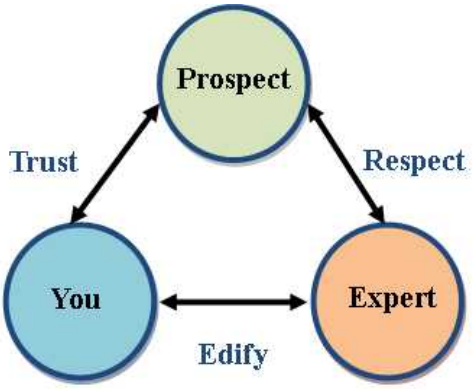
Team DSI Playbook
Distributor Acquisition
The 3P System

UK Market Edition. Last Updated: Dec 19th

Pique their interest.

Plug them into a presentation call.

Pass them a video.



Your prospects trust you, but they do not respect you as an expert in this industry. Your job is to introduce them to an expert and speak highly of the expert. This brings respect & credibility to the exposure. This is the key to having great results.

LANDMINES TO AVOID:

- Avoid explaining USANA – build curiosity instead. Schedule the 30 minute presentation call & let the script do the work.
- Avoid delaying the initial phone call. Shoot for same day, within 24 hours ideally.
- Avoid not making the scripts sound like you. You can change the wording if necessary, ***but stick to the structure of the scripts.**
- Avoid hesitating. Remember that ACTION = RESULTS!
- Avoid delaying the following-up call. It should be scheduled within 1-2 days. Fortune is in the follow up!
- Avoid being attached to the outcome. Some of your prospects will say no and that's normal. Be committed to sharing *(not attached to the results).* Trust the process.

Leadership Levels: Choose a Target

The levels of leadership are defined in the chart below.

11-Star Diamond
15,000 CVP for 4 consecutive weeks

10-Star Diamond
14,000 CVP for 4 consecutive weeks

9-Star Diamond
13,000 CVP for 4 consecutive weeks

8-Star Diamond
12,000 CVP for 4 consecutive weeks

7-Star Diamond
11,000 CVP for 4 consecutive weeks

6-Star Diamond
10,000 CVP for 4 consecutive weeks

5-Star Diamond
9,000 CVP for 4 consecutive weeks

4-Star Diamond
8,000 CVP for 4 consecutive weeks

3-Star Diamond
7000 CVP for 4 consecutive weeks

2-Star Diamond
6,000 CVP for 4 consecutive weeks

1-Star Diamond
5,000 CVP for 4 consecutive weeks

Diamond Director
4,000 CVP for 4 consecutive weeks

Emerald Director
3,000 CVP for 4 consecutive weeks

Ruby Director
2,000 CVP for 4 consecutive weeks

Gold Director
1,000 CVP for 4 consecutive weeks

Silver Director
1,000 CVP for one week

Bronze Director
800 CVP for one week

Director
600 CVP for one week

Achiever
400 CVP for one week

Builder
200 CVP for one week

Believer
100 CVP for one week

Sharer
50 CVP* for one week

(CVP=Commission Volume Points)

Fast Start Bonus Program

15%
Lifetime Matching Bonus

Premier Platinum Pacesetter

Enroll Four (or more) and 1600 points collectively within your first 56 days of enrollment.

10%
Lifetime Matching Bonus

Premier Pacesetter - halfway point

Enroll Two (or more) and 800 points collectively within your first 56 days of enrollment.

Intro Text for Warm Market



SCRIPT TIP: The key is to do an intro call with your warm market so they agree to jumping on a presentation call later. If they aren't willing to schedule a phone call, move on! Remember, you are sorting for those that want this naturally, not begging or convincing. Also, be normal! Only use their firstname if that's normal. You can always use a nickname too. Change the wording of the script to sound like you if necessary.

O1 (if you haven't spoken in awhile): Hi *FIRSTNAME or NICKNAME* I'm working on something cool I want to share with you. Could you talk later at TIME or TIME on a quick call by chance? Would be nice to re-connect & catch up as well!

O2 (for your closest contacts): Hi *FIRSTNAME or NICKNAME* I'm working on something cool I want to share with you. Could you talk later at TIME or TIME on a quick call by chance?

O3a (after they agree on a time): Ok sounds good. I will text you before I call. Talk to you then!
<USE PAGE 5 INTRO CALL SCRIPT WHEN YOU TALK>

O3b (if you need their number): Ok sounds good. I will be calling from XXX-XXX-XXXX. What's your number? **<AFTER YOU GET THEIR NUMBER>** Got it! I will text you before I call. Talk to you then!

O4 (if they ask what it's about): I will definitely give you the details when I call. Are you available at TIME or TIME? It will be a quick phone call. ☺
<USE PAGE 5 INTRO CALL SCRIPT WHEN YOU TALK>

O5 (always confirm 1 hour before the call):
Hi *FIRSTNAME or NICKNAME* I will be calling you here at *TIME*. Talk soon.

Situational Texts For Those Who Don't Respond



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

Hi *FIRSTNAME or NICKNAME* 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 or NICKNAME* I'm assuming you don't want to take a look. If I am mistaken let me know. Otherwise I won't bring it up again. You are still an awesome friend.

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

Hi *FIRSTNAME or NICKNAME* is now still good?

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

Hi *FIRSTNAME or NICKNAME* I know you aren't the type of person not to respond. I know something must have happened. Please let me know you're alright.

P5 (if prospect does not reply to P3 within 15 minutes, alternate option):

Hi *FIRSTNAME or NICKNAME* I'm not sure if you can really make this call. Let me know if you are still open to connecting. I hope all is well with you.

Keyboard Shortcuts Will Change Your Life! Set Them Up Here:

To make keyboard shortcuts for Android: Watch http://android.myteamwork.info

To make keyboard shortcuts for iPhone: Watch http://iphone.myteamwork.info

Intro Call Script for Warm Market



SCRIPT TIP: The initial phone call is about making sure your friend knows that you think highly of them. Make sure your loving energy is felt on the call. USANA is a gift. Also change the wording of the script to sound like you if necessary. Be normal.

Step 1: Hi FIRSTNAME ….

<SMALL TALK FOR A MINUTE, THEN GET RIGHT TO THE POINT>

Step 2: So I want to run something by you. **<NATURAL PAUSE>** I started an online business that's in 20 countries, it's already a billion dollar brand and I'm really excited about it.

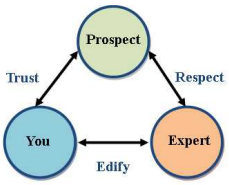
Step 3 (to set phone call presentation): It takes about 30 minutes to run it by you. I could show you tomorrow at TIME or TIME to explain all of the details. Would either time work? **<WAIT>** Ok sounds good. Which time is better for you? **<LET THEM CHOOSE>** Ok sounds good. I have to get off the phone right now, but I will text you about an hour before I call tomorrow. I hope you have an awesome day (or night). **<AS SOON AS YOU HAVE THE APPOINTMENT, GET OFF THE PHONE!>**

Step 3 (to set zoom presentation): It takes about 30 minutes to show it to you on zoom. I could I show you tomorrow at TIME or TIME to explain all of the details. Would either time work? **<WAIT>** Ok sounds good. Which time is better for you? **<LET THEM CHOOSE>** Ok sounds good. I have to get off the phone right now, but I will text you tomorrow about an hour before with the zoom info. I hope you have an awesome day (or night). **<AS SOON AS YOU HAVE THE APPOINTMENT, GET OFF THE PHONE!>**

IF THEY ASK "WHAT IS IT": It's an e-commerce business but I would need to explain on the 30 minute call tomorrow. Is that ok?

Presentation Call or Zoom Script – Use Expert in the Beginning

SCRIPT TIP: Your prospects trust you, but they do not respect you as an industry professional in this line of work. New associates must connect a 3rd party expert to build respect & credibility to the exposure. This is the key to having great results.



