myteamwork.info and start their process from Step 1 above. Your mentor should be guiding both PCs & BPs through each step while you observe. After seeing the process once for each, you will onboard your new PCs & BPs while your mentor observes. This is part of the duplication process for you.

- ❑ **Step 5. Mentor Meeting (1 hour):** "When Your Products Arrive, Do Step 5."
  When your products arrive, meet with your mentor on zoom and follow the training outline on page 12. You will unbox your products, gameplan to earn your first $790 dollars, understand the long term earnings plan, learn about the next big training event, get clear on your Milestone Bonus dates, plug into Personal Development, and plan your next round of presentations.

- ❑ **Step 6. Do Presentations 4-6 as a Co-Pilot & Print your DMO Binder.** You present the first half of the presentation and your mentor does the second half. After completing presentation #6, finish this step by watching the video found here: http://binder.myteamwork.info and print your DMO Binder. This must be printed and ready before your Step 7 Mentor Meeting.

- ❑ **Step 7. Mentor Meeting (1 hour):** Learn The Self Training Process.
  You must have your DMO Binder printed in advance. Meet with your mentor on zoom and follow the training outline on page 13. You will learn about Inner Game Reprogramming and how to apply it in your daily life. You will also review your DMO Binder and plan your next round of presentations.

- ❑ **Step 8. Do Presentations 6-9 to become a Certified Presenter.**
  During these presentations, you will be doing the entire presentation from beginning to end. Your mentor will still be present to share their story, connect with the prospect, and edify you like normal, but you are now running the show. You will earn your Certified Presenter recognition upon completing your 9th presentation.

- ❑ **Step 9. Mentor Meeting (1 hour):** Expand Your List & Ongoing 1-on-1 Marketing Sessions.
  Watch each video with your mentor at http://expand.myteamwork.info and discuss your takeaways between each video. You will learn the warm up process. Then schedule an hour to sit down, write out and expand your list. Share your expanded list during the next meeting with your mentor for Step 10.

- ❑ **Step 10. Mentor Meeting (1 hour):** Share Your Expanded List & Schedule Your First Home Event (optional)
  Share your expanded list with your mentor. Watch together: http://homeevent.myteamwork.info to plan & market your first home event or secure a different meeting space for the event.

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Fast Start Playbook

Congratulations on making a decision that, based on our incredible products, as well as our Brand Partner opportunity, can help provide you a life of ***health, freedom, and fulfillment!***

Score in 24!

This Fast Start Playbook is designed to teach you how to ***earn $790 in the next 13 weeks*** by gathering *1600 points from Brand Partner & Preferred C*ustomer orders. Make it your first goal to get off to a FAST start by "SCORING IN 24" by enrolling your first new BP or PC in the next 24 hours!

As you begin enrolling others, make sure each new brand partner you enroll gets a copy of this playbook and that you spend some time reviewing it with them to get them off to a fast start!

In the past few years, our teams have enrolled thousands of brand partners and preferred customers in 24 countries creating health, freedom, and fulfillment for people from all over the world because of our amazing products. When you attend our training events, follow our simple system of success and ***NEVER GIVE UP***, we have a career plan that can create true freedom in your life!

Be sure to visit http://faststartca.myteamwork.info, to watch the video that goes with this playbook and let's get started on your journey to success!

First Things First: What is Your WHY?

With USANA, thousands of people around the world are experiencing more health, freedom and fulfillment in their lives. As one of the fastest growing network marketing companies in the world, the success of our brand partners has been staggering. The possibilities are literally endless!

Just imagine for a moment… How would it feel to:

- Be debt free
- Never have to fight traffic to-and-from work ever again
- Fire your boss
- Buy a new car
- Buy a new home
- Buy a car or home for your parents
- Have the time and money freedom to take a vacation every single month
- Be able to spend all the time you want with your family
- Know that YOU made a difference in creating freedom in someone else's life or the lives of hundreds of other families

What do you really want to get out of life?

Take a few minutes and write down some personal goals for what you would like to accomplish with USANA. (Examples: Travel to Bora Bora, cruise the Nile river, quit my job, allow my wife to be a stay-at-home mom, buy Mom a house, world-school my children, buy a new car.)

1._____ 6._____

2._____ 7._____

3._____ 8._____

4._____ 9._____

5._____ 10._____

Websites and Resources

- ❑ Download the USANA & USANA Hub Apps in the App Store or Google Play Store
- ❑ Download This Playbook: http://canadaplaybook.myteamwork.info
- ❑ Write Down Team Support Zoom Schedule:
  Sundays at 8pmCT
  Mondays at 8pmCT
  Thursdays at 8pmCT
  Zoom Link: http://multiply.myteamwork.info/
  or Enter Zoom Meeting ID: 996 6332 2960
- ❑ Save USANA Home Office Number: 888-950-9595
- ❑ Join our Facebook Private Group. Search for: "Team DSI: Duplicate Success International"
- ❑ Ask Mentor to add you to the Team DSI Group Chat on Facebook Messenger
- ❑ Join Team DSI Group Chat on What's App →
- ❑ Download Team DSI USANA Presentation: http://slides.myteamwork.info

Skill 1: Make a List

Start with your "***White Hot Market"*** so you can "Score in 24" by enrolling your first preferred customer or brand partner in the next 24 hours.

Who are the people closest to you that will look at USANA just because it's you?

Next, the combination to get your business paying for itself is:

20 Calls: 15 Presentations: 6 Enrollments: $790.

Ultimately you'll want to have a list of 200 or more with everyone you know. But for your first week, start with your top 20. These should be the top 20 that you know the best.

Start with the people who meet the following criteria

- ✓ **Competitive/Goal Oriented** (athletes, business owners, people who have done MLM before).
- ✓ **Social Butterflies** (who's the life of the party, never met a stranger, popular, loves to socialize).
- ✓ **Dissatisfied People** (who's not happy with where they are in life, tired of the rat race, wants to spend more time with family).

As you continue past your top 20, *do not pre-judge anyone.* In many cases, those who you think will join, won't. And those who you think will not join, will. Your job is not to play mind reader. Your job is to write down everyone you know on a first name basis.

With the momentum that USANA is experiencing right now, please realize that EVERYONE you know: your friends, your family, your co-workers, WILL see USANA from someone. And some of them ARE going to enroll. Make sure YOU are the first one to show them! As we approach $1 Billion Dollars in annual sales, USANA is becoming a household name – no doubt about it!

Who Do You Know Who:

- Is in your cell phone
- Facebook friends
- Email contacts
- Parents
- Children
- Cousins
- Aunts & Uncles
- Nieces & Nephews
- Spouse's relatives
- Co-workers
- Goes to church
- Friends from school
- Friend's parents
- Loves to vacation
- Gambles
- Neighbors
- Former bosses
- Former co-workers
- Entrepreneurs
- Does or did MLM
- Past or present Military
- Is successful
- Motivated & ambitious
- Plays or played sports
- Is influential
- Is already wealthy
- Is retired
- Has a part-time job
- Came to your wedding
- Gave you a biz card
- Sells Avon or Mary Kay
- Wants freedom
- Is a fund-raiser
- Volunteers
- Likes team sports
- Is unemployed
- Reads books on success
- Your Chiropractor
- Is friends with someone you know
- Your doctor
- Your child's doctor
- Your accountant/CPA
- Your dentist
- Works for the gov't.
- In college
- Parent's friends
- Waits on you at restaurants
- Your hairdresser
- Does your nails
- Works at your bank
- On your wedding list
- Holiday card list
- Works in retail
- Sells cars
- Is a teacher
- Services your car
- Repairs your house
- Is an engineer
- Is in sales
- Is a lawyer
- Likes to dance
- Likes to party
- You've met on a plane
- You've met on vacation
- Has 2 jobs
- Works too hard
- Was injured at work
- Lives in your neighborhood
- Is a realtor
- Delivers your mail
- Watches your children
- Sells cosmetics
- Works at the grocery store
- Exercises
- Is a vegetarian
- Has a lot of friends

Names List

1._____
2._____
3._____
4._____
5._____
6._____
7._____
8._____
9._____
10._____
11._____
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Skill 2: Invite to a group health presentation

Invite Rules

- A quick phone call or Facetime interrupts the norm & grabs the attention of your close friends & family better than a DM, text, or email. It also prevents them from thinking you were hacked. If they hear your voice, you have a much better chance to set the presentation. If they don't answer, message them to call you back.
- Remember, the invite is NOT the presentation. Follow the scripts below to the tee. The invite must be short, create curiosity, and schedule the presentation to happen IN PERSON or ON ZOOM. A full presentation is required to give them the chance to properly understand & decide. This is the most important step for them!

