

Fast Track Manual

10-Week Rookie Gameplan Simple. Consistent. Fun.

Revised June, 2015

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START HERE					
Watch Fast Track Video & Complete Manual	° > 2 >	Meet with Sponsor USANA Account Ov & Fast Track Manua	erview		t Your First USANA er within 3 - 5 Days
Why Are You Doing USA	ANA?				
The Four Pillars of Belie	f "All humar	n behavior is belie	f driven."		
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First Week of Business Add to Cell Phone: ☐ USANA Dist. Services: 801-954-720 ☐ Save Associate ID# in Your Phone Review www.RayStrand.com ☐ Username: enjoy ☐ Password: usana ☐ Click "Continue" ☐ Click "Specific Recommendation Complete Favorite Things Form ☐ Go to page 23 & fill it out ☐ Detach and give to sponsor	Shop & Ord My Auto Shop All Order His Training > Enroll My Busine Volume I Initial Or Set up USA	Order Products story > My Orders Ask the Scientist	*Priority* Text "@text" Text "@text" Text "@text" Text "@text" Text Text Text Text Text Text Text Text	amdsi" to 8101 confirmation Monday Webin D IS SENT VIA TE or Must Add Y n "Team DSI" p n "USANA Clier	o, then text with your full nater: 8pm CST/ 7pm M XXT & FB EACH MOND, ou to our FB Group orivate FB group its" private FB group tions" private FB group
Daily Method of Operati Use all 3 USANA Product Lines	Invite 2	-5 "Hot Market" pros a USANA Presentation	spects on	3 Spend 15 Personal	minutes on Development
10 Week Gameplan LAUNCH YOUR BUSINESS ☐ Host Regular USANA Mixers ☐ Present with YouTube Videos Long Distance ☐ Do Newspaper Presentations	Step 1: Attract Step 2: Attract Step 3: Help Yo 1 & 2. Watch 3	STEP STRATEGY 10 New Clients 4 New Associates our Associates Duplicat minute video to unde eyback.teamdsi.info	200 F □ Qu e Steps (4+ A rstand: Watc	Establish 3 Business Centers w/ 00 Point Auto Order within 6 weeks Qualify for Premier Platinum Bonu 4+ Associates for 1600 SVP in 8 week Vatch 4 Min. Video to Understand Bond http://platinum.teamdsi.info	
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GROW YOUR BUSINESS

7 Steps To Becoming

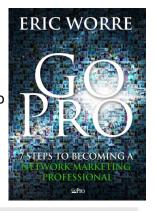
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- 1. Finding Prospects
- 2. Inviting
- **3.** Presenting
- Follow Up
- **5.** Help Your Prospects Become Customers or Associates
- 6. Help Your New Teammate Get Started Right
- **7.** Promoting Events



SKILL #1: Finding Prospects

3 Types of prospects: Business Builders, Referral Partners, and Clients.

HAND WRITE the "Hot 100" list. Do not prejudge, everyone goes on the list.

The members of your own family:

- Father and Mother
- Father-In-Law/Mother-In-Law
- Grandparents
- Children

- Brothers & Sisters
- Aunts & Uncles
- Nieces & Nephews
- Cousins

Lists you already have:

- Current address book
- Cell phone contacts
- Wedding invite list
- Roommates/classmates
- Social Media:
 - Facebook
 - LinkedIn
 - Twitter
- Instagram



Completed:

Create your contact list NOW. Write at least 100 names & numbers using "The Hot 100" template found at the end of this manual.

SKILL #2: Inviting

Use the Scripts Below for Inviting with Texts, Phone Calls, or Face-to-Face

USANA Mixer Invite Options:

- ➤ Hey FIRSTNAME do you have any plans on [INSERT DATE]?
- I'm starting a new business and I'm having a few select friends over at <DATE> & <TIME> to hang out and practice with. Would you be willing to come over, have a smoothie, and let me practice on you?
- ➤ I'm launching a new business and I really want you to take a look at it. We are having a mixer at my place at <DATE> & <TIME>. Can you make it?

Video Presentation Invite Options:

- Step 1: Hey <FIRSTNAME> how's it going? **address them how you would normally**
- > Step 2: I've just started a new business and I need to practice my video presentation with someone I trust. Would you mind if I practiced on you?
- > Step 3: If I send you a 10-minute YouTube video that explains everything, can you watch real quick and I will call you afterwards to discuss?
- > Step 4: Ok here's the link: http://JKusana.teamdsi.info when is the best time to call?