Step 1: Hi FIRSTNAME ... **<SMALL TALK FOR A MINUTE, THEN GET RIGHT TO THE POINT>** So, I have a five minute video for you to watch to give you the big picture and then I will share my story and have a few questions for you…

***IF YOU'RE ON PHONE:** Ok I'm going to text it now: **http://usana.myteamwork.info** Ok did you get it? **<WAIT>** And does the link open up ok for you? **<WAIT>**

***IF YOU'RE ON ZOOM:** Ok I'm going to share my screen right now. **<CUE UP ON YOUTUBE: http://usana.myteamwork.info SHARE COMPUTER SOUND>**

Step 2: Ok perfect. It's only 4 minutes & 50 seconds long. I will share my story & explain more after you watch it. I'll go on mute. Enjoy the show & and let me know when you're done. **<WATCH IT ALONG WITH THEM & CONTINUE>**

***IF EXPERT IS AVAILABLE:** Is it ok if I get my mentor-slash-business partner on the line because he/she has a really great story to share and is helping me through the process? **<THEY WILL SAY YES>** Ok thanks, I'm going to do a 3-way call please hold just a second. **<CONNECT YOUR MENTOR & INTRODUCE THEM WITH STEP 3>**

***IF EXPERT IS NOT AVAILABLE:** So before I ask you the questions, I just want to share my short story. **<GO TO NEXT PAGE (STEP 6) TO CONTINUE>**

Step 3: FIRSTNAME, I want you to meet MENTOR'S FIRST & LAST NAME, he/she is very well respected in the company and I am very lucky to be working with him/her. MENTOR'S NAME I want you to meet FIRSTNAME.

Step 4 (Mentor says): Hi FIRSTNAME nice to meet you! How do you know ASSOCIATE'S NAME? **<WAIT>** Ok cool and what do you do for a living? **<TAKE NOTES>** And how long have you been doing that? **<PAUSE>** Well I have to brag on ASSOCIATE'S NAME because he/she is being groomed to lead an entire division of our company. I'm very proud of you ASSOCIATE'S NAME keep up the great work! **<NATURAL PAUSE>** So before we ask you the questions, I just want to share with you my short story…

Sharing Stories - Casting The Vision

Step 5 (Mentor says): Prior to USANA I was working as a _____. I was dissatisfied with **Problem 1 (Share Pain)** & **Problem 2 (Share Pain)** & **Problem 3 (Share Pain)*.* Since I've started working with USANA, I'm most excited because **Solution 1 (Share Pleasure)** & **Solution 2 (Share Pleasure)** & **Solution 3 (Share Pleasure)*.* On the health side I was dealing with **Problem 1 (Share Pain)** & **Problem 2 (Share Pain)** & **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)** & **Solution 2 (Share Pleasure)** & **Solution 3 (Share Pleasure)*.* Ok so, ASSOCIATE'S NAME can you please share your short story…

Step 6 (You say):

I am still working as a _____ while I build this business, but I have been dissatisfied because **Problem 1 (Share Pain)** & **Problem 2 (Share Pain)** & **Problem 3 (Share Pain)*.* Since I've started working with USANA, I'm most excited because **Solution 1 (Share Pleasure)** & **Solution 2 (Share Pleasure)** & **Solution 3 (Share Pleasure)*.* On the health side I was dealing with **Problem 1 (Share Pain)** & **Problem 2 (Share Pain)** & **Problem 3 (Share Pain)*.* And although USANA is not a cure, the products have made a huge difference for me. Today I have **Solution 1 (Share Pleasure)** & **Solution 2 (Share Pleasure)** & **Solution 3 (Share Pleasure)*.*

I'm all-in 100% because I have seen what USANA does for people long term, both financially and physically. Also, I just want to say that it's totally ok if this is not for you, but if there's anyone I'd want to partner with it's you! **<PAUSE>** It would be so much fun to travel together, make more money, meet new people, and create great memories. Plus I think you are awesome! **<PAUSE>**

Step 7 (Initial Questions):

Ok, so now we have a few questions to figure out what info to direct you to…

1. What did you like most about what you saw in the video? **<TAKE NOTES>**
Did anything else stand out? **<WAIT>** Ok, so you liked **<REPEAT YOUR NOTES>.**

2. Next, what stood out to you about my personal story (or our personal stories)? **<TAKE NOTES>** Ok, so what stood out to you was **<REPEAT YOUR NOTES>.**

3. Last question, if I could wave a magic wand and improve three areas of your health, which 3 areas would those be? **<TAKE NOTES>** Ok, so what I hear you saying is that you want to improve: **<REPEAT YOUR NOTES>. <CONTINUE ON NEXT PAGE>**

Explaining How It Works

CONTINUE: Ok, so now I'm going to share an image with your product options and make sure to highlight the products that will support your health goals as well. Before I share, I want to make it clear that your job is not to chase people down and sell products. Let me ask you a question. If you put a $100 dollar bill or a bottle of vitamins in front of someone, which do you think most people will choose? **<LET THEM ANSWER>** The $100 bill of course. The truth is that the majority of people want money more than they want health products. So, your best strategy is to offer people an online business first without mentioning supplements, so they will be interested in the 30 minute call or zoom. When they sit down for the meeting, they will learn about the whole package and be excited that they can also improve their health. This means that you don't have to spam your social media selling products. Does that make sense? **<LET THEM ANSWER>** Ok, so the packages I'm about to show you are for your personal use only.

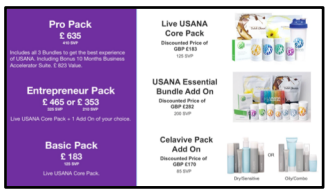
Explaining The Packs

***IF YOU'RE ON ZOOM *** **Step 1:** Ok I'm going to share my screen right now. **<SHOW IMAGE BELOW>**

IF YOU'RE ON A 1-ON-1 CALL **Step 1:** Ok I'm going to text you the image right now. **<SEND>**

IF YOU'RE ON A 3-WAY CALL **Step 1:** Ok ASSOCIATE'S NAME, can you make a quick group text between the three of us and send the product options image right now.**<SEND IMAGE BELOW>**

SAVE TO THIS IMAGE TO YOUR CAMERA ROLL - VISIT: http://ukpacks.myteamwork.info



IMPORTANT: If the prospect interrupts to express that they do not want business info, skip the section below and go to page 9: "Explaining The Bundles."

IF YOU'RE ON A CALL **Step 2:** Did you receive it? Ok, go ahead and click on the picture and turn your phone sideways. Does the image get bigger for you now? **<WAIT>** Now zoom into the word "Propack" on the top left, do you see it big? **<WAIT>**

PROPACK: Ok. I'm going to read a little script that explains your options. Thanks for bearing with me. The Propack is the best way to start if you have the funds available. You get all 3 bundles listed on the right which allows you to try the most products and get the best experience of USANA. You also get 10 months of the Business Accelerator Suite which is your back office manager that tracks all of your clients and team members. That's normally £11 pounds per month, so it's an added value of £110 pounds. In addition, it's all tax-deductible, sets you up best long term & will help your business generate more volume because your prospects tend to duplicate how you got started. **<CONTINUE ON THE NEXT PAGE>**

Explaining the Packs (continued)

It's over £820 pounds in value and we always say, if you have the money in savings or space on a credit card "Go Pro." The next best pack is Entrepreneur Pack.

ENTREPRENEUR PACK: As you can see, the Entrepreneur Pack allows you to "add-on" 1 bundle of your choice. If you add the USANA Essential Bundle, it's £465 pounds. If you add the Celavive Skincare Pack it's £353 pounds. Both options give you 20% savings from retail and sets you up with a nice variety of the products to enjoy. It's also tax-deductible and still a great way to get started.

BASIC PACK: The last best way is Basic Pack, which is the Live USANA Core Pack. It has all of the foundational products of USANA at a 20% savings from retail as well. I will explain what's in each bundle right now.

