

Retail Training School -- Call 1: Packaging your story, How to Advertise

Greeter: *(Welcome everyone & Introduce Host of Call)*

Host: *(Briefly tell story)*

Topic to cover tonight is

- Packaging your story
- Advertising to obtain and attract customers

1. How to package story
 - a. Where to find the outline (in Business Center, in STS manual)
 - b. Why this is so important –1-minute story is powerful.
 - c. Highlight key phrases (i.e., “Before Herbalife, I was ... then I got on the Ultimate program and lost _____ in _____ weeks/months, etc.”)
 - d. Include weight and measurement results and health testimonies
 - e. Say it with passion and excitement
2. Discuss Daily Method of Operation (DMO) - what it is and that it gives you blueprint for income you want to make
 - When you set up your plan you want to take 2 things into consideration:
 - a. Time commitment involved
 - i. 3 hours/month per customer
 1. Includes advertising, initial call, all follow up
 - ii. Must determine how many hours they have per day and per week to determine how many customers they can effectively counsel and follow up with
 - b. Desired income
 - i. Also, must determine how much money they want to make each month. Range: Anywhere from 2 customers to 10 customers a month will equal income of \$500 to \$1500 per month, respectively if at supervisor level.
 - ii. 8-10 customers for first month is recommended. Any more than 15 customers will be much more effort. Follow-up is crucial and may overwhelm new person at first, so 8-10/month is recommended, 15 is maximum.
3. Discuss 25% profit vs. 42% vs. 50%

If you don't have a lot of time, then you cannot afford to profit only 25% for the 3 hours that it takes you to get a customer.
4. Discussion of where to find information to help with Effective Retailing:
 - a. Herbalife Manuals (site-specific pages)
 - b. STS Trainings
 - c. Monday Product Call from Herbalife
 - d. HBN
 - e. Thermosuccess.com
 - f. Retail Website

- i. How to get it (tell them about the step 5 in the Cash Flow Drawer)
 - ii. What it will do:
 - 1. Online Shopping
 - 2. Customer Care
 - 3. Complete product information in audio format by Dr. Jamie McManus.
- 5. Methods to get Customers
 - a. Insert Hot Testimonies on Retailing (Bring 1-2 guests on now)
 - b. Creative ways to Market in own city or town
 - i. Home/Office Parties - training in Herbalife Manual (site specific page)
 - ii. Use Grand Opening Newsletter
 - iii. Follow How-To in Herbalife Manual
 - iv. Magnetic Stickers on Car (leave hot pocket when car is parked)
 - v. Hot Pockets/Flyers (do these massively)
 - 1. What is a Hot Pocket
 - 2. Where to put them
 - 3. Where to find flyers (www.bizopguy.com prints and cuts them inexpensively and provides clear pocket holders, or go to Business Center to print them yourself)
 - vi. Online Advertising
 - 1. Getting Started Drawer
 - 2. Herbal Leads
 - vii. Small Ads in local papers. "28 People Needed!" or "I've lost ___ pounds, you can too!" are examples.
 - viii. Button Hits (Tell them to visit Step 5 in the Cash Flow Drawer) Do a Role Play of the button response.
- 6. Recap call and have them fax to mentor or call mentor that they were on this call and have mentor help them to develop their DMO.
- 7. Immediately get your materials you'll need for your DMO, such as flyers, pull tabs, place the ads & so on.
- 8. Go over what Call 2 will cover: How to make customer sales