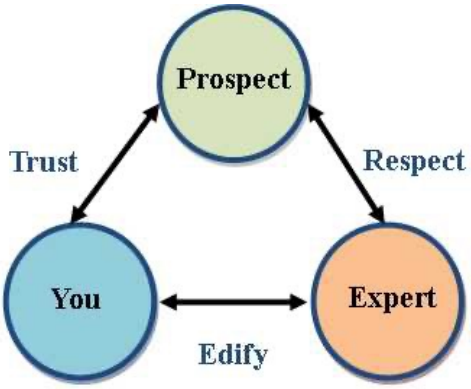
SAN ANTONIO SUCCESS SUMMIT

Business Building Playbook

IPET System

- Invite
- Present
- Enroll
- Train



United States Market Edition
Updated October 24th 2026

Your prospects trust you. If you schedule a presentation and speak highly of the expert, they will respect the opportunity. This is the key to learning the system and becoming an expert yourself.

Welcome to USANA:

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. This Business Building Playbook is the foundation. Please print it double-sided, black & white, and staple it. Follow the Getting Started Right Plan on the next pages for a simple, step-by-step process that will help you to duplicate success.

We are invested in your success, and the success of your brand partners & preferred customers. We are a community that takes ownership, that is results-driven, solution focused, better than yesterday, and consistent.

Walking the path of entrepreneurship with USANA for over 20 years has been a very rewarding journey. It has taught me to be a listener, to be patient, persistent, resilient, and to believe in myself. This business is not easy, but it's worth it. In order to become strong with your skillset & mindset I suggest you focus on three things: get in the habit of inviting 2 per day to schedule a presentation, set aside 10-15 minutes daily for personal-development reading, listening, or watching training material (start with ProCode), and attend your first in-person training weekend as soon as possible. With this foundation in place, you will be able to overcome the challenges that we all go through. You can do this! We will help you and we will not let you fail. We believe in you. To your success. – Jared Crebs, San Antonio Success Summit Founder

Your Getting Started Right Plan

Step 1. Onboarding Zoom (90 minutes)

** Your New Brand Partner must be on their phone. Onboarding is all about phone set-up.

- ❑ New Brand Partner must install the "Zoom Workplace" app on their phone right now.
- ❑ Ask mentor to send their zoom link & join zoom meeting on your phone.
- ❑ Ask mentor to make you a "co-host" of the zoom meeting.
- ❑ Share your phone screen so mentor can guide you through set-up. Mentor can refer to Boards > Playbooks > Share Screen on Zoom > to troubleshoot if you get stuck.

- ❑ Install the Boards App
  - ❑ Ask mentor to send you the link to join "Success Summit" on Boards. Mentor must click "Share Board" from the Success Summit main page and email you the link. Make an account and join "Success Summit." During set-up choose to "Allow Notifications."
- ❑ Open Business Building Playbook (BBP). Access in Boards > Playbooks
  - ❑ Read "Welcome to USANA" section out loud on page 1 while mentor listens.
- ❑ Open Product Unboxing Playbook (PUP). Access in Boards > Playbooks
  - ❑ Do Wellness Baseline Questionnaire with mentor asking questions & filling out the form (pages 3-5) as you answer the questions about your health.
  - ❑ Ask mentor to take a pic of each page and text it to you to save.

- ❑ Ask mentor to add you to:
  - ❑ Your Team Facebook Messenger Chat
  - ❑ Your Private Facebook Group
  - ❑ USANA U.S. Brand Partner Community Private Facebook Group
  - ❑ Open Facebook and check your "Notifications Bell" > Accept the invites into both groups.
  - ❑ Open the Settings App in your phone. Then select Notifications > Messenger > Turn off. It is recommended to turn off Facebook Messenger Notifications because the group chat is very active. It's best to check this group chat at your convenience.

- ❑ Download the 3 main apps: USANA, USANA Hub, and USANA Connect.
  - ❑ Login with your USANA ID number & password for each app.