Explaining Each Bundle

Live USANA Core Pack: Let's zoom into the products for the **"Live USANA Core Pack" <MAKE SURE ITS ZOOMED IN SO THEY CAN SEE IT CLOSELY>** Can you see them ok? **<WAIT>** Ok, so this our foundational pack that everyone starts with. You receive a 28 day supply of USANA's core products that greatly enhance your health at the cellular level. Do you see the 2 bottles with the blue & green labels? **<WAIT>** Those are called the CellSentials. They are essential to the health of your cells. The green bottle is the multivitamin called Vita Antioxidant. The blue bottle is the Core Minerals. They work together to boost your immune system & give you more energy. They also help with mental clarity & improving your sleep. The orange bottle is called *buy-OMEGA* (Biomega). It gives your body the omega-3 fatty acids that are critical for your hair-nails-and-skin and also your brain-joints-and-heart. The purple bottle is called *pro-flav-UH-nahl-SEE-two-hundred* (ProflavanolC200) which is grapeseed-extract & vitamin C. It helps to reduce inflammation all over your body, especially in your heart and brain. It also helps your body produce it's own collagen, so it's fabulous for your skin. They call it "face-lift-in-a-bottle." The green box is Probiotics for healthy digestion, improved metabolism, gut health and increasing your immune system.

What makes the USANA products different **<FIRSTNAME>** are two things. Number 1, they are pharmaceutical grade. This means that they disintegrate into your system as good as a drug would, but there are no side effects because there are no drugs in them. Only nutrition. And Number 2, is a patent that USANA owns called Incelligence. It is specific ingredients at specific amounts that cause a higher level of cell signaling. This means your cells are on high-alert, working harder to protect you than they normally would with supplements alone. You cannot get this anywhere except USANA! This is the reason we have hundreds-of-thousands of satisfied clients & elite athletes all over the world. And It's also why the business works so well. It's pretty exciting what this will do for your health! **<CONTINUE NEXT PAGE>**

Explaining the Bundles (continued)

You also receive a supply of our Chocolate & Vanilla Nutrimeal shakes that taste amazing. Each bag gives you 9 servings, so you would have a total of 18 to enjoy. Plus they are low-glycemic which means they keep your blood sugar in normal range and they are safe for diabetics. These shakes are meal replacements and they can be used to lose weight or just for a healthy breakfast. You also receive a USANA Blender Bottle to mix your shakes with ice-cold water and enjoy on-the-go.

Now let's zoom into the next one called **"USANA Essential Bundle Add On"**. Do you see it? **<WAIT>** Ok, so this bundle allows you to try all of the additional supplements that USANA makes. The purple label is *Ko-QUIN-own-thirty* (CoQuinone30) for immune system and energy. Next to that is *Hep-UH-sill* DTX (Hepasil DTX) for liver support, energy, endurance, and recovery. *Pro-GLUE-kuh-myoon* (Proglucamune) for immune system and stress. Vitamin D, which is the sunshine vitamin, for immune system and mood. Procosa which a is a glucosamine that is 30 times more bioavailable than other glucosamines on the market, and super helpful for joint pain and lubrication. MagneCal D for strong healthy bones and also mood. You also receive an additional bottle of Biomega for hair-nails-skin. Brain-joints-heart. An additional bag of chocolate & vanilla shakes (9 servings each), plus 3 additional boxes of Probiotics. You also get a special USANA supplement holder that makes it very simple to take your products twice daily. You will feel amazing with this add-on bundle!

Now let's zoom into the next one called **"Celavive Pack Add On"**. Do you see it? **<WAIT>** Ok, so this bundle allows you to try the entire skincare range of USANA called Celavive. What makes this skincare line different from others on the market is that it has the Incelligence Complex, which is the same technology found in the supplements. It is used enhance, renew and protect your skin! You get to choose between the dry/sensitive regimen or the oily/combo regimen. Whichever matches your skin type. Included is a cleanser, toner, vitalizing serum, hydrating eye essence, daytime protection and night renewal. Your skin is the largest organ on the human body and Celavive is nutrition for your skin.

Also **<FIRSTNAME>**, you do not need to inventory because all of the orders are shipped directly from USANA and USANA pays you. The products in each bundle are for you to consume personally or share with family members. It's important to feel the difference and be a product of the product. Also keep in mind that the way we create success is with these simple phone or zoom calls that are 30 minutes or less, which is exactly what we are doing with you right now. It's manageable and very possible for busy people to create a large income doing this process. The best part is that you don't have to spend hours doing coffee-shop meetings, home parties, hotel meetings or driving all over town. And it's so much fun to see the great impact USANA makes on so many lives. Ok, so now I have a few questions for you to finish.

<CONTINUE ON NEXT PAGE>

Closing Script

CLOSING TIPS: Closing is just a natural extension of the process. It's no big deal. Your prospects need to lean on **your certainty & your authority**. Be the leader they need to get started with confidence. You are going to have to go through a lot of people to find the leaders. It's ok!

1. So FIRSTNAME which pack stood out to you the most: Propack, Entreprenuer, or Basic?

2. Great! Sounds like you're ready to get started… ☺ (Say with a smile & be silent)

<BE SILENT FOR 8 SECONDS & WAIT FOR THEIR RESPONSE>

<PEOPLE USUALLY NEED 8+ SECONDS OF SILENCE TO MAKE A BUYING DECISION>

TIP: If they don't have the money, go to page 12. "Think about it" objection page 13. Spouse Objection, page 14. Time Objection, page 15. Research Objection, page 16. Sales Objection, page 18. Failed in MLM Before, page 19.

IF THEY SAY YES:

3. Where would you like your products shipped to? **<WAIT>**

4. Which bundle(s) would be best for you? **<ALLOW THE SILENCE AGAIN, BE CONFIDENT, & WAIT>**

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

6. What is your best email?

7. And how would you like your name spelled on your checks?

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

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

10. Billing address same as shipping?

11. *Associates only (skip for customers):* Ok and for the tax write off and sending you paychecks they need your date of birth. What's your birthday? **<NOW BE SILENT WITH CONFIDENCE AS THEY GIVE YOU THEIR BIRTH DATE. YOUR TONE & DELIVERY CREATES CERTAINTY FOR THEM>**

12. Ok got it. Welcome to the USANA Family I am excited for you to have great results! I will process your order right away...

<FOR NEW ASSOCIATE: GO TO PAGE 23 NOW to FINISH THE PROCESS>

<FOR NEW PC: GO TO MIDDLE OF PAGE 23 NOW to FINISH THE PROCESS>

I Don't Have The Money

CLOSING TIP: Practice saying this script 3 times out loud to yourself.

VALIDATE:

Yeah FIRSTNAME I totally hear you. I just want to make sure I'm doing a good job, so I need to ask.. is it really that you don't have the money, or is that just a polite way of saying no... because I'm totally cool either way, I just want to help you. **<WAIT> <IF YES CONTINUE, IF NO LET THEM GO & THANK THEM>**

CONFIRM DESIRE:

Sounds good. So I know you don't have the money right now, but do you really want to do this? **<WAIT>** Ok cool. Are you sure? **<LET THEM ANSWER>**

COACH & CLOSE:

Awesome. So I'm actually glad you don't have the money and here's why…. I know you're going to do this and get started. And in the future, when we show this to others, you're going to come across people who also don't have the money. At that point you will be able to share your story and say… "You know what, I didn't have the money either when I got started. But I realized that if I didn't find the money, I was never going to improve my financial situation. So you know what I did? I came up with the money. I went out and generated funds through selling things or pulling from my savings, etc. and within 24 hours I was able to get started." So here's the deal FIRSTNAME, the faster that you come up with the money, the better your story will be. That will empower others to come up with the money as well. So how long do you think it's going to take you? **<WAIT> <GO WITH WHATEVER THEY SAY>**

That's totally fine. In the mean time, are you open to getting a head-start on your training? **<THEY WILL SAY YES>** Ok perfect. The main thing for you to understand is that you will need to become an expert to make the kind of money you want. The way you become an expert is by committing to study YouTube videos that I assign you for 30 minutes per day. And I'm not talking about listening while multi-tasking, I'm talking about sitting down and taking notes while you actively listen and learn, just like you would in school. Are you willing to do that? **<THEY WILL SAY YES>** Ok I'm happy to hear that because you will become very powerful by doing this. Now to finish, I'm going to send a link, just a sec. **<SEND http://success.myteamwork.info >** Can you click it and tell me does it open up in YouTube for you? **<WAIT>** So this assignment is this: I want you to watch the Jim Rohn Video at the top of this playlist. 30 minutes a day and take notes on what you learn. It should only take you 2 days to complete. Then I would like to do another call with you in 2-4 days from now. On that call I want to ask what you learned and have you read your notes to me. Then I will give you another video to watch and take notes on. We will do this process until you get the money together. Does that sound good to you? **<THEY WILL SAY YES>**

Ok awesome. I can do our next call on DAY at TIME or DAY at TIME. Which is best for you? **<LET THEM CHOOSE>** Ok sounds good. Talk to you then! **<FOLLOW UP CALL ON PAGE 21>**

I Need To Think About It

CLOSING TIP: There is always a hidden objection underneath them thinking about it. You may have to go to a different objection script when they express what's really going on.

