

## FOCUS GROUP CALL 1

### I. Welcome and Discussion of Objectives & Roles

- A. The objectives upon completion of this course over the next 12 weeks will be the following:
  - 1. To learn the skills necessary to create a **career level, walk-away residual income**.
  - 2. To always know your next step in the marketing plan and how to reach it.
  - 3. Become a mentor. Always know your distributors next step and that they know how to reach it. Take notes and learn as if you were going to teach the next focus group.
- B. Roles and Responsibilities of call members
  - 1. Team Leader: Leads the call, trains, and inspires. Gives knowledge and tools to build the Herbalife business.
  - 2. Asst. Team Leader: Leads, inspires, and assists in training.
  - 3. Participants: To do the Focus Group plan and put into action what is learned on the calls.

### II. Introductions – Use this format every week

- A. Name and sponsor
- B. Where you're from
- C. How you got into the business
- D. Your position in the marketing plan
- E. Your goal at the end of this focus group...position you will be in the marketing plan
- F. Report your plan using the Focus Group Tracking Sheet. Be sure to include methods.

### III. Tracking Gauges – Focus Group Tracking Sheets

- A. Purpose - to track your results and improve upon previous statistics
- B. How to complete both forms
- C. How to review plan. Team Leader and Asst. Team Leader role play.
- D. When and where to fax/e-mail...By noon the day before the focus call to your Team Leader, Asst. Team Leader, all Participants, and your direct Sponsor.

### IV. Importance of a Balanced Business - Utilize Cash Flow Call and Drawer immediately

- A. Everyone must create personal volume through product usage, new customers, repeat customers, wholesale, and HAP.
- B. For maximum royalties you must do 2500 VP.
- C. In order to teach it, you must do it yourself.

### V. Personal Development – To be assigned by the Team Leader

- A. Importance and suggestions
- B. Include in your Focus Group Tracking Sheet

### VI. Importance of Packaged Product & Income Story

- A. How to package...keep it short
- B. What to do if you're brand new
  - 1. Everyone who is on the products has a product story
  - 2. Use your mentor's
  - 3. Testimonials from Cash Flow Calls, National Calls, STS's, etc.

### VII. Homework

- A. Distribute completed Focus Group Tracking Sheets as directed by the Focus Group Team Leader.
- B. Distribute your packaged product story to everyone
- C. Start filling out your Students In Training and Three Customer Group Lists
- D. Personal Development assignment