To Get Paid:

- ❑ Open your phone's web browser and login manually at sso.usana.com > Then click My Account (avatar on top right side) > Profile Manager > Payments & Payouts > Payout > Add EFT > Enter Direct Deposit Banking Info > Then click "Save" at the bottom. Next, scroll up and click "Taxes" > Add > Enter Your Social Security Number as the "Tax ID" > Click Save at the bottom. And you're done.

- ❑ Open the USANA Connect App on your phone> Then click "More" on the bottom right > Learn > Got It > Ethics In Action Certification > Ethics In Action Certification (again) > Ethics In Action Certification Video (watch 4 minutes) > Scroll down & click "Complete Lesson" > Done > Conclusion > Scroll down again & click "Complete Lesson" > Done > And you're done.

- ❑ Open Next Destination Event Folder. Access in Boards > Next Destination Event
  - ❑ Ask Mentor to share with you all the details of the next destination event and determine if you can attend. In order to earn a professional-level of income, you need professional-level training. Destination events are the most important thing you can attend to get to a professional level of income. Make it a top priority to attend if possible.

- ❑ Schedule your Product Unboxing Zoom with Mentor to happen on the day your products arrive or as soon as possible. Check "Order History" for the tracking number to estimate delivery or call USANA at 888-950-9595 and they can look it up for you. The Product Unboxing Zoom is Step 2 outlined on the next page. It will take 60 minutes.

<u>Assignments before Step 2</u>:

- ❑ Join the Next Team Training Zoom
- ❑ Watch 15 minute Dr. Wentz video & take notes. Access in Boards > Extra Videos
- ❑ Print PUP & Business Building Playbook (BBP). Access in Boards > Playbooks

Your Getting Started Right Plan

Step 2. Product Unboxing Zoom (60 minutes)

ProCode Access:

- ❑ Share your Dr Wentz video notes
- ❑ Read PUP together for each product in your start-up pack
- ❑ Start taking the supplements twice-daily with food
- ❑ Schedule a 30-minute zoom for 3 weeks out right now. This will be your Product Experience Reflection Zoom to re-answer your Wellness Baseline questions and see the difference.
- ❑ Order ProCode by Eric Worre right now – your choice of audiobook or physical book. Listen to or read everyday until finished. Scan QR code above. It is recommended to go through ProCode at least twice, if not more. Mentor will wait while you order it now.

Set Up Your Auto Order:

- ❑ Open your phone's web browser and login manually at sso.usana.com > Then click on the 3 Lines on the top left side of the screen > Shop & Orders > Manage My Auto Order > Click on the "Manage Payments" tab > Click the "Enable" button to enable Payment Method > Then click on the Manage Auto Order Tab > Then click the green "Get Started" button > Click in the box that says "Add by Description, name or number" > then type "Healthpak" > select Healthpak > discuss with mentor about 100 or 200 point auto order > add more products if necessary > Scroll down > click on dropdown menu entitled "Change Processing Date" > Click on your correct cycle (ask mentor) > scroll down and click "Save Auto Order" > and you're done.

- ❑ Read page 5 of BBP out loud while mentor listens.
- ❑ Fill out the bottom of page 5 while mentor waits.
- ❑ Text pic of page 5 to mentor and discuss goals with mentor.

- ❑ Read page 6 of BBP out loud while mentor listens.
- ❑ Write down your first 20 hot-market names while mentor waits.
- ❑ Text pic of page 6 to mentor and discuss list with mentor.
- ❑ Schedule Launch Zoom (Step 3) to happen within 24-48 hours from now ideally.

<u>Assignments before Step 3</u>:

- ❑ Listen to the first hour of ProCode on audiobook or start reading 10 pages per day if you have the book. Make ProCode a part of your daily routine. This is super important to your success.
- ❑ Spend 1 hour creating your Warm Market list to 100 or more. Give it respect & focus. Bring to Step 3.