Invite Call to Zoom

You say: Hi FIRSTNAME how's everything going with your _____ <INSERT HEALTH CONDITION> The reason I was asking is because I'm hosting a health zoom all about _____ <INSERT HEALTH CONDITION> on _____ <DAY> at _____ <TIME>. Would you like me to send you the link so you can join?

<IF THEY SAY YES> Ok I'm going to send to you the link right now. <SEND ZOOM LINK> Did you receive ok? <WAIT> Ok sounds good I will text you in advance before the zoom starts to remind you. I hope you have an awesome day (or night). <GET OFF THE PHONE AS SOON AS YOU HAVE THE APPOINTMENT>

If they ask what it is: It's a supplement company called USANA, but I will explain everything on zoom.

Confirmation text (1-2 hours beforehand): Hi FIRSTNAME here's the zoom link once more: _____ or you can use the Meeting ID _____. I will text you right before I join at TIME. Talk to you in a bit!

Confirmation text (5 minutes beforehand): Hi FIRSTNAME I'm in the zoom right now. See you at _____.

Confirmation text (the night before if necessary): Hi FIRSTNAME talk to you tomorrow at TIME. I will send you the zoom link again about an hour beforehand. Looking forward to it!

If they don't answer initial call, send this text: Hi FIRSTNAME call me when you get this!

Alternate text option: Just called to say hello in person. Would love to connect! Can you talk later?

Invite Call to Home

You say: Hi FIRSTNAME how's everything going with your _____ INSERT HEALTH CONDITION The reason I was asking is because I'm hosting a health event all about _____ INSERT HEALTH CONDITION on _____ DAY at _____ TIME at _____ PLACE. Would you like to come?

<IF THEY SAY YES> Ok I'm going to text you the details right now. <SEND TEXT> Did you receive ok? <WAIT> Ok sounds good I will text you the night before to confirm. Is there anyone else you'd like to bring with you? <WAIT> Ok sounds good. I hope you have an awesome day (or night). <GET OFF THE PHONE>

If they ask what it is: It's a supplement company called USANA, but I will explain everything at the event.

Confirmation text (the night before): Hi FIRSTNAME we are finalizing the guest list for tomorrow. Are you still able to attend?

Confirmation text (1-2 hours beforehand): Hi FIRSTNAME we are setting up. See you at TIME.

If they don't answer your initial call, send this text: Hi FIRSTNAME call me when you get this!

Alternate text option: Just called to say hello in person. Would love to connect! Can you talk later?

Skill 2: Invite to 2-on-1 business presentation

Invite Rules

- A quick phone call or Facetime interrupts the norm & grabs the attention of your close friends & family better than a DM, text, or email. It also prevents them from thinking you were hacked. If they hear your voice, you have a much better chance to set the presentation. If they don't answer, message them to call you back.
- Remember, the invite is NOT the presentation. Follow the scripts below to the tee. The invite must be short, create curiosity, and schedule the presentation to happen IN PERSON or ON ZOOM. A full presentation is required to give them the chance to properly understand & decide. This is the most important step for them!

Invite Call to Zoom

You say: Hi FIRSTNAME how's it going? I want to run something by you. I started an online business and I'm really excited about it. It takes about an hour to show you on zoom. I could do tomorrow at TIME or TIME. Does either time work? <AGREE ON A DAY & TIME>

Ok sounds good. I'm going to have my trainer there with me so I can learn how to present. Is that ok? (They will say yes). Perfect, I have to get off the phone right now but I will text you in advance with the zoom link. I hope you have an awesome day (or night). Talk to you then. (As soon as you have the appointment get off the phone.)

If they ask what it is: It's an e-commerce business and I will explain everything on the zoom. (defer to the zoom)

Confirmation text (1-2 hours beforehand): Hi FIRSTNAME here's the zoom link: _____ or you can use the Meeting ID _____. I will text you right before I join at TIME. Talk to you in a bit!

Confirmation text (5 minutes beforehand): Hi FIRSTNAME I'm in the zoom right now. See you at _____.

Confirmation text (the night before if necessary): Hi FIRSTNAME talk to you tomorrow at TIME. I will send you the zoom link about an hour beforehand. Looking forward to it!

If they don't answer initial call, send this text: Hi FIRSTNAME call me when you get this!

Alternate text option: Just called to say hello in person. Would love to connect! Can you talk later?

Invite Call to Lunch or Coffee

You say: Hi FIRSTNAME how's it going? I want to run something by you. I started an online business and I'm really excited about it. Can I buy you lunch (or coffee) tomorrow at _____ so I can show it to you? <AGREE ON A DAY, TIME, AND PLACE>

Ok sounds good. I'm going to have my trainer there with me so I can learn how to present. Is that ok? (They will say yes). Perfect, I have to get off the phone right now but I will text you before I head over there. I hope you have an awesome day (or night). Talk to you then! (As soon as you have the appointment get off the phone).

If they ask what it is: It's an e-commerce business and I will explain everything at lunch (or coffee)." (defer to the lunch or coffee)

Confirmation text (1-2 hours beforehand): Hi FIRSTNAME see you at TIME at PLACE. Please respond with a thumbs up to confirm. (If they don't respond, call them before driving to the location.)

Confirmation text (the night before if necessary): Hi FIRSTNAME see you tomorrow at TIME. Looking forward to it! (You buy your prospect's & your lunch or coffee. Mentor pays for their own separately.)

If they don't answer initial call, send this text: Hi FIRSTNAME call me when you get this!

Alternate text option: Just called to say hello in person. Would love to connect! Can you talk later?

Skill 3: Presenting on Zoom

3 Step Setup

Before presenting USANA, always cover three important points to properly setup the presentation.

1. Introduce Your Mentor Properly

You say: "FIRSTNAME I want you to meet MENTOR'S FIRST & LAST NAME. He is very well respected in the company and I'm very lucky to be working with him. MENTOR'S NAME I want you to meet FIRSTNAME."

2. Mentor Visits with Your Prospect

Mentor says: Hi FIRSTNAME, nice to meet you! How do you know ASSOCIATE'S NAME? (listen) And what do you do for a living? (listen) How long have you been doing that? (listen) Well I have to brag on ____because he's being prepared to lead an entire division of our company in CITY. I'm very proud of you ASSOCIATE'S NAME, keep up the great work!

3. Transition to Stories

Mentor says: Before we start the presentation, we will share our stories.

3 Step Stories

Mentor shares their story first. Then asks you to share your story.

1. Share Your Why

Be authentic and let them know why you joined. The more open you are, the more open they will be.

2. It's BIG and You're ALL In

If they think, even for a minute, you're just "trying it out," they won't join. They need to hear that you're ALL in.

3. Either Way Is Fine (posture)

End with this: "If you love it, great! If you don't love it, either way is fine. But if there's anyone I'd love to partner with, it's you!"

Become a Certified Presenter

1. GoGetter - Book your first 3 presentations and observe your mentor doing the entire process.

2. Co-Pilot - Book presentations 4-6 and split the presenting duties with your mentor.

3. Certified Presenter - Book presentations 7-9 and do the entire presentation while your mentor watches and gives feedback.

3 Questions on Their Mind

1. Does it work? - After 30+ years in business, and over $7.5 billion dollars paid out to it's brand partners, it would be impossible for someone to say that USANA doesn't work. But it's always good to have the link to our Success Stories YouTube Playlist: http://success.myteamwork.info (sss) to showcase other success stories they can personally relate to.

2. Can I do it? - This is where you highlight the fact that we have a proven SYSTEM for them to follow to achieve success. Enrolling other members is as simple as inviting their friends to see a presentation done by someone else on zoom, a 2-on-1 meeting, a home event, or a social proof event.

