

Guidelines for Letting People Know You Are “In Business”

The most important aspect of letting people know that you are in business is to have belief in what you are talking about. In our Herbalife businesses, this simply means, **Use** the products, and **Stay** on the products. If you remember this simple rule, everything else will come naturally. You will often hear the phrase “Use * Wear * Talk” in this business. It means, Use the products, Wear or display some type of advertising, and then Talk about the products or opportunity when someone shows interest. It truly is that simple.

Of course, being on the products and having any kind of product results will prompt questions from those people that you come into contact daily. Apart from our family and friends, each of us comes in contact with many people as we go about our daily lives. Some we know through business, others through schools, family or social connections.

Each and every one of these people represents a chance to talk positively about the Herbalife products and the business opportunity.

Each contact should be approached with the objective of establishing a long-term customer (consumer) relationship or sponsoring a loyal Distributor team member. Everyone is interested in good health, being at their correct weight and looking and feeling good. And most people are looking for a way to make extra money or to have a better lifestyle.

Start by making a list of everyone you know. (For a Detailed explanation refer to the Herbalife Success Starter Manual). The easiest people to talk to are the people you already know. Why? Because they know you and you have a level of trust and influence with them. This is known as your “Circle of Influence”. This is where you start building your business.

Develop a list of people who need to lose or gain weight, improve their skin, gain more energy or just get healthy. Contact each person on your list and invite them to a demonstration of the products, referred to as a Home Party. You can contact them by phone, email them or send them a Friendship Letter. You can have them take a look at your website and offer their opinion.

Don’t prejudge anyone. Sometimes the best customers and distributors come from the most unlikely prospects!

How to talk to people you know.

There are many other ways to ‘break the ice’ to talk about Herbalife. There are many Herbalife sales tools such as: Wearing your Button, your Herbalife Presentation Career Manual, Lend them a video, Leave a brochure or flyer, Invite them to a home demonstration, start creating a journal with before and after pictures (Herbalife has two sets to start with and then you can start to add your own customers), invite them to an HBN satellite TV training or a telephone conference call, email them your website, send them a friendship letter telling them that you are ‘In Business’, 3-way on with your sponsor.

What to say to people you know.

Talk to your family and friends first—before someone else does. Call your closest friends and family on the phone or pay them a visit. The best way to start a conversation is to think about the needs of the person you are talking to. A good conversation starter is “I’ve got this wonderful weight-loss program-it’s so simple and easy. I’m getting such good results from

them, I have to tell you about them!". This will arouse curiosity for more information. There are many more tips in the Herbalife Success Starter Manual.

How to talk to people you don't know.

Select from the following to develop contacts with people you haven't yet met:

- Wear your button
- Use a retail flyer or business card to collect names for future follow up
- Advertise in your local newspaper in the classified section. Use any flyer as your ad.
- Hand out flyers, hot pockets and/or pull tabs.
- Conduct a survey
- Advertise a Free Weight Loss Clinic in your local newspaper. State that seating is limited and they must RSVP. State that if they come, free prize will be awarded to one lucky person, to encourage participation. Do a product demonstration when they arrive.
- Refer to How to get Local Business in the Cash Flow drawer for more suggestions.
- Purchase a retail website through the business center and email it to people.
- Purchase wheel slots from the Business Center.
- Remember to include your name and phone number on all literature and follow up on all phone calls!
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What to say to people you don't know.

BUTTON HITS:

Are you interested in losing weight? SMILE!

How much are you looking to lose?

What have you tried before?

Well, you are going to love what I am going to tell you then!

Your BRIEF 10 sec story, i.e., (I lost ___ lbs in ___ days/weeks/months and gained a ton of energy!)

Let's exchange numbers and I'll call you later today/tonight. Will you be home when I call? Great, what time is good for you?

Great, talk to you then. I can't wait!!

OTHER:

Always set an appointment so that you can gather your thoughts before talking with them. If at all possible, 3-way on with your mentor/sponsor.

Read the scripts provided.

SURVEYS:

"Hi, I'm conducting a survey about people's health and lifestyle. Can you spare me just two minutes? (Help them complete the survey). "Thanks for completing the survey. You indicated that you wanted more information on weight management and good nutrition. I market a range of lifestyle products that are scientifically designed with herbal and botanical ingredients that work together to enhance your daily nutritional needs. The product is called "Thermojetics" and the results are amazing. It will only take a few minutes for me to introduce you to the products and show you some results stories" *Walk your prospects through a two to five minute presentation, or if they cannot spare the time, obtain their contact details and give them your card, and set an appointment on the spot or arrange to call them later, by saying "Let's get together soon and work out your personal nutrition and weight-management program".*

REMEMBER, THE MOST IMPORTANT THING WHEN TALKING TO PEOPLE

It doesn't matter what you say, it's HOW you feel about what you say!!

Be proud that you are an Herbalife Distributor!!