

## FOCUS GROUP CALL 10

### I. Introductions/Focus Group Tracking Sheet Review – Asst. Team Leader then Participants

### II. Homework Review

### III. Monthly Business Counseling Calls

- A. Set 1-hour appointments with each Business Builder and Business-Builder-in-Training. If you have not done one of these calls before, have your mentor and/or upline TAB Team member join you.
- B. Purpose: Helps you visualize and discuss how your Builder's organizations are growing. Provides a format to advise them on how to help each person learn what they need to know in each of the 3 Consumer Groups. Duplicate this by teaching Business Builders to do these monthly calls with their "Business Builders-in-Training" as well.
- C. Tools & Documents: Use the Business Monthly Budget & Balance Sheet Monthly Business Counseling Report "A", "B", and "C", Students In Training List, and 3 Customer Group List. All these document are included in this Focus Group Packet

### IV. Focus Group Concept – Duplicate by getting your Builders into a Focus Group

- A. Have people listen to the J Curtis call – demonstrates the simple duplication concept
- B. Average FG Participant produces 2-3 times more volume than the average Supervisor in Herbalife as a whole.
- C. Using Focus Groups is the fastest way to move up Marketing Plan
- D. What does it take to move up? Focus Group Participants learn how to work the Focus Group Plan of Action that will lead to 10 Distributors, 2 Supervisors, 10,000 VP per month.

What does it take to achieve GET? (1000 R.O/ 20,000 org vol)  
How about Millionaire & Presidents Team? (have them answer)  
So, . . .

2 Focus Group members @ 10,000 = GET Team  
8 Focus Group members @ 10,000 = Millionaire Team  
20 Focus Group members @ 10,000 = President's Team

If the average Supervisor on FG only did half (5,000 per month), then just double the number of people you need. It doesn't take an army! Focus on getting at least one Elite Supervisor into each FG every 90 days, and teach each of them to do the same.

### V. Homework

- A. Distribute completed Focus Group Tracking Sheets as directed by the Focus Group Team Leader.
- B. Contact your Mentor to arrange your Monthly Business Counseling Session
- C. Personal Development assignment