

FOCUS GROUP CALL 3

- I. **Introductions/Focus Group Tracking Sheet Review – Asst. Team Leader then Participants**
- II. **Homework Review**
- III. **Your Training-Attending Trainings EVERY month is your Priority no matter what!**
 - A. Review all training materials provided in your IBP \$299 pack
 - B. Review and complete the training on the business center
 - C. Attend the 1st available STS and then the closest STS monthly
 1. Use your STS ticket from your IBP 1st then buy tickets from Herbalife
 2. Arrive early, sit up front, wear your button, take notes, bring guests, & stay the day.
 - D. Attend all ELITE Events and All Herbalife Quarterly Events
 - E. Network at events about HERBALIFE, remember not everyone is in the Elite System. Offer to help out at events. Be a greeter, shake maker, microphone runner and eventually a speaker- this is KEY!
- IV. **Duplication- The secret of the RICH**
 - A. Importance of three-ways...validations...testimonial on every call you do
 - B. Tell, Show, Try, Do...teach to teach, keep it simple and duplicatable
 1. As a student, seek out listening opportunities, attend all events
 2. As a mentor, invite as many distributors as possible to listen and learn on every call, attend all events (because your distributors will do what you do not what you say), and Promote, Promote, Promote!
 3. Use a conference line to maximize listening in opportunities- Expand on this
 - C. Explain how to use the Mentoring Call Checklist. It is your (the participants) responsibility to complete this with your mentor- again, be pro-active.
- V. **First Steps of Sponsoring (sign up call) CREATE URGENCY!**
 - A. Discuss the purpose of Sign-up Script- focus on introduction and conclusion
 - B. Discuss overcoming objections- follow the script
 - C. Appointment for call 1 - set it immediately, confirm it with your mentor too.
 - D. International Business Package (\$299 IBP) preparation – Make No Changes!!
- VI. **First steps with your brand new distributor (Prior to calls 1-4) MAINTAIN URGENCY!**
 - A. Cover www.secondpackage.com
 1. How/when to send the invitation from the business center
 2. Importance of sending yourself an invitation and reviewing it's contents
 - B. Cover when to send out the IBP.
 - C. Cover what an "in-between call" is.
 1. See page 16 of the (BCTM) Business Center Training Manual.
 2. Also used as a welcome and a time for up-line introductions
 - a. Cover the importance of doing an in-between call with every person
 - b. Importance of pre-scheduling these and ALL calls with your sponsor/mentor
 - c. On this call you confirm the appointment for Call 1 (with you, your new distributor, and your sponsor/mentor)
 - d. Discuss any additional information available on this topic
 - e. Role-play or live example
- VII. **Discuss Current Topics, Promotions, and Events**
- VIII. **Homework**
 - A. Distribute completed Focus Group Tracking Sheets as directed by the Focus Group Team Leader.
 - B. Prepare several International Business Packages
 - C. Three-way with your mentor on Sign-Up Calls - Start filling in Mentoring Call Checklist
 - D. Send yourself an invitation to secondpackage.com and review the contents
 - E. For next week's call print out the Session 1-4 Call scripts on the business center.
 - F. Personal Development assignment