3. Will You Help Me? - Let them know that when they get started, YOU will be their wing-man (or wing-woman). With USANA, they are in business *for* themselves, but not *by* themselves. Not only do they have you and your mentor's support, they can plug into the absolute best training system in Network Marketing with Team DSI.

BAMFAM

Book A Meeting From A Meeting

Anytime you're presenting USANA, whether they enroll or not, you want to be BAMFAM'ing.

If they don't enroll at the first meeting, BAMFAM and schedule a follow-up phone call within 1-2 days (ideally) to collect their decision. 3-7 days at the latest. Always make an effort to schedule the follow-up call to happen within 1-2 days after the presentation if possible. It's best to keep it fresh on their mind.

If they do enroll, BAMFAM and schedule their product unboxing call for Preferred Customers. Or, their first training zoom for Brand Partners (read them page 20 – Quick Start Script for New Associate).

Skill 3: Presenting in a Home

STEP 1 – Pick Your Date

- Choose a 3 hour window for your home event. It is your responsibility to provide lunch or dinner for your guests. First hour: food and visiting. Second hour: presentation. The event will be promoted as a 2 hour event, but you need to plan an extra hour for Q&A and clean-up.
- It is your sponsor's responsibility to be at your home event (in-person or via Zoom). Their job is to guide the process and be your expert until you are established and enrolling people on your own.

STEP 2 – Over Invite

- Rule of Thumb is that only 10-20% of the people you invite will show up to your event.
- **Example:** If you want 5 people to show up, you must get 10 people confirmed. To get 10 confirmed, you must invite 20. You may feel like you are over inviting, but life will happen. It's normal to have 50% of your confirmed guests decline on the day of the event. 2 - 5 guests showing up is very good. The rest can always attend another event later. If you want more guests, invite according to these ratios.

STEP 3 – Host Event

PRE-EVENT CHECKLIST

- ❑ Pets and children are away from main area.
- ❑ Have 10 pens & 10 clipboards with only the Closing Form attached. Other forms are given later.
- ❑ Make sure your computer has the proper cables to display the PowerPoint on your TV & it's all set up.
- ❑ During the presentation, stay silent and wait until the end when the expert asks you to if there's anything you'd like to add. The expert will give you a time to speak at the end of the presentation. Do not interrupt the expert during the presentation because that robs them of credibility and makes you look unprofessional.
- ❑ Sit at the edge of your chair and listen intently during the presentation. Your guests will be watching your body language. Do not text, multi-task, clean up, or do anything but pay total attention, even if you've seen the presentation many times.

FIRST HOUR CHECKLIST:

- ❑ Have light/upbeat music playing in the background.
- ❑ Serve a healthy meal that you really like. Have plenty prepared.
- ❑ *Introduce your guests to your mentor using the Script to Introduce Expert below.* ***CRUCIAL***

You say: PROSPECT'S NAME I want you to meet my mentor _____FIRST & LAST NAME. He/she is very well respected in the company and I'm very lucky to be working with him/her.

Mentor says: Hi PROSPECT'S NAME nice to meet you. So how do you know ASSOCIATE'S NAME? <WAIT> That's awesome. And what do you do for a living? <LET THEM RESPOND> And how long have you been doing that? <LET THEM RESPOND> Well I have to brag on ASSOCIATE'S NAME because he/she is being prepared to lead an entire division of our company. I'm very proud of you ASSOCIATE'S NAME keep up the great work!

DURING FIRST HOUR VISIT WITH GUESTS. ASK QUESTIONS & BE CURIOUS ABOUT THEM

SECOND HOUR CHECKLIST

- ❑ Begin the presentation on time to respect those who arrived on time. Gather everyone around the TV.
- ❑ Start by welcoming everyone, then share why you started with USANA.
- ❑ Introduce the expert using the script above. Expert connects with audience and presents PowerPoint.
- ❑ After expert explains pack options, hand out pricelists. Give audience a few minutes to circle what they want.
- ❑ After that, hand out Getting Started Forms. Expert guides audience to write down their order and payment info to enroll. After event, schedule follow-up calls with those who aren't ready to buy yet AND those who enrolled.

PRINT YOUR FORMS HERE:

- ❑ 10 - Closing Forms found here: http://closingformca.myteamwork.info
- ❑ 10 - Getting Started Forms found here: http://gsfca.myteamwork.info
- ❑ 10 - Pricelists found here: http://pricelistca.myteamwork.info
- ❑ To Download Home Event Presentation http://presentationca.myteamwork.info
- ❑ Home Event Presentation Example Video: http://exampleca.myteamwork.info

Skill 4: Enroll

Basics to Closing

At the end of the presentation, you may have an urge to explain more. If you try to re-sell, you may talk them out of joining. When the presentation is over, simply ASK THEM with the 2 Step Close!

2 Step Close

Step 1: After presentation ask:
"Which pack looks best to you? (wait for answer)

Step 2: "Ok sounds good. At this point you're an Option 1 person who's ready to order today, or an Option 2 person who needs some time and we schedule a call within 1-2 days. Which option are you?" (wait for answer)

Handling Objections

An Option 2 person always has an objection. It's best to handle these with patience & professionalism. The three main objections are:

1. I need to ask my spouse
2. I need some time (think about it)
3. I don't have the money yet

I Need to Ask My Spouse

You say: I totally understand. Let's get together tomorrow night with your wife to go over all the details. Is that ok? (Schedule within 1-2 days, 1 week at the latest. Make sure you BAMFAM!)

I Need Some Time

You say: "I totally understand. At this point we always schedule a call within the next day or two to give you some time to process our conversation and make the decision that's best for you.

I can do DAY or DAY which is better? (wait) Ok and on that day I can do TIME or TIME, which is best? (wait)

Ok that will work. I'm looking forward to talking to you on DAY at TIME and if you are ready then, we can do your payment info and help you get started. In the meantime I have some resources to share that will help you with your research (read "Resources" above).

Resources:

You say: "The best thing you can do is review the 2 links I'm going to send right now, just a sec: (send now)

Link 1: http://success.myteamwork.info (sss)
Link 2: http://drladd.myteamwork.info (drl)

Did you receive them? (wait) Do they open up ok? (wait)

The first link is a playlist on the business model, watch the first video for a training on how to become profitable. The second link is a playlist on the products. Watch the first 20 minutes of Video 1 to understand the science.

I really enjoyed meeting with you today. I admire your positive energy! I want to let you know that if you are coachable, I will help you and I will not let you fail. Ok? Talk to you on DAY at TIME. (Use page 18 for next call)

I Don't Have the Money Yet

You say: "I know you don't have the money right now, but do you really want to do this? Are you sure? (wait)

Ok cool. The best part about not having the money right now is that it becomes part of your story. In the future you will present to others who have the same obstacle and you can say, "I didn't have the money either, but I made it happen!" The faster you come up with the money, the better your story will be. How long do you think it will take you? (go with whatever they say)

That's fine, in the meantime, are you open to get a head start on your training? (they will say yes) Ok I have an assignment for you (read "Assignment below").

Assignment

You say: "You will need to become an expert to make the kind of money that you want. This is done by studying YouTube videos that I assign to you for 15 minutes per day and taking notes, no multi-tasking. Are you willing to do that? (they will say yes) Ok awesome, I'm going to send you your first video to watch right now: http://success.myteamwork.info (sss) (send link now). Did you receive it? (wait) Does it open?

Ok cool. I want you to watch the first video by Jim Rohn and take notes. It should take you 4-5 days to complete. We will do this process with different videos until you get the money together. I can do our next call DAY at TIME or DAY at TIME, which is best? (wait) Ok sounds good talk to you then! (Use page 19 for follow-up call)

Skill 5: Train

1 Hour Mentor Meeting on Zoom

During this zoom your mentor is going to:

1. Review your products with you.
2. Gameplan to earn $790 in your first 13 weeks.
3. Show you the long term earnings plan.
4. Get clear on your Week 5 & 9 Milestone Dates.
5. Review the next big training event (register).
6. Plug-in to Personal Development.
7. Discuss your next round of presentations.