1-on-1 Appointment Invite Options:

- When I was thinking of quality people I'd enjoy working with I thought of you. Would you be open to hearing what I'm doing? <WAIT FOR RESPONSE> Great when can we meet up?
- I'm launching a new business & I really want you to take a look at it. When can we get together in the next few days?
- > I've just started a new business and I need to practice the slideshow with someone I trust. Would you be willing to meet me for Starbucks and let me practice on you?
- I have a business proposition for you. When can we meet?

10 Minute Video Presentations:

*NOTE: There are several options for the 10 minute YouTube video presentation:

- Most popular option: http://JKusana.teamdsi.info
- Female option: http://KNusana.teamdsi.info
- Additional Male: http://AGusana.teamdsi.info
- Couple option: http://Mulhern.teamdsi.info
- Spanish option: http://ESP.teamdsi.info

SKILL #3: Presenting USANA Home Mixer Group Event - should happen within 3-5 days of enrolling Complete the "3 Meeting Plan" & Establish Your Weekly or Bi-Monthly Rhythm ☐ Week 1- Sponsor completes full presentation for your live prospects, at your mixer. ☐ Week 2- You and your sponsor split the presentation for your live prospects, at your mixer. ☐ Week 3- Sponsor watches you complete full presentation for your live prospects, at your mixer. ☐ Week 4- You are EMPOWERED to host mixers according to how fast you want to grow. Sometimes your sponsor can still co-host mixers with you, but you are free to host on your own and DUPLICATE this process with your business builders. Choose Between: PRINT & ALWAYS HAVE: USANA Mixer Event – Download Slides: http://Mixer.teamdsi.info **Income Chart** Watch Video Example: http://MixerVideo.teamdsi.info http://income.teamdsi.info USANA Skincare Event – Download Slides: http://Facial.teamdsi.info Watch Video Example: http://FacialVideo.teamdsi.info **Closing Questions Form** http://ClosingForm.teamdsi.info Presenting 1-on-1: Health & Freedom Newspaper **Getting Started Form** http://GSF.teamdsi.info Practice Video- How to Present 1-on-1 with H&F Newspaper: • http://practice.teamdsi.info **Product Pricelist** http://Pricelist.teamdsi.info ☐ Complete the "3 Meeting Plan" process with your sponsor (outlined Fast Track Manual above) to learn how to give an effective 1-on-1 Newspaper Presentation. http://FastTrack.teamdsi.info Phone & Internet Video Approach ☐ Step 1: Invite your long distance prospects using "Video Presentation Invite Options" found on Page 3.

- ☐ Step 2: Call them back after they watch the video.
- ☐ Step 3: Ask them the questions on the Closing Form (Skill #5 below).
- ☐ Step 4: Read them the script on the BACK of the Closing Form to help them get started.

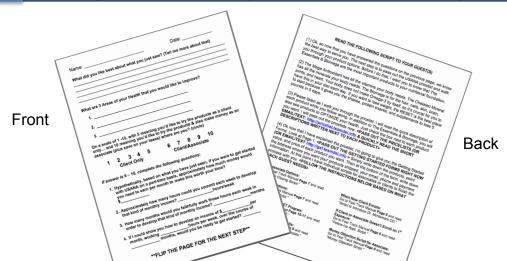
Successful leaders host regular USANA Home Mixers, 1-on-1 Newspaper Presentations & also Present with Internet Videos. You don't have to be good to get started, but you have to get started to be good!

SKILL #4: Follow Up

Keys to Follow Up.

- It takes an average of 4-6 exposures for a person to join. Condense the exposures for better results.
- The only reason to have an exposure is to set up an EXACT day & time for the next exposure.

SKILL #5: Closing - Print & Always Use: http://ClosingForm.teamdsi.info



SKILL #6: **Duplication**

3 Keys to Simple Duplication.

- 1. Strict getting started process. All DSI Team Members follow the 1-2-3 step system in 72 hours.
- 2. Simple Daily Method of Operation (DMO) for everyone (listed on Page 2).
- 3. Serious commitment to training, leadership development, and attending events.

