

Decision Pak Request Procedures

The following instructions are provided to individuals who purchase Decision Pak Requests (DPR) from: USA Elite Ad Wheels.

For the most consistent & best results please follow the steps **EXACTLY** as outlined below:

Procedures:

- a. You receive a Decision Pak Request through the Business Center (BC).
- b. Decision Pak Requests are automatically inserted into your Prospect Manger
- c. Zero Email is automatically sent for you.
- d. Decision Pak & Cover Letter is **shipped automatically** by the Work From Home Fulfillment Center **FOR YOU**, formatted exactly as illustrated in example. Package is shipped three day UPS select.
- e. Customer receives an email from UPS showing the order number, date of shipment, UPS tracking number and a link to the UPS website for tracking purposes.

DO NOT DO ANYTHING ELSE FOR AT LEAST 3 – 5 DAYS! Allow the email you delivered a chance to work.

- a. After 3-5 days if the prospect has not contacted you – Send the Sense of Urgency. Again, allow 3-5 days for your email to work.
- b. If the prospect still has not contacted you in another 3-5 days – Send the Good News Email. This time allow only **24- 48 hours** for your email to work.
- c. If there is no response simply contact them, letting them know that, “you are sorry and that they missed the second training class and since you have no idea when or if the next one will take place you will be sending them samples of products literature etc by mail”. This will give you a reason to contact again.
- d. Continue to contact everyday or as often as necessary until they sign up or tell you **NOT** to contact them anymore. At this time you can also send them Custom emails from your Prospect Manager.

Tips For Success

Caller ID

Be sure that you know what your phone number is displaying on the person’s telephone you are calling (Caller ID). It is very important that it does not display anything that mentions Herbalife or health and nutrition. This is the number one reason why you “think” a person is never home and they are not returning your phone call. They’re home, it’s just when they see Herbalife distributor or your business name with the words health or weight loss in it, they begin to have preconceived notions about what our business is all about. This is very important.

Your phone number should only display your personal name or business name. Your business name should not be displayed if it contains any words that lead to diet, weight loss, or distributor. A business name such as Work From Home or Smith’s Marketing is fine. If this is

not possible then you will need to use another phone when making your prospect calls. You may even want to consider having what your phone number displays changed with your phone company (if possible) as it could be giving you problems already and you don't even realize it.

For example business names not to have displayed:

Smith's Weight Loss
Smith's Herbs
Lose For Life
Diet Magic
Get Thin
Mary & Mark Smith Independent Herbalife Distributors

Signature Tag Line On Your Email Messages:

Again the same applies here as to Caller ID above. In addition, for these DPR leads you can ***never* have a URL link that refers the prospect to any web site at all including your Business Center web site.**

Why? There is no need to. The business information is already being sent to them so including a link to one will kill the urgency that this program is trying to create. We do not want to send them to a products web site at all until we have talked to them. We want to create a situation where the **only** way they can get additional information besides the Decision Package, is to contact you.

Also, if you have a link in your signature line referring them to a web site that tries to sell the Decision Package for \$39.95 or any price, you will have a very mad and confused prospect. We told them they will be receiving this information at no charge, and now why do we include a link to sell it to them?

Be sure that you send all follow up email messages without a signature tag line.