VALIDATE:

Yeah FIRSTNAME I totally hear you. I just want to make sure I'm doing a good job for you, so I need to ask.. is it really that you need to think about it, or is that just a polite way of saying no... because I'm totally cool either way, I just want to help you. **<WAIT> <IF YES CONTINUE, IF NO LET THEM GO & THANK THEM>**

CONFIRM DESIRE:

Sounds good, well let me ask… do you feel like this is something where you can potentially see an opportunity for yourself? **<WAIT>** Are you sure? **<IF THEY SAY YES, CHOOSE A COACH & CLOSE OPTION BELOW>**

COACH & CLOSE (Option 1 – Finding the Deeper Objection):

Awesome. So I want to share with you something I've found. People largely procrastinate just for the sake of procrastinating. Or it may be something else. It may be a fear, or an uncertainty about something. So tell me what's really going on? Whatever concern you have is totally ok. **<LET THEM ANSWER>**

IMPORTANT: If they don't have the money, go to page 12. Spouse Objection, page 14. Time Objection, page 15. Research Objection, page 16. Sales Objection, page 18. Failed in MLM Before, page 19.

IF THEY SAY: "I've done this before" or "I don't believe I can do it"

What makes you think you can't? **<LET THEM ANSWER>** Well… I don't know if I believe that, but tell me what makes you think you can? **<LET THEM ANSWER>** Ok and why else? **<LET THEM ANSWER>** Cool and why else do you think you could do this? **<LET THEM ANSWER>** Well FIRSTNAME I agree with you. You can absolutely do this. Here's what I'll commit to you. If you'll be coachable and teachable… if you will lock arms with me… I will not let you fail… and we'll go build a big business together. Let's get you started ok? :) **<IF YES, GO BACK TO PAGE 11, QUESTION 4 TO ENROLL> <IF NO, TRY THE NEXT COACH & CLOSE OPTION BELOW…OR GO TO PAGE 20 TO SCHEDULE FOLLOW UP CALL>**

COACH & CLOSE (Option 2 – List the Positives & Negatives Close):

Let me ask you FIRSTNAME. Be real with me. What are the positive things that can happen in your life from getting started with me? **<HELP THEM LIST A FEW. TAKE NOTES>** Ok and what are the negative things that can happen by you getting started? There's usually not. Like what's the worst thing that's going to happen? **<LET THEM ANSWER>** Your risk is not the _____, it's the life you could have had if you weren't afraid of getting started. So, my coaching to you is to realize there's really no risk at all. The risk is not doing this. I think that's a bigger risk than doing it. Would you agree? **<IF THEY SAY YES>** Awesome let's get you started ok? **<IF YES, GO BACK TO PAGE 11, QUESTION 4 TO ENROLL> <IF NO, GO TO PAGE 20 TO SCHEDULE FOLLOW UP CALL>**

Need To Ask My Spouse

VALIDATE:

Yeah FIRSTNAME I totally hear you. I just want to make sure I'm doing a good job for you, so I need to ask.. is it really that you need to ask your spouse, or is that just a polite way of saying no... because I'm totally cool either way, I just want to help you.**<WAIT> <IF YES CONTINUE, IF NO LET THEM GO & THANK THEM>**

COACH & CLOSE 1 (Schedule For Spouse Presentation):

Awesome, well… do you want to do this? **<LET THEM ANSWER>** Are you sure? **<LET THEM ANSWER>** Ok FIRSTNAME, in that case here's the way this works… we have two options. Now, if you don't do one of these two, it's not going to work because you saw all the information. You are now educated on what we have. But if you go home and talk to your spouse, and try and educate them on your own, and you don't know everything about our business, they're going to prejudge it. They're going to probably say "No, we're not doing that." So, option one is we show them together right now, or we schedule it. That way they get to see everything.

COACH & CLOSE 2 (Money Back Guarantee Close):

Or option number two is to go ahead and get started. The company offers a money back guarantee. If you go home and tell your him (or her) that you signed up in something, you're really excited about it, you see a way to achieve your goals and they blow up, or it creates an issue; we call the company tomorrow and they will give you your money back. So, really you have nothing to risk and everything to gain by going ahead and getting started now. Let's get you started, okay? ☺ (Say with a smile & be silent) **<IF YES, GO TO PAGE 11, QUESTION 4 & ENROLL> <IF NO, SCHEDULE THE CALL WITH SPOUSE>**

SCHEDULING THE SPOUSE PRESENTATION: Would your spouse available to show the 5 minute video right now by chance? **<IF YES, DO IT!> IF NO:** Ok so let's find a 30 minute window in the next day or two. Is that ok? **<WAIT>** Ok perfect. The next times I have available are DAY at TIME or DAY at TIME. Let's schedule tentatively, which time do you think would work best? **<LET THEM ANSWER>** Ok we're all set. I will plan on talking to you on DAY at TIME to show this to your spouse.

In the meantime I have an assignment for you. This will give you a head start in your training. I'm going to send a link to you right now, just a sec. **<SEND http://success.myteamwork.info >** Ok, so I want you to create a habit of studying your business for 30 minutes a day while taking notes. Can you imagine how powerful you will be when you do this everyday for a year? **<PAUSE>** This is the reason we have so many success stories in our organization. So the assignment is this: I want you to watch the Jim Rohn Video at the top of this playlist. 30 minutes a day and take notes on what you learn. It should only take you 2 days to complete. And when we talk to your spouse I want to hear your notes. This will give you a big head start. Sound good? **<WAIT>** Ok awesome. I look forward to talking to you again on DAY at TIME. Talk to you then! **<VISUALIZE A SUCCESSFUL CALL WITH THE SPOUSE>**

I Don't Have the Time

CLOSING TIP: If you have already validated & confirmed desire on an earlier objection, go straight to coach & close. Trust your intuition!

VALIDATE:

Yeah FIRSTNAME I totally hear you. I just want to make sure I'm doing a good job for you, so I need to ask.. is it really that you don't have the time, or is that just a polite way of saying no... because I'm totally cool either way, I just want to help you. **<WAIT> <IF YES CONTINUE, IF NO LET THEM GO & THANK THEM>**

CONFIRM DESIRE:

Awesome, well if you had the time would do you want to do this? **<LET THEM ANSWER>** Are you sure? **<LET THEM ANSWER>**

COACH & CLOSE (Option 1 – Where We Are In Life Close):

I totally get that you don't have the time. I mean, a lot of the people don't have the time. We're all super busy. But the reason that we are here in our life is based on the decisions or lack of decisions that we made two, three years ago. Where we are going to be in 2 to 3 years depends on the decisions or lack of decisions we make today. So my coaching to you is to make a decision to find little windows of time each day to take action, so that a year or two from now, you're still not in a position of having to say, "I don't have the time." If you lock arms with me, if you're coachable and teachable, I'll help you get into a situation where you say, "I have time." Sound good? **<WAIT, SMILE & SAY>** Let's just get you started ok? **<WAIT> <IF YES, GO TO PAGE 11, QUESTION 4 TO ENROLL> <IF NOT YET, TRY THE NEXT CLOSE BELOW OR GO TO PAGE 20 TO SCHEDULE FOLLOW UP>**

COACH & CLOSE (Option 2 – DMO Close):

Ok so I have a question for you... How much time do you think it takes? **<THEY WILL SAY 15-20 HOURS PER WEEK>** Actually there are a lot of people who are full time in our company and they're not working 20 hours per week. The reality is that we're all busy. This is about buying back your time. It's about referring a few people, who refer a few, who refer a few. Let me ask you this… if you could put 2-3 hours of committed time per week, which I know you have… then you can start to get some people on your team, and you'll start earning income based on the efforts of not just yourself, but based on the efforts of many. **<SMILE & SAY>** Let's just get you started ok? **<WAIT> <IF YES, GO TO PAGE 11, QUESTION 4 TO ENROLL> <IF NOT YET, GO TO PAGE 20 TO SCHEDULE FOLLOW UP>**

COACH & CLOSE (Option 3 – I Call Bullsh*t) only use if you have built good rapport!:

I call BS on that. You just spent an hour with me in the presentation and you're hanging out here. I know you have at least a couple of hours per week to put into the business. So, listen, let's just get you started ok :) **<SMILE & LET THEM ANSWER> <IF YES, GO TO PAGE 11, QUESTION 4 TO ENROLL> <IF NOT YET, GO TO PAGE 20 TO SCHEDULE FOLLOW UP>**

I Need To Do My Research

CLOSING TIP: For product, the goal is to do the research with them right now. For business, it's different. See below.