Review Your Products

Mentor will open the Product Unboxing Playbook found at http://usproduct.myteamwork.info and share their screen on zoom.

You must have your products with you. Pull out each product one-by-one. Mentor will read about each product you ordered & explain the dosages.

Gameplan to Earn $790

Mentor will open the Skill 5 YouTube video playlist found at http://canadaskill5.myteamwork.info and share their screen on zoom. They must also "share computer sound" so you can hear. Watch the first video entitled "The Plan" to understand the Milestone Bonus and plan to earn $790 in your first 13 weeks. Discuss takeaways after watching the video. This is your first goal.

Long Term Earnings Plan

Watch the next video entitled "The Process" to understand how to build a full-time income over the next 2-5 years. Discuss takeaways after watching the video.

The Next Big Training Event

Watch the next video entitled "Next Big Training Event" to understand what it is and what it can do for your business. Save the date and register now if you can.

Link to register: http://events.myteamwork.info

Week 5 & Week 9 Milestone Dates

Watch the next video entitled "Milestone Dates" to understand the Milestone Bonus details. Then fill out below and discuss with mentor:

My Week 5 begins on Saturday, _____

and ends on Friday _____.

I understand that I can set up a Personal Volume Subscribe & Save Order in advance of 100 (or 200) points that will process on Sunday of my Week 5 to keep my Milestone Bonus active.

Or alternatively, during my Week 5 I can generate 100 or 200 points of Personal Volume Preferred Customer orders to keep my Milestone Bonus active.
Initial here: _____.

I have spoken with my mentor and my plan is to:

_____.

My Week 9 begins on Saturday, _____
and ends on Friday _____.

I understand that I have the same options on Week 9 that I have on Week 5. Initial here: _____.

Plug Into Personal Development

In the beginning your excitement helps you take action, but that will wear off. It is incredibly important for you to stay close to the fire by attending 1 or more Team Support Zooms per week. You will hear others share wins & how they overcome challenges. You will also gain vision of what's possible and key strategies. See page 5 "Websites & Resources" for the Team Zoom Schedule and discuss with your mentor which days you can attend.

Your Next Round of Presentations

- ❑ To end this meeting, look at your mentor's Calendly link together and agree on 2 new times for presentations.
- ❑ Make 2 phone calls right now to prospects on your list while mentor observes to make sure you are inviting correctly.
- ❑ Continue booking presentations with mentor and complete Steps 3 & 6 of Your Getting Started Right Plan over the next week.
- ❑ Schedule your next 1 hour Mentor Meeting (Step 7) after completing Step 6.

Skill 6: Self Train

1 Hour Mentor Meeting on Zoom

During this zoom you will:

1. Learn about Inner Game Reprogramming
2. Design Your Core Purpose
3. Design Your Personal Vision Statement
4. Learn how to apply this in your daily life
5. Start Your Self Training Plan
6. Review the DMO Binder
7. Discuss your next round of presentations.

Inner Game Reprogramming

Mentor will open the Skill 6 YouTube video playlist found at http://skill6.myteamwork.info and share their screen on zoom. They must also "share computer sound" so you can hear. Watch the first video entitled "Awareness" to understand why this is so important to your long term success.

Design Your Core Purpose

Watch the next video entitled "Formation" and use the printed copy in your DMO Binder to design your Core Purpose.

Personal Vision Statement

Next, continue on to your Personal Vision Statement. Fill in your name in the blank areas and read the entire vision statement out loud so your mentor can hear you. You are rehearsing the feelings to have your dreams become a reality. Daily repetition of these feelings is what will cause the shift in your identity. After reading it out loud, add any additional goals that you would like to include.

The personal vision statement should read like a magazine article about you. It needs to stay in third person. Make sure any additional paragraphs stay in this format. It doesn't need to be perfect, just complete. You can always make adjustments later.

Application

Watch the next video entitled "Application" to learn about the gratitude stack, the learning stack, and the routine to apply this in your daily life.

Your First Gratitude Stack

Take a moment and write down 5 things you are grateful for right now. Share them with your mentor. Then send a gratitude text to someone right now following this template:

"Hello FIRSTNAME, today I wanted to send you a gratitude text! Thank you for being such a blessing in my life. I admire how you are a great _____ and also how you _____. I hope you have an awesome day."

Your Self Training Plan

Bookmark the Inner Circle Playlist found at http://innercircle.myteamwork.info and plan 10 minutes each day to watch and take notes. This will be your first learning stack to be completed over your next 8 weeks. Upon completing this, continue with the recommended reading list. Stay humble and become a life long learner. "10 minutes per day brings money my way."

Review the DMO Binder

Watch the next video entitled "Your DMO Binder" to learn about the 7 Day Tracker & DMO Tracker. Fill out the 7 Day Tracker to recap the prospects you've already presented to. Use it each day as you continue. In addition, check the boxes of the DMO tracker each day moving forward. These are the scoreboards for your business. See how far you can go!

Your Next Round of Presentations

- ❑ To end this meeting, look at your mentor's Calendly link together and agree on 2 new times for presentations.
- ❑ Make 2 phone calls right now to prospects on your list while mentor observes to make sure you are inviting correctly.
- ❑ Continue booking presentations with mentor and complete Step 8 of Your Getting Started Right Plan over the next week. Become a Certified Presenter.
- ❑ Schedule your next 1 hour Mentor Meeting (Step 9) after completing Step 8.

Preferred Customer Getting Started Right Plan

Name of New Preferred Customer: _____

Date of Enrollment: _____ **Placement:** _____

Conduct Each 1-on-1 Call Below:

- ❑ **Step 1. Product Opening Call** scheduled for _____ (4 business days). Schedule this call exactly 4 business days from processing their order. USANA prioritizes new customer shipping. Most orders arrive in 3 business days. The goal is to talk to them as soon as their box arrives. During this call, read them the Product Unboxing Playbook at http://usproduct.myteamwork.info and explain each product they ordered. This call should last 15-20 minutes. Get them taking everything as soon as possible. At the end of this call, schedule their Product Experience Review call for 3 weeks out. **Say this:** "The next step is to schedule your Product Experience Review call to see how you are feeling after 3 weeks and to show you how to get discounts on your future orders. The date 3 weeks from today is _____. Could we schedule for that day at the same time?" Always BAMFAM: Book A Meeting From A Meeting.

- ❑ **Step 2. Product Experience Review Call** scheduled for _____ (3 weeks out). During this call, ask the following questions: 1. "How have you been feeling on the products over the last 3 weeks?" 2. "What have you noticed that is different?" 3. "Have you been taking them twice daily as directed?" 4. "Can you go and get your products right now and tell me how many days worth you have left?

  If they have less than 14 days of product say this:
  "At this point I can set up your next order to process with a 10% discount. Would you like me to get that done so you receive your next set of products before you run out of your current supply?" If yes, "Ok sounds good I'll get it done! The next step is to schedule your Account Overview call in another 4 weeks from now. That's when I will show you how to manage your online account for future discounts. It will also be good to see how you're doing on your products. The date 4 weeks from today is _____. Could we schedule for that day at the same time?" Always BAMFAM: Book A Meeting From A Meeting.

  If they have more than 14 days of product say this:
  "Since you still have quite-a-bit of product left, let's schedule to talk about 1 week before you run out. At that point I can show you how to manage your online account for future deals. It looks like you'll run out of products by _____, and a week before that would be _____. Could we schedule for that day at the same time?" BAMFAM and do Step 3 Account Overview on the next call.

- ❑ **Step 3. Account Overview Call** scheduled for _____

  During this call, ask the following questions: 1. "How have you been feeling on your products so far?" "What have you noticed that's improved or different?" 3. "Can you jump online right now? I'm going to give you your login info and show you how to manage your account."

  Do the following: 1. Guide them through logging into their account with username and password. 2. Direct them to the "Manage Your Auto Order area." 3. Show them the 10% auto order discount and free shipping over $100 features. 4. Ask them how much product they have left. 5. Help them set up their auto order for the weekend before they run out of products (20-25 minutes). After this call they have been onboarded properly and you have the best chance of keeping them as a long term happy customer.