Set Your	Expectations
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Set Your Expectations
If you succeed in this business, it's going to be you who creates that success, not me. And, if you fail in this business, it's going to be you who creates that failure, not me. You are going to be the difference between success or failure. I'm here to guide you every step of the way, but I can't do if for you. I'm here to work with you, but not for you. Initial Here:
My job is to help you become independent from me as quickly as possible. I can show you the skills, but it's up to you to independently build from that point forward. Do you agree that's a good goal? Initial Here:
There will certainly be ups and downs as you build your business. There will be good times and bad times You will have times of self-doubt to overcome as we all do. I'll know you are in one of the bad times when you aren't calling me, you aren't showing up for meetings, you aren't on the training webinars, or if I start hearing excuses- that sort of thing. When that happens with you, and it happens with everyone, how do you want me to handle that? Do you want me to leave you alone? Or do you want me to be persistent and remind you why you made this decision in the first place? CHOOSE ONE: Leave me alone when that happens Be persistent and remind me why I did this in the first place Initial Here: Initial Here:
I want to challenge you to host your first USANA Mixer on the calendar within 2 - 5 days. I also challenge you to get your first clients (and possibly an associate) this week. If you can make your first check quickly, this can duplicate in your organization. Keep in mind that everything you do (both good and bad) DUPLICATES. The goal is to create GREAT habits from the beginning so your team duplicates great habits. Holding consistent home mixers have been proven to create the fastest results. Are you up for the

Initial Here: What date shall we host your first mixer? Date:

SKILL #7: Promoting Events

Ways to Promote

challenge?

- YOUR responsibility is to attend events. **Lead by example!** Commit to 4 BIG Events yearly
- Don't announce. Don't invite.... PROMOTE!!

Commit to 2+ local events monthly

First Quarter Event 2015 Dani Johnson Steps to Success

January 17-19, Austin, TX

Second Quarter Event 2015 **USANA National Event**

USA Event – Apr 24-25, Las Vegas

Third Quarter Event 2015 **USANA** International Convention

August 19-22 – Salt Lake City

Fourth Quarter Event 2015 **GoPro Recruiting Mastery**

October 14-17 – Las Vegas

HOSTING YOUR USANA MIXERS

STEP 1 - Pick Your Date

- Mark on your calendar when you are going to host your mixer, include the date and the time.
- If possible, schedule your event when your USANA mentor can attend to be your third party expert.
- Schedule half hour of 'mixer' time before the presentation begins to make shakes for your guests and socialize.

STEP 2 - Build Your List

- OVER INVITE: Rule of Thumb is only 10-20% of the people you invite will show up to your event.
- Want more people to show up? Invite more people! Example, I want 5 people to actually show up, so I must get 10 to say "Yes I will be there."
- And if I want 10 confirmed with a "Yes, I will be there." I must invite 50 using the calls/text invite scripts. DON'T PREJUDGE. Have fun, work the numbers and invite in VOLUME. Just do it!

STEP 3 - Invite: Your job is to invite. Do not get into too much detail

TEXT/CALL INVITE EXAMPLES:

- > "I'm starting a new business and I'm having a few select friends over at **<DATE>** & **<TIME>** to hang out and practice with. Would you be willing to come over, have a smoothie, and let me practice on you?
- "I'm launching a new business and I really want you to take a look at it. We are having a mixer at my place at <DATE> & <TIME>. Can you make it?

STEP 4 - Verify Invite: The MOST CRUCIAL PART OF YOUR MIXER SUCCESS

THE DAY BEFORE YOUR EVENT. TEXT THIS:

> "Hey <FIRSTNAME> we are finalizing the guest list for tomorrow. Are you still good for our mixer?

2-3 HOURS BEFORE YOUR EVENT, TEXT THIS:

"Hey <FIRSTNAME> we are setting up. See you at <TIME>."

STEP 5 - Host Event

PRE-EVENT

- Pets/Children are away from main area as to not cause unwanted distractions (very important)
- Have pens, closing forms, pricelists, getting started forms, and extra Fast Track Manuals printed and ready
- Have USANA Mixer Slideshow (http://Mixer.teamdsi.info) or Facial (http://Facial.teamdsi.info) downloaded
- Make sure your computer has the proper cables to display the slideshow on your TV
- Have a designated "Shake Master" to make the USANA shakes for all guests as they arrive

MIXER (The First 30 Minutes of Your Event)

- Have light/upbeat music playing in the background
- As guests arrive ask them if they would like a strawberry, vanilla, or chocolate shake
- Spend the entire 30 minutes using "F.O.R.M." to visit with your guests (Family, Occupation, Recreation, Message)
- Introduce your guests to your USANA mentor using the "Script to Introduce Expert" on page 8. **CRUCIAL**

EVENT OUTLINE

- Start with your 2 minute story. **Have it written out** Explain what you were feeling like before USANA. Share what
 the USANA products have done for you. Also explain why you are excited about sharing USANA with others.
- Present the USANA Mixer Slideshow http://Mixer.teamdsi.info or Facial Slideshow http://Facial.teamdsi.info
- Alternately, you can "press play" and show the Mixer Video http://MixerVideo.teamdsi.info or Facial Video http://FacialVideo.teamdsi.info (this only works if you can display YouTube Videos on your TV- test in advance!)