VALIDATE:

Yeah FIRSTNAME I totally hear you. I just want to make sure I'm doing a good job for you, so I need to ask.. is it really that you need to research, or is that just a polite way of saying no... because I'm totally cool either way, I just want to help you. **<WAIT> <IF YES CONTINUE, IF NO LET THEM GO & THANK THEM>**

CONFIRM DESIRE:

Ok awesome, and if your research shows that this will fit your needs, is this something you have the money to do? **<LET THEM ANSWER>**

Option 1: COACH & CLOSE (For Product Concern - Research With Them):

Ok cool. So I just want to be helpful, so may I ask… what are the main things you are wanting research? I'm going to write them down. **<WRITE THEM DOWN>** Got it. Is there anything else? **<WAIT>** Ok, so I may be to answer these right now. Let's do one at a time…**<DO YOUR BEST TO ANSWER EACH>**

THEN SAY: Now that we found the answers to your questions, are you comfortable enough to get started? **<IF YES, GO BACK TO PAGE 11, QUESTION 3 TO ENROLL> <IF NO, GO TO PAGE 20 TO SCHEDULE FOLLOW UP CALL>**

SCRIPT TIP: Walk them through product ingredients at the company website if that's their concern. Send links & walk them through articles from Dr. Ladd VIP, AskTheScientists.com or USANA Athletes (script on next page). Be as helpful as possible. You are saving them time. They will appreciate it.

Option 2: COACH & CLOSE (For Business Concern):

Ok I hear you. And I just want to say that I've been doing this long enough to realize that 'I want to do my research' is really just kind of like meaning 'I want to go Google and see what comes up.' It's just like anything, I mean, you can google Boy Scouts of America. You can find places where they say the Boy Scouts are a scam. You can also find places that where it's awesome. Same thing is going to be true with network marketing. Same thing is going to be true with our company. You're going to find people who love it, people who don't love it.

Here's what I know. When I got started, I did it because I trusted the person. What I found out even more is that USANA has won countless awards. Been in business for over 30 years. Hundreds of thousands of satisfied clients in 24 different countries. Over $3 Billion paid to it's associates. We have so many people with high credibility in the company. So, listen, I don't want you to procrastinate for the sake of procrastinating. My recommendation is trust me, trust the company. Realize that we've got a solid opportunity that if you're coachable and teachable, I'll help you succeed. Sound good? Awesome let's get you started... **<SMILE & WAIT FOR THEIR RESPONSE> <IF YES, GO BACK TO PAGE 11, QUESTION 4 AND ENROLL> <IF NO, GO TO NEXT PAGE & GIVE THEM RESEARCH MATERIAL>**

Research Links & Scheduling The Next Call (use only for Research Objection)

> CLOSING TIP: Some people cannot be enrolled on the first call no matter what. Many will still enroll if you stay cool and helpful. Follow script below.

Dr Ladd VIP Links: I totally understand. And I respect that you need some space and time to research. I'm just going to end this call by sending you a few links that will support the research you are doing. The first link is from the Dr. Ladd VIP website. Let me ask you… are there any areas of your health you are dealing with or that you would want to improve. **<IF YES>** May I ask what you have been dealing with? **<WAIT>** Ok I'm going to send you a link on that right now just a sec. **<SEND LINK>** Ok I just sent it. Does it open up ok for you? **<WAIT>** Ok so Dr. Ladd McNamara has helped tens of thousands of clients for over 25 years. He explains in generic terms the power of nutritional supplements. As you scroll down you will see how he explains everything. And when you get towards the bottom you will see some tables with protocols that say which products to take and when to take them. Do you see that? **<WAIT>** Ok cool. So each bundle you saw earlier generally matches what is here. It also allows you to improve your health and have the business at the same time if you want it. Does that make sense? **<WAIT>** And of course, just keep in mind that this is not a cure, but makes a huge difference.

> **SCRIPT TIP:** www.drladdvip.com is a subscription website with access to articles you can send to your prospects. The cost is normally $199 for an annual membership. Use the coupon code: TEAMDSI to lower the price to $139.30. Watch this video http://drladdvip.myteamwork.info to see how easy it is to send these links!

Ask The Scientists Link (only send if they have ingredient questions):

If you have any questions on raw ingredients or which products are gluten free, etc. Askthescientists.com is the best website. I'm going to send you the link right now. **<SEND>** Did you receive it? Does it open up ok? **<WAIT>** This website is a huge search engine of previously asked questions to USANA's scientists. You can also scroll down to see the latest articles and most popular posts. Feel free to explore!

USANA Athletes Link:

Usanaathletes.com is one of the best websites to show product quality because athletes have to make sure that the product is safe and effective. I'm going to send you the link right now. **<SEND>** Did you receive it? Does it open up ok? **<WAIT>** Cool. Do you see the Trust video? That's a 2 minute video that shares why so many athletes trust USANA. Infact the entire Women's Tennis Association takes USANA, The Mexico National Soccer team, USA Swimming, the entire Spartan Race program among many others! You can click on links further down to see all the partnerships and athletes. It's pretty impressive!

Scheduling the Follow Up Call:

Ok so at this point what we always do is schedule a follow up call and if you are ready at that time we can do your payment info and get you started on your health and business goals. I can talk on DAY at TIME or DAY at TIME. Which would be best for you? **<WAIT>** Ok and lastly I'm going to send you a friend request on FB just a sec. **<WAIT>** I like your cover photo (or posts)! **<SMALL TALK TO FINISH CALL>**

CLOSING TIP: Your delivery matters. Smile, have fun, & be confident. Your energy can impact their decision!

COACH & CLOSE 1 (Good You Promise?)

Good. Do you promise me you're not a salesperson? **<THEY WILL SAY YES>** Awesome because if you are a salesperson there's a likely a good chance you'll fail at this. Here are the facts, 95% of the people in the world don't like to sell. There's only about 5% of the population who actually like selling. So, realize that 95% of the people that you would show this to, they don't like to sell. The fact that you're not a salesperson, they're way more likely to join because they see that you don't have to be a salesperson to do this. In fact, this is really a sorting business more than a selling business. You're just sharing what we have and allowing them to make a decision.

I felt the same way in the beginning too. But here's what I can tell about you… you're never going to be pushy with anyone. So, people are going to love and respect you for it. And if they don't like it, you still part as friends. You will actually create a stronger connection with your friends by showing them this and offering them an opportunity to change their life. So, what do you say we get you started?" **<IF YES, GO BACK TO PAGE 11, QUESTION 4 TO ENROLL> <IF NO, GO TO PAGE 20 TO SCHEDULE FOLLOW UP CALL>**

COACH & CLOSE 2 (Tell a Story)

Hey you know what, you remind me exactly of our number one income earner Jeremy Stansfield. He had no sales experience either. In fact he was terrified of public speaking and never owned his own business. To make things worse, he had a pinched nerve in his shoulder and could no longer work in his full-time job. He decided that he was going to overcome his fears and just focus on sharing with others. He eventually became the number one income earner in USANA worldwide. And to this day he's still not salesy. I think that's one of the reasons people trust him. You could definitely do business the same way. So let's just get you started, okay? **<IF YES, GO BACK TO PAGE 11, QUESTION 4 TO ENROLL> <IF NO, GO TO PAGE 20 TO SCHEDULE FOLLOW UP CALL>**

Failed in MLM Before

CLOSING TIP: Your delivery matters. Smile, have fun, & be confident. Your energy can impact their decision!