- ❑ **Step 4. Add them to your VIP Customer List.** Text them once a month to say hello and see how they are doing. Invite them to special product focused zooms when they occur. Notify them about product specials. Treat them like gold! These are your inner circle VIP customers.

Warming Up Your Contacts 🔥

Step 1:

W1: Hey FIRSTNAME, just checking on you. Are you staying safe and healthy right now? Sending my love! <3

Step 2 After they respond:

- ❑ Go to their Facebook or Instagram page
- ❑ "Love" at least 3 to 6 pictures or posts they have made
- ❑ Leave a supportive comment on one of their posts
- ❑ Respond to them privately with a compliment AND ask another question about their posts.

DM THIS: That's awesome! I really like your post about _____. What kind of _____ is that? Or… How long have you been doing ____? **<BE INTERESTED IN THEM. DON'T RAMBLE ABOUT YOURSELF>**

Step 3 After they respond, acknowledge what they said and CLOSE OUT the interaction. Here's an example:

CO1: Oh that's so great that _____! Well it was really nice chatting with you FIRSTNAME. I hope you have an awesome day. (Or awesome night). **<WISH THEM WELL & CLOSE IT OUT>**

Step 4: Let at least 1 day go by with zero interaction. It's ok to let 2-4 days go by as well, but no more.

Then go to Step 5. **<THEY ARE WARMED UP & READY>**

Step 5: Initiate invite. Read each option below and choose what's best for the situation:

- If you have their phone number, call them directly and use Page 7 "Invite Call To Zoom" to invite them. It's always best to connect personally if you can. If they don't answer, text the "o1" or "o2" message on Page 7.
- If you don't have their phone number, call on Facebook Audio to invite them. It's always best to connect personally if you can. If they don't answer, send: "Hi FIRSTNAME just called to say hello! Can you talk later?"
- If you don't know them well enough, it's better not to call them. Instead DM this invite sequence:

Z1: Hi FIRSTNAME it was nice chatting with you earlier. I'm launching a new division of our company in the _____ area and wanted to see if you'd be open to jumping on a zoom to check it out? Would be nice to connect and say hello regardless!

Z2: Ok sounds good. It takes about an hour on zoom. I could talk to you on *DAY at TIME* or *DAY at TIME*. Could either time work? **<ALWAYS GIVE 2 CHOICES & LET THEM DECIDE, PROCEED WITH Z3>**

Z3: That works. We are confirmed for DAY at TIME. What's a good phone number for you? My direct cell is _____. I will text you in advance to confirm. **<SKIP Z3 IF YOU ALREADY HAVE THEIR NUMBER>**

Z4: Ok we are confirmed! I will text you in advance with the Zoom info. Talk to you then!

Z5 (if they ask what it's about): Sure thing. We are developing a new division for USANA in the _____ area. It's something that could be a nice addition to your portfolio if you like what I share on zoom.

Z6 (1-2 hours before the zoom call): Hi *FIRSTNAME* here's the zoom meeting ID: ___. I will text you right before I join at *TIME*. Looking forward to connecting!

Z7 (the night before send this): Hi *FIRSTNAME* talk to you tomorrow at TIME. I will send you the zoom link an hour beforehand. Looking forward to it!

Z8 (5 minutes before the zoom call): Hi *FIRSTNAME* I'm in the meeting. Talk to you soon!

OPEN THE PRESENTATION WITH THE 3 STEP SET-UP ON PAGE 10

Social Media Post & Flow

- ❑ **Step 1. Understand the goal this post** – the goal of this post is to pique curiosity and for people to ask in the comments "What is your online business?" The description in Step 3 has language that avoids being salesy. Do not change anything, keep all the wording exactly as is. Depending on your audience, you may or may not have people ask. If they do not ask, it's ok. At least you didn't turn them off. But if they are curious, they will comment. Follow Step 4 to respond to those who comment.

- ❑ **Step 2. Take a selfie pic** – make sure you are smiling and have good lighting. It's best to have someone else take the picture for you if possible. Here's an example:



- ❑ **Step 3. Copy/paste this in the description exactly. Don't change anything.**

Something I never thought I'd say… I've started an online business. I've been quietly learning, testing, and honestly surprising myself. It's kind of wild how saying yes to something small can shift your mindset this much. 🔥 #powerhour

- ❑ **Step 4. If people ask what your business is, reply in the comments with this:**

"Hi FIRSTNAME I will message you."

In order to maintain curiosity, do not explain anything in the public comments. Instead, respond to them privately in their DMs or via text if you have their phone number.

- ❑ **Step 5. Follow this sequence in private messages:**

SM1: Hi FIRSTNAME, thanks for commenting on my post! It's an e-commerce business. If I invited you to a zoom call that explains it, would you be open to check it out? It would be nice to say hello regardless!

SM2: Sounds good! I could do a zoom on DAY at TIME or DAY at TIME to explain. Could either time work?

SM3: That works. We are confirmed for DAY at TIME. What's a good phone number for you? My direct cell is _____. I will text you in advance to confirm. **<SKIP SM3 IF YOU HAVE THEIR NUMBER>**

Z4: Ok we are confirmed! I will text you in advance with the Zoom info. Talk to you then!

Z5 (if they ask what it's about): Sure thing. We are developing a new division for USANA in the Boston (use their location) area. It's something that could be a nice addition to your portfolio if you like what I share on zoom.

Z6 (1-2 hours before the zoom call): Hi *FIRSTNAME* here's the zoom meeting ID: ___. I will text you right before I join at *TIME*. Looking forward to connecting!

Z7 (the night before send this): Hi *FIRSTNAME* talk to you tomorrow at TIME. I will send you the zoom link an hour beforehand. Looking forward to it!

Z8 (5 minutes before the zoom call): Hi *FIRSTNAME* I'm in the meeting. Talk to you soon!

OPEN THE PRESENTATION WITH THE 3 STEP SET-UP ON PAGE 10

For Prospects Who Don't Respond

These messages can be used at any point during the invite stage, the follow-up stage, or the closing stage. The goal is to be respectful, helpful, and not pushy. If you cannot re-establish the connection and take the next step after using these messages, let them go and understand that they weren't meant to be part of your tribe.

P1 (if prospect does not respond after 1 day, send this):

Hi FIRSTNAME I'm not sure if you saw my message above. I hope you're having an awesome day. <**AFTER THEY RESPOND, PICK BACK UP WHEREVER YOU LEFT OFF>**

P2 (if prospect does not respond for 2 days, send this):

Hi FIRSTNAME I'm assuming you don't want to take a look. If I am mistaken let me know. You are still an awesome friend. **<MANY TIMES THEY RESPOND AFTER THIS, BUT IF NOT, LET THEM GO>**

P3 (if prospect does not show up to a scheduled call, send this):

Hi FIRSTNAME is now still good?

P4 (if prospect does not respond to P3 within 15 minutes, send this):

Hi FIRSTNAME I know you aren't the type of person not to respond. Please let me know you're alright.

P5 (Use the "Good News" Text to Reconnect with a Prospect on the Fence):

Hi FIRSTNAME I have some good news for you! Can I call you later today at TIME?

(or Can I call you tomorrow at TIME?) **<THE "GOOD NEWS" COULD BE A PRODUCT SPECIAL, AN INCENTIVE YOU CREATE, A USANA WEBINAR, ANYTHING YOU DECIDE>**

Follow-Up Call Script

IF EXPERT IS AVAILABLE START HERE:

Step 1: Hi FIRSTNAME, I have MENTOR'S NAME on the line with me as well, hold on just a sec… **<CONNECT MENTOR IN>** Ok we are all together. **<MENTOR SAYS HELLO>** Hello FIRSTNAME how have your last few days been? **<SMALL TALK FOR 1-3 MINUTES>**

IF EXPERT IS NOT AVAILABLE START HERE:

Step 1a: Hi FIRSTNAME, how have your last few days been? **<SMALL TALK FOR 1-3 MINUTES>**

Step 2: Now that you've had a little more time, what questions can I answer to help you get started?