Step 3. Launch Zoom with Mentor (60 minutes)

- ❑ Share your takeaways from ProCode with your mentor. What have you learned so far?
- ❑ Send a pic of your updated Names List to mentor right now.
- ❑ Review Names List with mentor and decide on first Hot Market people to invite.
- ❑ Agree on 2 exact days & times that your mentor can present for you.
  - ❑ Note: zoom meetings are the norm, but in-person home events work even better if you have that ability. Discuss with mentor and decide if this is an option for you.
- ❑ Go to page 8 and read invite rules out loud while mentor listens.
- ❑ Role play "Invite to Zoom" script on page 8 with mentor (leading with health).
- ❑ Role play "Invite to Zoom" script on page 9 with mentor (leading with business).
- ❑ Make first invite calls right now while mentor watches and supports

- ❑ After first presentation is scheduled go to: Boards > Copy/Paste Shortcuts > Confirmation Texts
- ❑ Look at each confirmation text with mentor. Read each one out loud while mentor listens.
- ❑ Make an alert on your phone right now to remind you to send the appropriate confirmation text to your scheduled prospect.
- ❑ Make the next call live while mentor watches. Call at least 4 more people. You are on a roll!

- ❑ Read page 10 out loud while mentor listens to prepare for your first presentation
  - ❑ Practice introducing the mentor & sharing your story (say the words)
- ❑ Read page 12 out loud while mentor listens to understand the closing process.
- ❑ Continue reading or listening to ProCode Daily

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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 gather *1600 points from Brand Partner & Preferred C*ustomer orders in your first 12 weeks. 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 25 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!

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._____

Skill 1: Make a List

There are 3 types of prospects you can choose from: hot market, warm market, and lukewarm market. It is important that you understand why it's best to start with hot, then warm, then lukewarm.

Hot market prospects are the people closest to you. If approached properly, they will look at USANA just because it's you. They love you and they want to help you no matter what you are doing. Because the trust level is so high, these are the people to invite first. Hot market prospects lead to immediate presentations and faster enrollments. Not everyone will say yes, but the odds are in your favor.

Hot market is also the smallest list because it is your inner circle. The average hot market list is around 20 people and includes close family, friends, and work colleagues. As you make this list, you have to decide if you are going to lead with health or business. Trust your gut instinct.

If you think they would be more open to the health benefits, put an "H" next to their name and you will lead with a special Health Focused Invite that your mentor will be role-playing with you.

If you think they would be more open to the business benefits, put a "B" next to their name and you will lead with a special Business Focused Invite that your mentor will be role-playing with you.

As you make this list, your critical-mind may jump in and discourage you with negative thoughts. Let them be and write everyone's name down anyway. Your job is to let them make the decision for themselves instead of making the decision for them.

Many times, the people you think will join decide against it. And the people you thought would never join, get started and love it. Trust the process and write down as many names is you can. Let it flow. Make your Top 20 Hot Market list on page 7 right now while your mentor waits. Take a picture of page 7 & send it to your mentor. Share why you put an "H" or "B" next to each person. After that read below.

Warm Market:
Warm Market is people who know you and like you. They are acquaintances that you see regularly, or could be people that you haven't seen in years. This list has a different strategy and must be made separately using the memory jogger on the right. Make this list as big as you possibly can. Spend time on this. Do not be casual. Dedicate focused time.

Warm Market Continued: As you build your warm market list, *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. Ultimately you'll want to have a list of 200 or more warm market prospects with everyone you know. Schedule 1 hour of time to make this list. Share that time with your mentor and set accountability around it.

Lukewarm Market: these are people you meet in-public when you're out running errands, at a party, or anywhere you live life. Inviting lukewarm market is a different skill outlined on page 26 and should be focused on after exhausting your hot & warm market.

Who Do You Know:

- 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._____
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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. Save the details for 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!

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

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

Invite Call to Zoom Script

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 that will be talking 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 texts:
C1 (1-4 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!

C2 (5 minutes beforehand) : Hi FIRSTNAME I'm in the zoom right now. See you at _____.

C3 (the night before if necessary): Hi FIRSTNAME talk to you tomorrow at TIME. I will send you the zoom link beforehand. Looking forward to it!

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 that will be talking 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) C4: Hi FIRSTNAME we are finalizing the guest list for tomorrow. Will you be bringing anyone with you?

Confirmation text (1-4 hours beforehand) C5: Hi FIRSTNAME we are setting up. See you at TIME. Looking forward to it!