COACH & CLOSE 1 (Future Pacing)

Okay, listen, I'm glad that you failed before. Because, heck, I think like half the population has done network marketing and a lot of people didn't succeed. So, you're going to be able to say, “You know what, that's exactly what I felt like when I got started. I had failed before, but this time I realized how powerful the system is with the scripts & support that is provided. It’s like nothing I had experienced before. Now I've got a team that's growing like crazy and I'm making money every single week. I'm super thankful that I did.” So FIRSTNAME, I'm going to help you overcome that in the same way that I overcame it with myself. Let's get you started, okay? ☺ (Say with a smile & be silent) **<IF YES, GO BACK TO PAGE 11, QUESTION 4 TO ENROLL> <IF NO, GO TO PAGE 20 TO SCHEDULE FOLLOW UP CALL>**

COACH & CLOSE 2 (Me Too… Thank God I Didn’t Give Up)

You know what? I actually failed in a few network marketing companies. But thank God I didn't give up. Because with this, I'm actually succeeding. Those other companies. It was just very hard. **<WAIT>** Here, I mean, I'm not telling you it's easy, but it's so simple with these scripts. And I’ve never experienced support like this before. **<WAIT>** Here's what I know is true about you: You're ambitious. You know a lot of people. You want out of your current situation. I know that if you lock arms with me, and you're coachable and teachable, I know you can do this. If you lock arms, I will not let you fail. Let's get you started, okay? ☺ (Say with a smile & be silent) **<IF YES, GO BACK TO PAGE 11, QUESTION 4 TO ENROLL> <IF NO, GO TO PAGE 20 TO SCHEDULE FOLLOW UP CALL>**

COACH & CLOSE 3 (Biggest Risk?)

So FIRSTNAME, what do you think is your biggest risk if you do this? I mean, if you do this again, what's your risk? **<LET THEM ANSWER>** Actually it’s not that. Your risk is the life that you could have had if you were not afraid of failing. So, my coaching to you is let's get you started. If you lock arms with me, if you're coachable and teachable, I'll help you succeed. ☺ (Say with a smile & be silent) **<IF YES, GO BACK TO PAGE 11, QUESTION 4 TO ENROLL> <IF NO, GO TO PAGE 20 TO SCHEDULE FOLLOW UP CALL>**

COACH & CLOSE 4 (Me Too… Hit a Gusher)

You know what? I failed in few network marketing companies. In some cases, it's like drilling for oil. Sometimes you hit a dry hole. Sometimes you hit a gusher. Obviously, it's based on your work ethic. But many of the companies I joined before, they didn't have our products. They definitely didn’t have our simple scripts to follow. And for sure they didn’t have the support I have now. And because I said yes to this, I hit a gusher. FIRSTNAME, I'm going to help you overcome that in the same way that I overcame it with myself. Let's get you started, okay? ☺ (Say with a smile & be silent) **<IF YES, GO BACK TO PAGE 11, QUESTION 4 TO ENROLL> <IF NO, GO TO PAGE 20 TO SCHEDULE FOLLOW UP CALL>**

Scheduling the Follow Up Call

At this point what we always do is schedule a call within the next day or two so that you have enough time process our conversation and make the decision that's best for you. 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 that will work. The best thing you can do for your research is check out a link I'm going to send you right now, just a sec. **<SEND http://success.myteamwork.info >**

Can you click it and tell me does it open up ok? **<WAIT>** Sounds good. This is a playlist of everyday people sharing their results with USANA in 1 to 2 minute videos. It's the best thing you can hear to gain the perspective of the longevity and vision that USANA has provided for people. Lastly, do you see the 1 hour video at the top of the playlist by Jim Rohn *(pronounced RONE)*? **<WAIT>** That is the most important video because it is a training that shares the strategies and mindset to make your business profitable quickly. I recommend you listen to it while driving, doing housework, or multi-tasking. It's the best thing you can review before we talk again.

Keep in mind that the way we create success is with these simple phone calls that are 30 minutes or less, which is exactly what we are doing with you right now. It's manageable and very possible for busy people to create a large income doing this process. The best part is that you don't have to spend hours doing coffee-shop meetings, home parties, hotel meetings or driving all over town. And it's so much fun to see the great impact USANA makes on so many lives.

Ok you're all set. Do you have any questions for me? **<ANSWER ANY QUESTIONS>** Ok if you have any more questions between now and then, feel free to reach out. Otherwise I'm looking forward to talking to you on **<DAY>** at **<TIME>** and if you are ready at that time we can do your payment info over the phone & help you start working towards your goals. **<PAUSE>** Ok and lastly I'm going to send you a friend request on Facebook just a sec. **<WAIT>** I like your cover photo (or posts)! **<SMALL TALK TO FINISH CALL>**

<ON THE NEXT CALL, READ THE FOLLOW UP CALL SCRIPT ON PAGE 21 & ENROLL THEM>

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 today? **<ANSWER QUESTIONS AND/OR OBJECTIONS>**

> ****IF THEY AREN'T READY TO BUY ON THIS CALL:** *IMMEDIATELY GO TO PAGE 22 and read "Script for Associate or Client Prospect That Needs More Time Before Buying". REMEMBER it takes 4-6 exposures on average before a person gets started. This is normal.*

2. Which pack would be best for you? **<WAIT> <CLOSING TIP: PEOPLE NEED AROUND 8 SECONDS OF SILENCE IN ORDER TO MAKE A BUYING DECISION. ALLOW THE SILENCE!>**

3. 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, & WAIT>**

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

9. Billing address same as shipping?

10. *Associates 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 FOR THEM>**

11. Ok got it. Welcome to the USANA Family I am excited for you to have great results! I will process your order right away…

<FOR NEW ASSOCIATE: GO TO PAGE 23 NOW to FINISH THE PROCESS>

<FOR NEW PC: GO TO MIDDLE OF PAGE 23 NOW to FINISH THE PROCESS>

Script for Associate Prospect That Needs More Time Before Buying

SAY THIS:

I totally understand if you need a little more time. The next best thing for you to review is our Real People, Real Results page and check out some really cool 30 minute stories to watch on YouTube. These are the best way to get your questions answered. We have interviewed over 140 successful associates to date. I'm going to send you the link right now and I want you to choose the first one you're going to watch. Ok I'm sending now…

SEND THIS LINK NOW: http://results.myteamwork.info Did you get it? **<LET THEM ANSWER>** Can you click on the link and tell me if it opens up for you? **<MAKE SURE IT OPENS UP FOR THEM>** Ok perfect. Definitely watch a few of these videos before we talk again.

What we always do is schedule a call within the next few days so you have enough time to do your research, look at your budget, and make the decision that's best for you. 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 sounds good. I will be calling you then & if you are ready at that time we can do your payment info over the phone & help you start working towards your goals. Talk to you then. **<ON THE NEXT CALL, READ THE FOLLOW UP CALL SCRIPT ON PAGE 21 & ENROLL THEM AT THAT TIME>**

****PRO TIP:** *Remember that many people need 4-6 exposures before they enroll. Continue to schedule follow-up calls and find different pieces of info to give them (recorded videos, live webinars, articles, etc). If you keep inviting them to review more info with ZERO pressure, they will eventually enroll.*

Script for Client Prospect That Needs More Time Before Buying

SAY THIS:

I totally understand if you need a little more time. The best thing you can do for your research is watch some short videos by Dr. Oz. He did his research, he visited USANA, and tried the products himself. He decided he wanted us to be a sponsor of his TV show. For the last 3 years Doctor Oz has featured different USANA products once-a-month to his nationwide audience. It is a big credit to USANA for doing the right thing for the last 28 years. Each video is only 3 to 7 minutes long. I'm going to send you the link right now. **SEND:** http://doctoroz.myteamwork.info Does it open for you? **<WAIT>** Ok cool.

