

FOCUS GROUP CALL 6

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

II. Homework Review

III. How to help people upgrade to Supervisor.

- A. Focus on what your Distributor wants from Herbalife? Supervisor makes sense for all three customer groups, but your presentation must fit their needs. Match the benefits of Supervisor with their desires.
 1. Product Consumers, emphasize “50% DISCOUNT” on their products.
 2. Volume Producers, emphasize “50% PROFIT” on retail sales & wholesale profit up to 25%.
 3. Business Builders, emphasize ROYALTY OVERRIDES /RESIDUAL INCOME.
- B. Supervisor is the gateway to the marketing plan.
- C. You MUST believe this is the best place for them to start. Your belief will rub off.
- D. Emphasize VALUE vs. COST: 50% vs. 25% profit. Double the money for the same effort. Where else can you recover your investment and make \$1,700 profit in 2-8 weeks?
- E. Supervisors can take advantage of the entire Elite program. You can be successful without it, but it will be a lot more work. Copy the success of others! Duplicate!
- F. All of Herbalife’s promotions are for Fully Qualified Supervisors.
- G. Why become Supervisor now? You are making your “How I got to Supervisor” story. Your people will do what you do. If you wait, so will they. Future Distributors will ask.
- H. 3-way, 3-way, 3-way! Provides 3rd party validation. Helps new person realize that we work as a team. Take ADVANTAGE of up-line mentor support. Talk about the deposit/withdraw concept. 3-way into Supervisor call; 801-322-9556.
- I. Overcome financial objections, share stories. Remember it’s “how can I?” Find a way – help people think of creative ideas. Talk about the Buddy System (Line of Supervisors). If you apply for a credit card on the internet it can take 2-3 weeks until they are usable.
- J. Don’t PUSH! Paint the picture of the benefits. Start building a team and earn residual income. Reach goals much faster.
- K. If all possibilities are exhausted, start as a Success Builder or Senior Consultant and work toward Supervisor. Make them feel good about their decision.
- L. The best prospects for Supervisor are those who have 500 VP or more by the last week of the month. Success Builders, Sr. Consultants, anyone with volume should be approached about the Supervisor level. Use the calls and HBN Countdown Show whenever possible to promote Supervisor – or at least 2,500 VP. Create a sense of urgency for them to upgrade. Timing is everything.
- M. When someone starts as Success Builder, make sure they’re moving products so they will want to up-grade by the end of the month.

V. Discuss Current Topics, Promotions, and Events

VI. Homework

- A. Distribute completed Focus Group Tracking Sheets as directed by the Focus Group Team Leader.
- B. Continue to complete your Mentoring Call Checklist (listen to mentor and visa versa)
- C. Personal Development assignment