

- You are on the treadmill at your gym and the person next to you is someone you've seen many times at the gym. You might say something like: *"You are so disciplined about going to the gym. I see you here all the time. You must really take your health seriously."* The conversation will lead to more questions from you, but ultimately you could say something like: *"Since you are so health-conscious, I'm sure you've heard about Juice Plus+®?"* Again, explain very briefly what Juice Plus+® is and share your product story if the person seems to be interested.

After you share your story, now is your opportunity to share a CD, a brochure, or refer him or her to your website. Remember the next critical step: get a phone number and set the day and time to get back in touch. These scenarios could happen virtually anywhere, anytime. Take an active interest in others, ask questions, and have your story ready to share. When you're ready to follow up, use the outline on page 6.5.

Working by Phone from Your Memory Jogger

All of us have people we love and care about with whom we connect primarily by phone. Some live in the next town or across the country. Even though we don't see them or talk to them every day, we certainly want them to know about Juice Plus+®. Here are some easy steps to follow when calling your *warm market*:

1. Ask, "Is this a good time to talk?"

Always ask if your prospect has a few minutes. If they say no, GET OFF THE PHONE! Find a better time to call back.

2. Keep it short.

Respect their time and you'll get more accomplished.

3. Get permission to send CD/DVD.

Give your personal Product Story – share your enthusiasm. The key here is to COME FROM THE HEART! People are going to listen to your true and sincere feelings about results with Juice Plus+®. Don't get technical. People respond to your genuine enthusiasm. Now is the time to practice your Product Story! Refer to the worksheet on page 4.3. Then add: *"I was thinking of you last night and wanted you to know about Juice Plus+®. Would you be open to some information?"* They answer "yes" and you say: *"Great, would you prefer a CD, DVD, (or would you like to go to my website)?"* Once you know their preference, say: *"I'll put a package in the mail to you today; it will probably get there _____. I'd like to call back to see what you think."* Give them two options of times such as: *"Would Wednesday or Friday be better for you? What time would be good? Regardless of whether you're interested in Juice Plus+®, you'll love the information. I hope it makes as much sense to you as it did to me."*

4. Refer to the CD/DVD.

If your prospects start asking questions, refer back to the CD/DVD. Just be honest and say, *"I don't pretend to be a nutritionist or any kind of an expert, but I loved the*

information and know you'll get a lot out of it. Listen to (or watch) it!" Another option is: "That's a great question and I know it's answered on the CD/DVD better than I can answer it." If you must say something, keep it short and sweet. For example, "It's whole food – fruits and veggies in a capsule. You're familiar with the Jetsons? Well, they've arrived."

5. Suggest listening options.

People will forget that the best place to listen to a CD is in their car or on a portable CD player, so make suggestions. Before hanging up, schedule your follow-up time (allow 5 days if you're mailing the CD), and say, "I will drop some information in the mail tomorrow and you will probably get it by _____. Do you think you will have a chance to listen to the CD by _____? Great, I'll give you a call on _____. What time will work best for you?" Another example: "Your time is valuable and so is mine. I don't want to bug you... and you don't want me bugging you. Let's figure out a good time for you to listen to this and a good time for me to follow up." After you have scheduled the appointment you might close with, "I can't wait to hear what you think!"

If you're mailing the CD/DVD, write a short note that says something like: "It was great talking to you. Enjoy the CD/DVD and I'll talk to you in a few days."

If your prospect doesn't have a CD or DVD player, you can always refer them to your website OR offer a three-way onto the Juice Plus+® 24-Hour Information Hotline (1-800-942-1260) right then. If it's not convenient at this time, schedule a time that is more convenient. The most important steps are providing information and scheduling the day and time for you to follow up.

Track your prospects on the Memory Jogger/Resource Tracking Sheet on page 5.3 or use the *Connection Record Form* on page 8.2.

Prospect Follow-up

It is helpful to have your sponsor or other support team member on the first few follow-up calls you make. Through the use of three-way calls, you can learn how to answer common questions and get a few successes under your belt before making calls on your own.

1. Again, ask, "Is this a good time to talk?" and if so, "Have you had a chance to listen to the CD (or watch the DVD)?"

Remember to always respect their time and yours. If it isn't a good time for them or they haven't reviewed the CD/DVD you shared, reschedule the call. In this instance, if your sponsor is on the phone with you, no introduction is necessary.

2. Get their feedback.

If they've reviewed the CD/DVD and you are calling with a support team member, introduce them now: "I was just talking to a friend of mine who has been working with Juice Plus+® a lot longer than I have and thought it would be great if I could hear (him/her) answer any questions you might have." After the introduction, your support