Ok you are all set. What I normally do is schedule a call within the next day or two so you have enough time to do your research, look at your budget, and make the decision that's best for you. 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 sounds good. I will be calling you then and if you are ready at that time we can do your payment info over the phone and help you start working towards your health goals. Talk to you then. **<ON THE NEXT CALL, READ THE FOLLOW UP CALL SCRIPT ON PAGE 21 & ENROLL THEM AT THAT TIME>**

Quick Start Script for New Associate

To finish we are going to schedule 2 calls. One for 5 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. Now let's schedule to call and get you ready for the business side. Before we do your first hour training, I want you to download a couple of USANA Apps and do a few more things to get ready. We have a simple "2 video process" for you to follow. I'm going to send you the link right now. **SEND THIS LINK NOW**: http://faststart.myteamwork.info

Did you get it? **<LET THEM ANSWER>** Can you click on the link and tell me if it opens up for you? **<MAKE SURE IT OPENS UP FOR THEM>** Ok cool. The first video is 12 minutes and will guide you through downloading the apps, subscribing to team systems, and making a preliminary list of 20 people that we will be texting together. Please WAIT until you meet with me BEFORE texting anyone. Why? Because I will have some very simple text messages for you to copy & paste that work well. I want to make sure you have the best experience possible as you get started.

The second video, you may have listened to before. It's the podcast training by Jim Rohn *(pronounced RONE).* If you've listened to it once, I want you to listen to it again! It's best if you listen to this audio every day for at least your first month. These philosophies will make you ROCK SOLID in your mindset. It will impact everything you do with your business. Enjoy it!

Lastly, I suggest we schedule a call to do your First Zoom in Business Training in the next 24-48 hours. Our goal is to get you paid in your first week, even before your products arrive if possible! It will take us about an hour-and-a-half to go over everything but it's so worth it because you will get results. 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 DECIDE>** Ok sounds good. Talk to you then!

Quick Start Script for Client

To finish we are going to schedule a call for 5 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 while you wait for your products to arrive is watch some short videos by Dr. Oz. He did his research, visited USANA, & tried the products himself. He decided he wanted us to be a sponsor of his TV show. For the last several years Doctor Oz has featured different USANA products once-a-month to his nationwide audience. It is a big credit to USANA for doing the right thing for the last 29 years. Each video is only 3 to 7 minutes long. I'm going to send you the link right now. **SEND:** http://doctoroz.myteamwork.info Does it open for you? **<WAIT>** Ok cool you are all set! I look forward to talking to you next week on *DAY* at *TIME* to go over your products. In the meantime enjoy the Dr. Oz videos!

Script to Explain The RESET PLUS

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 $100 & buying 1 set of CellSentials ONLY for $55.95.*

SAY THIS: 1) First of all, how much weight do you want to lose? **<TAKE NOTES>** 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 lbs in 5 days. She went on to lose 30 lbs 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. The supplements are super important for healthy digestion, healthy metabolism and 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 $155 plus tax and shipping.

8) Ok, so where would you like your RESET PLUS Program mailed to? **<BE SILENT & LET THEM ANSWER>**

9) 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>** Is the billing address the same?...

Script to Explain The RESET PLUS (continued)

10) 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>**

11) 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.

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

13) But lets get you through your RESET PLUS first. So now I will process your order today and you should get everything around 5-7 days from now, give or take a day. I will also be setting up a future order discount for you that I will explain later after you've received your products. 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>**

14) Lastly, The best thing you can do while you wait for your products to arrive is watch some more short videos by Dr. Oz. He did his research, visited USANA's Manufacturing Facilities and tried the products himself. He decided he wanted us to be a sponsor of his TV show. For the last 3 years Doctor Oz has featured USANA once-a-month to his nationwide audience. It is a big testimony to USANA doing the right thing for the last 28 years. We have every segment saved on YouTube and they are only 3 to 7 minutes long. 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.

SEND THIS LINK NOW: http://doctoroz.myteamwork.info Did you get it? **<LET THEM ANSWER>** Can you click on the link and tell me if it opens up for you? **<MAKE SURE IT OPENS UP FOR THEM>** Ok you are all set! I will be calling you when your products arrive to see what you liked about the Dr. Oz videos. Thanks again for becoming my client. I am excited for you to feel amazing & I expect you to do really well. Talk to you soon! **<DURING THE NEXT CALL, READ THEM the RESET PLUS DOCUMENT: http://resetplus.myteamwork.info (AND TEXT THEM THE LINK AS WELL).**

***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 short Dr. Oz YouTube Videos of him talking about specific USANA products and health tips. 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: http://resetplus.myteamwork.info and http://doctoroz.myteamwork.info** Did you receive both links? **<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.

When You Meet Someone Sharp in Public or at a Party

Step 1: How long have you been working here? or What do you do for a living? How long have you been doing that? **<TAKE MENTAL NOTES>**

Step 2: That's awesome! And what do you like most about it? **<TAKE MENTAL NOTES>** Also what do you dislike about it? **<TAKE MENTAL NOTES>**

Step 3 (wait until the end of the interaction, and just before leaving, say):

The reason I was asking about your job is because the company I work with is expanding. It's something that has _____ (mention their likes), but it doesn't have any of _____ (mention their dislikes). I'm sure you're totally happy with your job and everything you have going on, but if you'd like to exchange numbers, I'd be happy to get you some information.

Step 4 (if yes, hand them your phone and say):

Type your number here and what's best time to call you tomorrow? **<LET THEM ANSWER>** Ok sounds good. I will text you right now so you have my number. **<SEND A TEXT WITH YOUR FULL NAME>** Did you get it? **<WAIT>** Ok sound good I will be calling you tomorrow at TIME. I will text before I call. I hope you have an awesome rest of your day (or night). **<WHEN YOU CALL TOMORROW, USE PAGE 6 TO GIVE THEM THE PRESENTATION>**

If they ask what you do:

I work with an international marketing firm that capitalizes on the big market trends. We do a lot with wellness, but I will explain everything when we do the call. Is that ok?

<CHANGE THE SUBJECT BACK TO THEM. PROCEED WITH STEP 3 AT THE RIGHT TIME>

Specific Health Concern

H1: Hi FIRSTNAME I know you have been dealing with _____. I thought of you because I have several friends who have had really great results taking some specific nutritional supplements. I'm sure you're totally happy with what you're already doing, but if you want I can get you more info about it. **<THEY WILL SAY YES>**

H2: Sounds good. I would actually need to explain on a quick phone call. Could you chat later today at TIME, or tomorrow at TIME? **<SCHEDULE THE CALL>** Ok sounds good. Talk to you then.

SAY THIS DURING THE CALL:

Before I send you the article I have for you, I want to share with you some stories of friends I know that have done really well. **<BE PREPARED WITH OTHER PEOPLE'S STORIES>** Also here's my story on the products… **<KEEP IT SHORT & TO THE POINT>** Ok here's the article. Sending now… **<SEND LINK>** Did you get it? And does it open up ok for you? **<IF EXPERT IS NOT AVAILABLE, GO TO STEP 4>**

IF EXPERT IS AVAILABLE **Step 1:** Is it ok if I get my friend on the line because he/she has a really great story to share and is helping me learn to explain it? **<THEY WILL SAY YES>** Ok thanks, I'm going to do a 3-way call please hold just a second. **<CONNECT YOUR MENTOR ON A 3 WAY CALL>**

Step 2: FIRSTNAME, I want you to meet MENTOR'S FIRST & LAST NAME, he/she is very well respected in the company and I am very lucky to be working with him/her. MENTOR'S NAME I want you to meet FIRSTNAME.

Step 3 (Mentor says): Hi FIRSTNAME nice to meet you! How do you know ASSOCIATE'S NAME? **<WAIT>** That's awesome! **<PAUSE>** ASSOCIATE'S NAME shared with me that you have been dealing with _____. May I ask how long? **<TAKE NOTES>** And what have you been doing so far to address it? **<TAKE NOTES>** Ok I hear you. So before I walk you through the article I will just share my product story… **<SHARE PRODUCT STORY ONLY>** Ok so now I'll walk you through the article.