<ANSWER QUESTIONS AND/OR OBJECTIONS>

> ****IF THEY AREN'T READY TO BUY ON THIS CALL:** *Give them another video to watch and schedule another follow-up call immediately. REMEMBER it takes 4-6 exposures on average before a person gets started. This is normal.*

Enrollment Script

IF THEY ARE READY, CONTINUE BELOW:

1. Where would you like your products shipped to? **<WAIT>**
2. Which pack would be best for you? **<ALLOW THE SILENCE AGAIN, BE CONFIDENT>**
3. I'm know I'm talking to you, but what is your phone number?
4. What is your best email?
5. And how would you like your name spelled on your account?
6. What's the credit card number you'd like to use? **<ALLOW THE SILENCE, BE CONFIDENT>**
7. What's the CVV code & expiration date?
8. Billing address same as shipping?
9. *Brand Partners only (skip for customers):* Ok and for the tax write off and sending you paychecks they need your Social Security Number. What's your social? **<NOW BE SILENT WITH CONFIDENCE AS THEY GIVE YOU THEIR SOCIAL. YOUR TONE & DELIVERY CREATES CERTAINTY>**
10. Ok got it. Welcome to the USANA Family I am excited for you to have great results! Now I have a short script to read to finish…

<GO TO PAGE 20 & READ QUICK START SCRIPT>

Follow-Up Script For Money Objection

IF EXPERT IS AVAILABLE START HERE:

Step 1: Hi FIRSTNAME, I have MENTOR'S NAME on the line with me as well, hold on just a sec… **<CONNECT MENTOR IN>** Ok we are all together. **<MENTOR SAYS HELLO>** Hello FIRSTNAME how have your last few days been? **<SMALL TALK FOR 1-3 MINUTES>**

IF EXPERT IS NOT AVAILABLE START HERE:

Step 1a: Hi FIRSTNAME, how have your last few days been? **<SMALL TALK FOR 1-3 MINUTES>**

Step 2: So tell me, how did it go with the video? I want to hear your notes!

<LET THEM READ THEIR NOTES TO YOU. THIS IS A BIG SIGN THAT THEY ARE SERIOUS>

Step 3: Ok now that you have completed this assignment, how's it looking with the money side of things?

<IF THEY ARE READY, GO TO PAGE 18 AND READ ENROLLMENT SCRIPT>

<IF THEY NEED MORE TIME, CONTINUE BELOW>

Step 4: I totally understand if you need more time. Let's keep your training going. The next video I have for you is very valuable. Our team leader Jared Crebs spent $4000 on a training program called the Inner Circle. It helps you program your mind to design your ideal life and create massive success in your business. The best part is that he was given permission to teach it to his team for FREE. So you are about to have access to a $4000 value that is going to lay the foundation for your future. I'm going to send you the link right now. **<KEYBOARD SHORTCUT: ict or http://ict.myteamwork.info** Does the link open up ok for you?

Step 5: Ok perfect. As you can see, there is a lot here. Remember how we talked about creating a habit of studying YouTube videos 15 minutes per day while taking notes? **<WAIT>** Ok, so your next assignment is to complete Week 1. Do you see how one video is 12 minutes and the other video is 48 minutes? **<WAIT>** So this should only take you a few days to complete. And when we talk again I want to hear your notes. Then I will assign you to the next video. We will keep going like this until you complete the entire training. And of course, when you have the funds together we can also get you started. Until then, we will get you equipped to go all the way. Does that sound good? **<WAIT>** Ok perfect.

Step 6: The next time I could talk to you would be DAY or DAY? Which would be better? **<WAIT>** Ok and on that day I can do TIME or TIME. Which is best? **<WAIT>** Ok sounds good. I look forward to hearing your notes! And one last thing… during the videos Jared refers to a "print-out." Don't worry about that, just write everything he puts on the white board. That's all you need. Got it? Ok. Talk to you soon! **<REPEAT STEPS 1-4 WITH THEM UNTIL THEY GET THE MONEY TOGETHER. THIS BUILDS TRUST & GIVES THEM A HEAD START>**

Quick Start Script: New Brand Partner

SAY THIS: The best thing we can do right now is schedule your First Zoom in Business Training to happen in the next day or two if possible. This will give you the best start and set you up for success. It will take an hour. I can talk on **<DAY>** or **<DAY>** which is better? Ok and on that day I can talk at **<TIME>** or **<TIME>**. Which would be best? **<WAIT>** Ok perfect, we are confirmed for DAY at TIME.

Now, before we do your first zoom in business, I want you to do 3 things: watch the Fast Start Video, print the Fast Start Playbook **<GIVE THEM A PRINTED COPY IF YOU ARE WITH THEM IN PERSON>** and make your names list.

The Fast Start Video will guide you on making your names list and the system we will be using to build your business. When we meet again, we will review the Fast Start Playbook and do your first invites together. The goal is to have you earn $600 in your first 13 weeks and get your business paying for itself. I'm going to send you the 2 links right now:

KEYBOARD SHORTCUT: fs or http://faststart.myteamwork.info

&

KEYBOARD SHORTCUT: capb or http://canadaplaybook.myteamwork.info

Lastly, please wait until you meet with me before telling anyone about USANA. Why? Because during our meeting we will be going over exactly what to say so that you have the most success. I want to make sure you have the best experience possible as you get started. I look forward to talking to you on **<DAY>** at **<TIME>**. Talk to you then!

Quick Start Script: New Preferred Customer

SAY THIS: To finish we are going to schedule a call for 4 business days from now to go over your products when they arrive. I can talk on **<DAY>** or **<DAY>** which is better? Ok and on that day I can talk at **<TIME>** or **<TIME>**. Perfect. The best thing you can do in the meantime is watch some product trainings by Dr. Ladd McNamara. He did his research, he visited USANA, he uses the products personally and has been recommending them for over 25 years. It is a big credit to USANA for doing the right thing. I'm going to send you the link right now. **<KEYBOARD SHORTCUT: drl or http://drladd.myteamwork.info >** Ok cool you are all set! I look forward to talking to you next week on **<DAY>** at **<TIME>** . Enjoy the Dr. Ladd videos. Talk to you then!

How to Make Your Celavive Basket

Products to Order for your Basket:

1 Celavive Bi-Phase Makeup Remover - $42 (18 points)

1 Celavive Deluxe Pack (buy each individually)
Creamy Foam Cleaner, Perfecting Toner, Triple Action Eye Cream, Vitalizing Serum, Contouring Face & Neck Crème, Protective Day Lotion $441 (205 points)



Assemble Your Basket:

- ❑ 1 Skincare Basket
- ❑ 1 Plastic Skincare Organizer (put inside the basket)
- ❑ Put Celavive Products in Plastic Skincare Organizer
- ❑ 1 Color Copy of Pricelist found here:
  http://cacelavivepricelist.myteamwork.info
  KEYBOARD SHORTCUT: ccpl

.

- ❑ 1 Color Copy of HealthPak Handout found here:
  http://canadahealthpak.myteamwork.info
  KEYBOARD SHORTCUT: cahp1
- ❑ 1 Color Copy of Celavive Description found here:
  http://celavivedescription.myteamwork.info
  KEYBOARD SHORTCUT: cde
- ❑ 3 Day Sample of Healthpak (optional)

Text Invite Script:

C1: Hi FIRSTNAME! I need your help with something. We have some new skincare products and I'm looking for friends to try it for 3 days and give me their feedback. **<NEW PARAGRAPH>** I have a sample basket to loan out this week. Would you be open to give it a try? Would be nice to connect and say hello regardless!

C2: Ok sounds good. I can bring it to you later today at TIME or tomorrow at TIME. Could either time work?