Skill 2: Invite to group 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. Save the details for 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!

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. Can you talk later?

Invite Call to Zoom Script

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. I'm hosting a zoom on _____ <DAY> at _____ <TIME>. Would you like me to send you the link so you can check it out?

Ok sounds good. I'm going to have my mentor there with me so I can learn how to give the presentation. Is that ok? <THEY WILL 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 texts:
C1 (1-4 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!

C2 (5 minutes beforehand) : Hi FIRSTNAME I'm in the zoom right now. See you at _____.

C3 (the night before if necessary): Hi FIRSTNAME talk to you tomorrow at TIME. I will send you the zoom link beforehand. Looking forward to it!

Invite Call to Lunch or Coffee Script

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 mentor 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 meeting)

Confirmation text (1-2 hours beforehand) C6: 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) C7: 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.)

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.

Confirm The Appointment

1. Why Confirm? – Your prospect is busy with a million different things. If you don't send them a confirmation text, they could easily forget about the appointment.

2. When Should I Send? – If the appointment is more than 1 day away, you must ALWAYS send a confirmation text the night beforehand. In addition, it's best to send 2 more reminders on the day of. Send 1 reminder a few hours before and another 5 minutes before. This shows that you are professional and taking your business seriously.

3. What Should I Send?

(1-4 hours before) C1: 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!

(5 minutes before) C2: Hi FIRSTNAME I'm in the zoom right now. See you at _____.

(The night before if necessary) C3: Hi FIRSTNAME talk to you tomorrow at TIME. I will send you the zoom link again in advance. Looking forward to it!

*In-person or home meeting confirmation texts are on pages 8-9.

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 (Preferred Customers) or their first training zoom (Brand Partners). Read them page 20 to get them started.

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.
- ❑ 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 every guest in attendance.

PRINT YOUR FORMS HERE:

- ❑ 10 - Closing Forms found here: http://closingform.myteamwork.info
- ❑ 10 - Pricelists found here: http://pricelist.myteamwork.info
- ❑ 10 - Getting Started Forms found here: http://gsf.myteamwork.info
- ❑ To Download Home Event Presentation http://presentation.myteamwork.info
- ❑ Home Event Presentation Example Video: http://example.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 stands out most to you? (wait)

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)

Open Boards > Send After Presentation >
Success Stories & Dr Ladd Videos

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 & 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: (send link: Open Boards > Send After Presentation > Success Stories). Did you receive it? Does it open ok?

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

The Next Big Training Event

One of the biggest reasons USANA has become one of the largest and fastest growing Network Marketing companies in the world is because we have one of the best training systems in the industry.

It has been statistically proven that brand partners who attend USANA Training events earn 5 Times more commissions than those who don't. That means that if you do not attend these events, you will earn 5 times less money than those who do!

Go to http://events.myteamwork.info to book the next event!

Ongoing Personal Development

The biggest accomplishment for the top leaders in USANA is not the income or vacations. The biggest reward is the person they become on the journey.

Remember that no one was born a successful network marketer. What separates the best is usually only time and experience. Invest your energy into learning how to do the business properly and you can achieve the same results.

Commit to constant and never ending improvement. Take one step at a time. Never give up on your goals and dreams.

Recommended Resources

Books: (Read 10 pages a day)

- ProCode by Eric Worre
- Say Yes to Success by Collette Larsen
- As a Man Thinketh by James Allen
- 15 Invaluable Laws of Growth by John Maxwell
- Think & Grow Rich by Napolean Hill
- Business of the 21st Century by Robert Kiyosaki
- How to Win Friends & Influence People
- 21 Irrefutable Laws of Leadership by J Maxwell
- Secrets of the Millionaire Mind by Harv Eker
- The Magic of Thinking Big by David Schwartz

Week 5 & Week 9 Milestone Dates

Fill this 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 Preferred Customer orders and place in my Personal Volume 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: _____.

Make Team Zooms a Priority

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 Leadership Zooms per week. You will hear others share wins & how they overcome challenges. You will also hear great stories and key strategies. See page 6 "Websites & Resources" for the Team Zoom Schedule and discuss with your mentor which days you can attend.