Step 4: Ok so Dr. Ladd McNamara has helped tens of thousands of clients for over 25 years. He explains in generic terms the power of nutritional supplements. As you scroll down you will see how he explains everything. And when you get towards the bottom you will see some tables with protocols that say which products to take and when to take them. Do you see that? **<WAIT>** And of course, just keep in mind that this is not a cure, but makes a huge difference. Now I'm going to make you a quick custom link with the products. Just a sec… **<GO TO THE CUSTOMER CONNECT APP & MAKE LINK>** Ok I just sent it. Did you receive? **<WAIT>** And does it open up ok for you? **<WAIT>** Ok perfect. Next you must hit "OK" to confirm your country and also hit "accept cookies" at the bottom. Do you see the recommended products now? **<WAIT>**

Ok so now I'm going to explain each of the products in the shopping cart. **<EXPLAIN BY CLICKING "LEARN MORE" NEXT TO EACH PRODUCT. JUST READ THE MAIN POINTS TO THEM>** So at this point, you can either try the products now or we can schedule a follow up call for tomorrow or the next day. Which would be best for you? **<GO WITH WHATEVER THEY DECIDE>**

SCRIPT TIP: www.drladdvip.com is a subscription website with access to articles you can send to your prospects. The cost is normally $199 for an annual membership. Use the coupon code: TEAMDSI to lower the price to $139.30. Watch this video http://drladdvip.myteamwork.info to see how easy it is to send these links!

Warming Up Social Media Contacts

Step 1: FOR FRIENDS YOU HAVEN'T SPOKEN TO IN AWHILE:

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

Step 1: FOR PEOPLE WHO SENT YOU A FRIEND REQUEST:

W2: Hey FIRSTNAME I just accepted your friend request. I see we have _____ in common. That's awesome! How long have you _____? **<CHECK OUT THEIR PROFILE FIRST>**

Step 1: FOR PEOPLE IN THE SAME FACEBOOK GROUP AS YOU:

W3: Hey FIRSTNAME I like what you had to say on that comment in our _____ group! Your FB timeline is cool. How long have you been doing _____? **<SEND FRIEND REQUEST AS WELL>**

W4: Hey FIRSTNAME I really liked your post on _____ inside our _____ group! Your FB timeline is cool. How long have you been doing _____? **<SEND FRIEND REQUEST AS WELL>**

W5: Hey FIRSTNAME I see we have many friends who are in the _____ group! Your FB timeline is cool. How long have you been doing _____? **<SEND FRIEND REQUEST AS WELL>**

Step 1: FOR PEOPLE IN YOUR "SUGGESTED FRIENDS":

W6: Hi FIRSTNAME I see we have many mutual friends who have _____ in common. I like your profile! How long have you been _____? **<SEND FRIEND REQUEST AS WELL>**

W7: Hi FIRSTNAME I see we have a few mutual friends. I like your profile! How do you know _____ & _____? They are good friends of mine. **<SEND FRIEND REQUEST AS WELL>**

Step 2: <AFTER THEY RESPOND, GO CHECK OUT THEIR PAGE, LOVE AT LEAST 3 PICTURES & 3 POSTS, GIVE A COMPLIMENT & A CUSTOM QUESTION ABOUT THEIR PAGE:

That's awesome! I really like your post about _____. What kind of _____ is that? Or… How long have you been doing _____?

IMPORTANT: Be interested in them. Don't ramble about yourself. Keep it light, friendly, and DO NOT mention any business. This interaction should only be 1-2 questions max. And last for only 1-2 days max. Then go to Step 3.

Step 3 (stop asking questions & CLOSE OUT the interaction) by saying:

It was really nice chatting with you FIRSTNAME. I hope you have an awesome day. (Or awesome night. Or awesome weekend.) **<STOP ASKING QUESTIONS & END THE INTERACTION>**

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.

Step 5: Initiate invite with M1 message on the next page. **<THEY ARE WARMED UP & READY>**

**You can always change the wording of any script to make it sound like you, but keep the structure and content the same.*

Direct Message Only - Presentation Invite

M1: Hi FIRSTNAME it was nice chatting with you earlier. I'm launching an online business project of a billion dollar brand and it's very cool. **<NEW PARAGRAPH>** If I invited you to a special invitation only call, would you be open to check it out? Would be nice to connect and say hello as well!

M2: Ok sounds good. It takes about 30 minutes. I could talk to you on DAY at TIME or TIME. Which would work best?
< ALWAYS GIVE 2 CHOICES & LET THEM DECIDE, PROCEED WITH M3 >

M3: Ok sounds good. I will be calling from XXX-XXX-XXXX. What's your number?

M4: Got it. I will message you before I call. I hope you have an awesome day.

M5: (if they ask what it's about): It's an online business and it takes about 30 minutes to give you the pitch. I would actually need to explain on a quick call or zoom. **<PROCEED WITH M2 >** It may or may not be for you, but would you be open to take a look? It would be nice to connect and say hello as well!
<PROCEED WITH M2 >

1 HOUR BEFORE THE CALL:
O5: Hey FIRSTNAME I will be calling you here in an hour. I hope your day is going well.

IF THEY SHOW UP TO THE CALL: <Go to Page 6 & Follow The Process>

P1 (if prospect does not respond after 1 day, send this):
Hi *FIRSTNAME or NICKNAME* 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 or NICKNAME* I'm assuming you don't want to take a look. If I am mistaken let me know. Otherwise I won't bring it up again. You are still an awesome friend.

P3 (if prospect does not show up to a scheduled call, send this):
Hi *FIRSTNAME or NICKNAME* is now still good?

P4 (if prospect does not reply to P3 within 15 minutes, send this):
Hi *FIRSTNAME or NICKNAME* I know you aren't the type of person not to respond. I know something must have happened. Please let me know you're alright.

P5 (if prospect does not reply to P3 within 15 minutes, alternate option):
Hi *FIRSTNAME or NICKNAME* I'm not sure if you can really make this call. Let me know if you are still open to connecting. I hope all is well with you.

Client & Associate Tracking Sheet

Be the best at follow-up and increase your retention. *AO = Auto Order

Name & ID# (Tracking both Associates & Clients)											
Placement in My Business											
Date of Enrollment											
Initial Point Order											
Preferred Customer Bonus (PCs only)											
Original Sponsor											
Placement in Sponsor's Business											
1st AO Scheduled for Sunday:											
AO Final Changes Must Be Saved by Friday:											
Thank You Card Sent on date:											
Did they accept their invite into S&P Results FB Group?											
Welcome Post Made in the S&P Results FB Group on:											
Product Unboxing Call scheduled for: (estimate when the box will arrive & schedule this call while collecting payment)											
Account Overview Call scheduled for: (schedule for 7 days after unboxing call) *How to Login & Explain AO Discounts*											
Small Thank You Gift Given/Sent (when they have done 2 auto orders)											

Associates Only												
	Premier Platinum Deadline: (56 Days from enrollment)											
	1st Hour in Business Training: (ideally 1-2 days after enrollment, even before their own products arrive!)											
	Cycle Tracking Sheet Training (after first clients/associates are enrolled)											
	Auto Order & System Training (ideally 10-14 days after enrollment)											
	Weekly Action Plan & DMO Training (ideally 21 days after enrollment)											

Need More Copies? (print double sided) Visit http://CATS.myteamwork.info

Initial Prospect Tracking Sheet **For More Copies: http://wap.myteamwork.info**

# of NEW Friend Requests and/or Warm Up Messages Sent	**Names** of who responded back & are now in the 24-48 hour warm up process	**Names** who have been properly warmed up & are ready to be invited tomorrow	**Names** of each person you sent the "M1" or "O1" invite message	**Names** of who said YES to checking out the presentation	**Names** of who agreed to a specific time for the business presentation phone call	**Names** of who showed up for the presentation call	Prospects who need to be **rescheduled** for a presentation call	Prospects who saw the presentation, but **need more follow-up before enrolling**
Saturday								
Sunday								
Monday								
Tuesday								
Wednesday								
Thursday								
Friday								
Total #	Total #	Total #	Total #	Total #	Total #	Total #	Total #	Total #