C3: Got it. What's your address again?
<SKIP C3 IF YOU ALREADY HAVE THEIR ADDRESS>

C4: That will work! I will text you before I head over. I hope you have an awesome day. (or night)

***When you meet, explain everything in the basket and schedule a time to pick it up in 3 days.**

<FOLLOW SCRIPT ON PAGE 22 WHEN PICKING UP THE BASKET>

Collecting the Basket Closing Script

Step 1: Hi FIRSTNAME, how have your last few days been? **<SMALL TALK FOR 1-3 MINUTES>**

Step 2: Glad to hear it! And how was your experience? Which products did like the best? **<LISTEN>**

Step 3: Awesome! And which products would you like to order? **<LISTEN>**

IF THEY ARE READY, CONTINUE BELOW:

3. Ok sounds good! And where would you like your products shipped to? **<WAIT>**

4. I'm know I'm talking to you, but what is your phone number?

5. What is your best email?

6. And how would you like your name spelled on your account?

7. What's the credit card number you'd like to use? **<ALLOW THE SILENCE, BE CONFIDENT>**

8. What's the CVV code & expiration date?

9. Billing address same as shipping?

11. Ok got it. I will process your order today and you should get everything around 4 to 5 days from now. Let's schedule a time to talk after you receive your products in the mail. I will be walking you through your products once more and also showing you your online account. I can talk on **<DAY>** or **<DAY>** which is better? Ok. And on that day I can talk at **<TIME>** or **<TIME>**, which would be best? **<SET A TIME RIGHT NOW>**

12. Lastly, The best thing you can do while you wait for your products to arrive is watch some short Celavive videos that share some amazing testimonials and the science behind why they work. It's the best thing you can watch while you wait for your products to arrive. I'm going to send you the link right now.

<KEYBOARD SHORTCUT: cel or http://celavive.myteamwork.info Does it open for you? **<MAKE SURE IT OPENS UP FOR THEM>** Ok you are all set! I will be calling you when your products arrive to go over everything and also see what you liked about videos. Thanks again for becoming my client. I am excited for you to feel amazing. Talk to you soon!

Inviting to RESET PLUS Program



R1: Hi FIRSTNAME it was nice chatting with you earlier. I'm am doing a RESET Challenge to lose 5 pounds in 5 days and I'm looking for some friends who want to do it with me. Would you like some info on it?

R2: Ok sounds good. Can I call you really quick right now?
or
R3: Ok sounds good. Can I call you later today at TIME?
or
R4: Ok sounds good. Can I call you tomorrow at TIME?

R5: Got it. I will be calling from XXX-XXX-XXXX. What's your number?
<SKIP IF YOU ALREADY HAVE THEIR PHONE NUMBER>

R6: That will work! I will text you before I call. I hope you have an awesome day. (or night)

R7 (if they ask what it's about): It's a program that resets your metabolism. It will take about 10 minutes to explain on a quick call. Is that ok? **<CONTINUE WITH R2 - R6>**

1-2 HOURS BEFORE THE CALL:
R8: Hi FIRSTNAME I will be calling you here at TIME. I hope your day is going well.

<GO TO PAGE 24-25 TO READ SCRIPT TO EXPLAIN RESET PLUS>

RESET PLUS Script

TIP#1: If your prospect wants to lose weight, leave all other scripts behind and read them the script below!

TIP#2: The "RESET PLUS" is not an official USANA product like the RESET box is. Rather, RESET PLUS is buying 28 single serve Active Nutrition shakes for $116 & buying 1 set of CellSentials ONLY for $72.

SAY THIS: 1) First of all, how much weight do you want to lose? **<TAKE NOTES>** And what type of diets have you tried in the past? **<TAKE NOTES>** How do you feel these worked out for you?

2) We have been so busy with our promotion that we are having to figure out who is really serious about losing weight, because there is a lot of work on our part to help you and it's not just going on another fad diet. So we are looking for clients that are absolutely serious. How serious are you about losing weight? **<TAKE NOTES>** What is the main reason you have for wanting to lose your weight? **<TAKE NOTES>**

3) Okay, great. Let me explain exactly how the RESET PLUS Program works, because it's an extremely effective weight control program. Basically the program targets specific areas of the body. We focus on losing inches as well as pounds, and helping you keep a good energy level throughout the day. It also keeps you from craving sweets – are you a sweets eater? **<LET THEM ANSWER>**

4) Ok. The RESET PLUS gives you all the nutrition you need, and helps to control and normalize your appetite so you don't feel hungry. So, even if you tend to eat out of stress, depression, or boredom, or you might be a binge eater – instead of eating three cookies, you eat the whole bag – or you might be a nibbler who picks at food all day long, or if you're just a plain out of control eater, it will help to control and normalize your appetite so you just don't feel hungry! The average weight loss is 5 pounds in 5 days. And, what happened to me was _____.

5) But, I've got to tell you about a few of our clients' testimonials. My colleague Jared lost 6 pounds in his first 5 days and 15 pounds total. He has kept the weight off for the past 4 years. My other colleague Charlene is in her fifties, she was having trouble losing weight and she also lost 5 pounds in 5 days. She went on to lose 30 pounds in 3 months and has kept it off for the past 4 years. We have thousands of stories like this.

6) Right now we are running a special promotion. We will give you free counseling to make sure you are using it right and getting the results you want. That's done by phone for your convenience and I will be the one doing it! I will be walking you through everything step-by-step and cheering you along the way. The program is very inexpensive because it supplies 15 meal replacement shakes to lose 5 pounds in 5 days, plus you will have 13 extra shakes left over to continue your momentum afterwards. You also receive a 28 day supply of nutritional supplements which are super important for healthy digestion, your metabolism & releasing the weight for good.

7) During the 5 Days you will also be having 2 healthy snacks, a fruit, and a veggie each day. So you will be chewing food, it's not a liquid diet. You will be consuming roughly 1400 calories per day, but these are perfect low glycemic calories. You will feel full and you will have great energy during your RESET week. In addition, you will receive a simple document that outlines the plan for your 5-day experience. It also includes ideas for the best meals to eat afterwards as well. The cost for the RESET PLUS is $188. Ok, so where would you like your RESET PLUS Program mailed to? **<BE SILENT, LET THEM ANSWER, CONTINUE ON THE NEXT PAGE>**

8) Ok got it. USANA will also be emailing you tracking info for shipping, what is your email address? And which Credit Card did you want to use? **<CLOSING TIP: PEOPLE NEED AROUND 8 SECONDS OF SILENCE IN ORDER TO MAKE A BUYING DECISION. ALLOW THE SILENCE!>** What's the credit card number? Expiration date? CVV2 code? Ok, so the number is **<REPEAT IT BACK>** Billing address the same?

9) Perfect. The next thing is to choose your shake flavors. You can get all chocolate, all vanilla, or half of each. Which is best for you? **<LET THEM ANSWER>**

10) Ok you're all set. I will be working with you very closely to make sure you hit your goals and have a great experience. At the end of your 5 days, we will discuss if you would like to continue to the next step, which is the Transform Phase program. Normally people lose an additional 10 pounds each month they do the Transform Phase, so it's the best way to compound your results and keep your momentum going after the RESET PLUS.

11) One of our team members named Donna Womack did the Transform Phase over 5 months and lost 50 pounds. That's 10 pounds a month and she's kept the weight off for 7 years. We have many stories like this! **<SHARE MORE STORIES HERE>**

12) But lets get you through your RESET PLUS first. I will process your order today and you should get everything around 5-7 days from now, give or take a day. Let's schedule a time to talk after you receive your products in the mail. I will be reading you the "RESET PLUS SCRIPT" to explain how to get the best results from your experience. I can talk on **<DAY>** or **<DAY>** which is better? Ok. And on that day I can talk at **<TIME>** or **<TIME>**, which would be best? **<SET A TIME RIGHT NOW>**

13) Lastly, The best thing you can do while you wait for your products to arrive is watch some more short videos by Dr. Ladd McNamara. He did his research, visited USANA's Manufacturing Facilities and tried the products himself. For the last 25 years he has been recommending the products. It is a big testimony to USANA doing the right thing. It's the best thing you can watch while you wait for your products to arrive. I'm going to send you the link right now.

