

FOCUS GROUP CALL 5

I. Introductions/Focus Group Tracking Sheet Review – Asst. Team Leader then participants

II. Homework Review

III. Mentoring the 3 Types of Distributors:

- A. Product Consumers – consume the products for results every month.
 - 1. Proper follow-up – “Target that person’s needs”
 - 2. Introduce H.A.P. in USA, (wholesale customers in other countries)
 - 3. Upgrade to other products. “Consumer Spending Shift”
Show how they will save money switching to Herbalife brand of products they already use. Buy from your own store. Everyday items: shampoo, soap, lotion, chewing gum, etc.

- B. Volume Producers – consume the products and build a customer base of other Product Consumers. Looking for a “flexible income.”
 - 1. Teach how to build a customer base.
 - 2. Wednesday night 6-week “Cash-Flow” Training course to learn how to build a team of Product Consumers.

- C. Business Builders - consume the products, find consumers, and find and mentor all 3 types of customers. Looking for a “career-level income/financial freedom.”
 - 1. Teach the importance of building all 3 categories.
 - 2. Teach how to use and fill out the charts
 - a. Students in Training List
 - b. Three Customer Group List
 - c. Mentoring Call Checklist.
 - 3. Teach how to properly mentor with the charts your team members are filling out. Monthly counseling calls.
 - 4. Plug into the Wednesday night call and enroll in a Focus Group to learn the Elite Work From Home plan.

IV. Discuss Current Topics, Promotions, and Events

V. Homework

- A. Distribute completed Focus Group Tracking Sheets as directed by the Focus Group Team Leader.
- B. Fill out your own “Students in Training” and “Three Customer Group” lists and fax them to your Sponsor and your Focus Group Team Leader.
- C. Learn to use www.herbalifecentral.com & the Herbalife Automated Account Information System.
- D. Personal Development assignment