Preferred Customer Getting Started Right Plan

Name of New Preferred Customer: _____

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

Step 1. At Point of Sale

- ❑ **Schedule Product Unboxing Call now for 3 Business Days out**
- ❑ Email or give them the Product Unboxing Playbook (PUP) right now
  - ❑ Show them the first 5 pages
  - ❑ Ask them to fill out pages 3-5 (Health Baseline)
  - ❑ Ask them to send pics of each page to you
- ❑ Send them Dr. Ladd McNamara Video
  - ❑ Ask them to watch the first 20 minutes

Step 2. Product Unboxing Call

- ❑ Discuss Product Unboxing Playbook (PUP) pages 3-5 with them
  - ❑ Learn about their Health Baseline and Health Goals
- ❑ Read PUP together for each product they ordered
- ❑ Make sure they start taking their products today
- ❑ **Schedule their Product Experience Call now for 3 Weeks Out**
- ❑ Ask them to watch another Dr. Ladd McNamara Video
- ❑ Invite them to any local events or zoom meetings about the products

Step 3. Product Experience Call

- ❑ Review their Health Baseline answers from 3 weeks ago, compare to today.
- ❑ Ask if they have been taking their products twice daily
- ❑ Ask how many days they have left before they run out
- ❑ Ask if they would like to make another order so they continue their momentum
- ❑ If yes, set up their auto order AFTER the call is over. (Do it for them. Keep it simple).
- ❑ **Schedule their Account Overview Call now for 4 Weeks Out**

Step 4. Account Overview Call (meet on zoom)

- ❑ Review their Health Baseline answers from 4 weeks ago, compare to today.
- ❑ Ask them how much product they have left
- ❑ Ask them if they would like to continue on the products
- ❑ Have them share their screen and show them how to login to their account
- ❑ Show them their “Manage Auto Order” area
  - ❑ explain how they get free shipping on orders over $100 and also get 10% off
- ❑ Invite them to any local events or zoom meetings about the products
- ❑ Schedule another call just to say hello about 6 weeks out

Step 5. Staying in Touch

- ❑ If they keep their call appointments with you every 6-8 weeks to stay in touch, do it!
- ❑ Keep it light, connect with them and always schedule another call 6-8 weeks out
- ❑ Having a strong customer base with great relationships is GOLD.

Warming Up Your Contacts 🔥

Step 1:

W1: Hi FIRSTNAME, just checking on you. What's exciting going on in your life? Sending my love! <3

Step 2 After they respond:

- ❑ Go to their Facebook or Instagram page and "love" 3 to 6 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 say this:

Hi FIRSTNAME how have you been? <WAIT> I'm calling because the company I work with now is launching a new division in the _____ area (use their location) and I wanted to see if you'd be open to jumping on a zoom to check it out? <WAIT> Ok sounds good. It takes about an hour. I could do tomorrow at TIME or (the next day) at TIME. Could either time work? <WAIT> Ok we are confirmed. I will text you in advance with the zoom info. Talk to you then! <CONFIRM USING Z6, Z7, & Z8 ON PAGE 16>

If they ask what it's about: Sure thing. We are developing a new division for USANA in the _____ area. USANA is a supplement company, but I will explain all of the details on the zoom when me meet.

- 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! <WAIT FOR THEIR RESPONSE>

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.

<CONFIRM USING Z6, Z7, & Z8 MESSAGES ON PAGE 16>

Warming Up Your Contacts (continued)

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, follow-up, or closing stage. The goal is to be respectful, helpful, and not pushy. If you are unable 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>**

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 neat how saying yes to something like this has shifted my mindset so 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 _____ area (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

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. 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: uspb or http://usplaybook.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 - $29 (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 $319 (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://celavivepricelist.myteamwork.info
  KEYBOARD SHORTCUT: cpl
- ❑ 1 Color Copy of HealthPak Handout found here:
  http://hp1.myteamwork.info
  KEYBOARD SHORTCUT: hp1
- ❑ 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 $105.90 & buying 1 set of CellSentials ONLY for $67.95.

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 $164. 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>**

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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