14) **<KEYBOARD SHORTCUT: drl or http://drladd.myteamwork.info** Does it open for you? **<MAKE SURE IT OPENS UP FOR THEM>** Ok you are all set! I will be calling you when your products arrive to go over everything and also see what you liked about the Dr. Ladd videos. Thanks again for becoming my client. I am excited for you to feel amazing. Talk to you soon! **<DURING THE NEXT CALL, READ THEM the RESET PLUS DOCUMENT: <KEYBOARD SHORTCUT: rsp or http://resetplus.myteamwork.info >**

***IF THEY DON'T ENROLL IMMEDIATELY, SAY THIS:** I totally understand if you need a little more time. What we usually do in this case is send a PDF document that explains more about the RESET PLUS and a cool link to some Dr. Ladd McNamara videos of talking about the science behind the products. I'm going to send you both links right now. Can you hold on just a second? I want to make sure you get it. **SEND SEPERATELY: <KEYBOARD SHORTCUT: drl or http://drladd.myteamwork.info & KEYBOARD SHORTCUT: rsp or http://resetplus.myteamwork.info >**

Did you receive them? **<WAIT>** Ok and can you tell me, do both links open up ok for you? **<WAIT>** Great. The best thing at this point is to schedule a time for us to talk in a day or two. That will give you some time to look at your budget and make the decision that's best for you. **<PAUSE>**. I can talk on **<DAY>** or **<DAY>** which is better? Ok. And on that day I can talk at **<TIME>** or **<TIME>**, which would be best? **<LET THEM CHOOSE>** Ok I'll call you then and if you are ready at that time we can do your payment info over the phone & get you started on losing those first 5 pounds and having you feel great. Talk to you soon. **<ON THE NEXT CALL, READ THE FOLLOW UP CALL SCRIPT ON PAGE 15 AND ENROLL THEM IF THEY ARE READY>**

When You Meet Someone Sharp in Public

Step 1: "How long have you been working here?" or "What do you do for a living? How long have you been doing that?" **<LISTEN & REMEMBER>**

Step 2: That's awesome! And what do you like most about it? **<LISTEN & REMEMBER>**

Step 3 (cover these 5 points):

1. The reason I was asking about your job is because the company I work with is expanding.
2. Like your job, it is something that _____ (mention their likes).
3. It's all online, so you can continue working at your job & build another stream of income.
4. I'm sure you're totally happy with everything you have going on...
5. But if you'd like to exchange numbers & jump on a zoom, I'd be happy to get you some info about it.

<IF YES, GO TO STEP 4>

Step 4 (schedule the zoom):

1. Ok sounds good. Put your number down here. **<HAVE THEM WRITE IT DOWN>**
2. What's the best time tomorrow (or the next day) that you could jump on a zoom? **<FIND A TIME>**
3. Ok that will work. I will send you a text so you have my number.
4. I will text you the zoom link before we meet. It was nice meeting you. Talk to you then!

If they ask what it is: It's an e-commerce business but I explain everything on zoom.

If they ask what you do: I work in e-commerce, how long have you been doing _____?

<CHANGE THE FOCUS BACK TO THEM>

TEXT IMMEDIATELY: Hi *FIRSTNAME* it was nice meeting you. Talk to you tomorrow at TIME. I will send you the zoom link an hour beforehand. Looking forward to it!

Z6 (1-2 hours before the zoom): Hi *FIRSTNAME* here's the zoom meeting ID: _____. I will text you right before I join at *TIME*. Please send a thumbs up to confirm. Looking forward to connecting!

Z8 (5 minutes before the zoom call): Hi *FIRSTNAME* I'm in the meeting. Talk to you soon!

Advanced Story Telling - Casting The Vision

(Mentor says): Prior to USANA I was working as a _____. I was dissatisfied with **Problem 1 (Share Pain).* And also *Problem 2 (Share Pain).* And the worst part is **Problem 3 (Share Pain)*.* Since I've started working with USANA, I'm most excited because **Solution 1 (Share Pleasure).* Also **Solution 2 (Share Pleasure).* And the best part is **Solution 3 (Share Pleasure).* And as you saw in the video, this is a supplement company… well I was dealing with **Problem 1 (Share Pain).* Also **Problem 2 (Share Pain).* And also **Problem 3 (Share Pain).* And although USANA is not a cure, the products have also impacted my health tremendously. Today I have **Solution 1 (Share Pleasure).* Also **Solution 2 (Share Pleasure).* And **Solution 3 (Share Pleasure).* Ok so, ASSOCIATE'S NAME can you please share your short story…

(You say):

I am still working as a _____ while I build this business, but I have been dissatisfied because of:

Problem 1: _____ *Share Pain:* _____

Also, Problem 2: _____ *Share Pain:* _____

And also, Problem 3: _____ *Share Pain:* _____

Since I've started working with USANA, I'm most excited because:

Solution 1: _____ *Share Pleasure:* _____

Also, Solution 2: _____ *Share Pleasure:* _____

And also, Solution 3: _____ *Share Pleasure:* _____

On the health side, I was dealing with:

Problem 1: _____ *Share Pain:* _____

Also, Problem 2: _____ *Share Pain:* _____

And also, Problem 3: _____ *Share Pain:* _____

And although the products are not a cure, they have impacted my health tremendously. Today I have:

Solution 1: _____ *Share Pleasure:* _____

Also, Solution 2: _____ *Share Pleasure:* _____

And also, Solution 3: _____ *Share Pleasure:* _____

I'm all-in 100% because I have seen what USANA does for people long term, both financially and physically. This has definitely been one of my best decisions. **<PAUSE>** Ok so now there are a few slides to show you, and some questions for you after that. **<START THE SLIDE PRESENTATION>**

Explaining the Compensation Plan (if asked)

Use this script only if they ask. Make sure you watch the 4 minute video with them and schedule the follow up call afterwards.

Step 1: I have 2 short videos that we are going to watch together right now. The first one explains the gameplan to earn your first $600 dollars. The second one shows the long-term game plan to grow your business to $65,000 per year, $130,000 per year and beyond. This is a 2 to 5 year plan.

****IF YOU'RE ON ZOOM:*** I'm going to share my screen and computer audio. Just a sec.

<OPEN: http://compensation.myteamwork.info >

Step 2: Ok perfect. Let's watch the first video together. I will have a few questions after you watch it. I'll go on mute right now. Enjoy the show & and let me know when you're done. **<WATCH IT ALONG WITH THEM & CONTINUE>**

Step 3 (Questions):

Ok, so now I have a few quick questions for you:

1. What did stood out to you in that video? **<LET THEM ANSWER>**

2. Do you have any questions about the plan? **<ANSWER ANY QUESTIONS THE BEST YOU CAN. IF YOU DON'T KNOW THE ANSWER, BE HONEST AND TELL THEM YOU WILL GET THE ANSWER FOR THEM BY THE NEXT CALL>**

3. Ok now let's watch the second video together for the long term game plan. **<WATCH THE SECOND VIDEO AND THEN ASK THE 2 QUESTIONS ABOVE AGAIN>**

Finish by saying: Ok sounds good. Are you ready to get started? **<IF YES, GO TO PAGE 18 & READ ENROLLMENT SCRIPT>**

<IF NO, SAY THIS: I totally understand. What other questions can I answer to help you get started?

<IF THEY HAVE THE MONEY, SPOUSE, OR NEEDS TIME OBJECTION, GO TO PAGE 11>

Inviting Someone With a Health Challenge

Step 1: I'm so sorry to hear about _____ how long have you been dealing with that?
<LISTEN & REMEMBER>

Step 2: And what have you tried so far to help? **<LISTEN & REMEMBER>**

Step 3: The reason I was asking is because I may have something for you. I work with a supplement company and we've had some really great results with _____. I do a zoom to get you the information. Would you be open to checking it out? **<IF YES, SCHEDULE THE ZOOM>**

Step 4 (schedule the zoom):

1. What's the best time tomorrow (or the next day) that you could jump on a zoom? **<FIND A TIME>**
2. Ok that will work. I will send you a text so you have my number.
3. I will text you the zoom link before we meet. It was nice meeting you. Talk to you then!

If they ask what it is: It's a supplement company called USANA, but I will explain everything on zoom.

TEXT IMMEDIATELY: Hi *FIRSTNAME* it was nice talking with you. Talk to you tomorrow at TIME. I will send you the zoom link an hour beforehand. Looking forward to it!

Z6 (1-2 hours before the zoom): Hi *FIRSTNAME* here's the zoom meeting ID: _____. I will text you right before I join at *TIME*. Please send a thumbs up to confirm. Looking forward to connecting!

Z8 (5 minutes before the zoom call): Hi *FIRSTNAME* I'm in the meeting. Talk to you soon!

Presentation & Enrollment Tracker

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