

The 5th Postcard

A NEW PARADIGM IN RECRUITING

Product Story	Follow Up	Business Story
<ul style="list-style-type: none">• Lead with the Product• Result: New PCs	<ul style="list-style-type: none">• Heart-centered Questions• Result: Relationship with PCs	<ul style="list-style-type: none">• THE 5TH POSTCARD• Result: Solid PC or New Distributor

Combine Excellent Customer Care with the intention of sharing your Business Story. The result will be a pipeline full of receptive business prospects.

Step 1: Share Juice Plus+; tell your product story; share CDs, DVDs; invite to WPs, PPLs, Webinars, Lunch ‘n Learns, etc.

Step 2: Sign up new Preferred Customers (5 per month)

Step 3: Begin a series of follow up calls using our tried and proven system.

Your intention on the calls has deepened. It’s no longer a matter of making calls and checking names off a list, but cultivating a relationship to give them a strong, personal belief in Juice Plus+ and to explore their interest in looking at your business.

Step 4: Ask heart-centered questions during the follow up calls, including sharing more of your product story and ultimately sharing your business story.

Suggested questions:

1. **CALL #1:** What are your expectations for yourself and your family in taking Juice Plus+?
2. **CALL #2:** Since watching the DVD, how would you describe the relationship between nutrition and disease? Have you noticed any other changes in your or your family’s eating habits and lifestyle?
3. **CALL #3:** Who are some of the people you would love to see taking Juice Plus+? (Or if your customer has shared some of her positive experiences with Juice Plus+) Who have you shared these results with?

Note: *The purpose of these questions is to engage your customers in conversation—to offer them your best heart-centered listening, to understand their interests and needs. Don’t press. Wait. Relax. Listen.*

Step 5: THE FIFTH POSTCARD

Share your business story at some point during the first four months. You may want to set as a target that third follow up call two weeks before the next box is shipped.

Transition by saying something like:

“You know, Carol, based upon what you’ve been sharing with me, there’s a chance that the Juice Plus+ business might be a fit for you. I really don’t know. May I share with you how I was introduced to the Juice Plus+ business? (if they say ‘yes’) I first heard about the Juice Plus+ business from a friend...”

Intentional Follow Up: At the end of the first four months, you will have a solidified Juice Plus+ customer ready for the second box. You may also have someone taking a serious look at the business.

Remember: statistically 15% of all Juice Plus+ customers will have an interest in the business at some point.

Step 6: Continue great follow up with your PC who is *not yet* interested in exploring the business.

If your PC has expressed a willingness to look at the business, then...

Step 7: Either:

1. Invite them to join you on a VF Overview Call on Wednesday night
2. Ask them to watch *Deanna Christofferson’s “VF Overview”* at www.teamjp.net/webinars

Then follow up with a personal appointment, 3-way with your upline or a VF training.

FOUR PARTS OF YOUR BUSINESS STORY

- I was attracted to the Juice Plus+ business because...
- It made sense to me because...
- Since starting, I have ___ customers and a growing team.
- My Juice Plus+ income...

Business Story

I was first attracted to the Juice Plus+ business because ...

- the simplicity of the business model.
- I enjoyed the NO overhead, with no need to handle any inventory and no customer cash.
- of a friend who introduced me to the capsules
- I was looking for a way to stay home.
- Of a woman I met at a carwash.
- I'd been in the corporate world, so I was really looking to build something that would be my own.
- of my son's 4th grade teacher
- it is just a lot of fun! I get to share Juice Plus with people, something that I am passionate about, while building a business that I am in control of.

It made sense to me because.....

- I wanted to work at home so I could be there for my three children, yet still contribute an income to our household because we simply could not make ends meet on my husband's income alone.
- I wanted a business that I could schedule around my family not schedule my family around my business
- I knew that everyone needed it! Then, when I found out that I didn't have to touch money or stock product, that's when I got really excited!
- just like me, nobody I knew ever ate enough fruits and vegetables. So I figured there was a huge market for this and I could make some money on the side to build a retirement fund.
- This business is something I've been able to do part-time from home, so I've had plenty of time with my family, which has been wonderful.
- because I was already telling everyone I knew and loved about Juice Plus.
- I do this from home, so I keep my overhead low, and I love the fact that I don't have to handle inventory or collect payments.
- I saw this as a vehicle to bring security to my retirement.

Since starting my Juice Plus+ Business I now have _____customers and a growing team.

My Juice Plus+ income.....

- Has proven to be a special blessing for us, since my husband was laid off a few years ago after 30 yrs. in IT.
- is really working for me; I am on track of realizing my goals of replacing my teaching salary and also purchasing a house within the next six months
- allows me to make a full time income with benefits, on a part time basis

- Not only covers the mortgage each month, but I've reached the level where I get full health benefits
- Allows me to work with my husband, which I love, and what I do is let people know about Juice Plus, which is something I'd be doing anyway, so it's been a lot of fun.
- has given my family the financial security, an unbelievable insurance package, and a job that I absolutely love!
- Allows us to take family vacations without feeling guilty about the expense
- is now my vehicle for retirement security.