STEP 6 – Pass out the Closing Forms/Pens and Have Each Guest Fill One Out (should be 2-3 minutes of silence)

- Instruct Guests to "FLIP THE PAGE FOR THE NEXT STEP" and read the script on that page out loud to them
- Simply follow the rest of the instructions on Page 2 of the Closing Form to help your guests get started
- If your mixer has several existing associates who invited their own guests... everyone splits up at that moment and uses the Closing Form Page 2 Instructions with THEIR OWN guests privately. We call this a "Closing Circle."

STEP 7 (Optional) - Use Prizes & Incentives

- Offer \$50 cash to first 1-3 people that fill out Getting Started Form as an Option 1 Associate (500+ points)
- Offer product prize for for 1-3 people that enroll as clients with 50+ point Auto Order. Prize examples:
 - USANA Blender bottle with a USANA Protein snack & Rev3 stick pack inside
 - Free Intensive Hand Therapy (hand lotion) or a Free USANA Toothpaste

SCRIPTS YOU WILL NEED (PAGES 7-15): *Never Memorize, Just Read Them to Your Guests.

Associate Closing Script

SAY THIS:

- 1) I'm going to walk you through the Getting Started Form and also the USANA pricelist right now. First I would like you to look at page 2 of the Getting Started Form. **<HAND THEM THE FORM OR EMAIL/TEXT THIS LINK:** http://GSF.teamdsi.info > Do you see at the top where it says, "I want to be part of the Member Associate Program (BDS Starter Kit) for \$29.95? **<LET THEM ANSWER>** Ok check the box. That is step 1.
- 2) Next, you will need to choose between Options 1, 2, 3, or 4 to activate your business. This is a <u>one time</u> start-up order. Each option has certain benefits. The 500 point order is the best because you receive 2 event vouchers, which makes your August Convention ticket FREE. This is a \$300 value. However you start is fine with me. Tell me, which point option is best for you? **<LET THEM ANSWER WHICH POINT OPTION>**
- 3) Ok, all we need to do is create a customized order of _____ points worth of products that you can consume for yourself while you build your business. Also note that there are Enrollment Pack Examples to choose from listed below. Let's design this based on the 3 areas of your health you want to improve. Remind me, what are the 3 areas of health you want to improve? <HELP THEM DESIGN & SELECT THEIR ORDER AT THIS MOMENT. HELP THEM CHOOSE FROM THE PRICELIST & WRITE DOWN THEIR ORDER ON PAGE 1 OF THE GETTING STARTED FORM. EMAIL/TEXT THIS LINK: http://pricelist.teamdsi.info IF NECESSARY>
- 4) Ok now that we have chosen your order, what's your shipping address? **<WRITE EVERYTHING DOWN ON THE GETTING STARTED FORM>** What is your email address? Your phone number? For tax purposes, what is your social? Also what is your date of birth? And which form of credit card would you like to use? What is the card number? Expiration date? Security code? Ok, so the credit card number is **<REPEAT THE NUMBER>** Is the billing address the same?
- 5) I'll take care of this right away. Your products will arrive in 5-7 business days. Before we finish, I'm going to walk you through your first steps so we can get you off to a Fast Start. **<GO TO PAGE 9 AND READ THEM HOMEWORK SCRIPT FOR NEW ASSOCIATE>**

Client Closing Script

- 1) Tell me again, what are 3 areas of your health that you would like to improve?" **<TAKE NOTES>**
- 2) What would you be willing to spend on a daily basis to improve in these three areas?" <TAKE NOTES>
- 3) Ok so lets choose your products from the pricelist and build you a program based on your budget to help you achieve your goals. <HAND THEM THE PRICELIST OR SEND LINK:

 http://pricelist.teamdsi.info WRITE DOWN THE PRODUCTS THEY CHOOSE ON PAGE 1 OF THE GETTING STARTED FORM>
- 4) Ok that plan sounds good. I want you to know that a 3-6 month commitment is necessary to see optimal results. Would you like to use the Auto-Order option to save an additional 10% on future orders? You can change or cancel it at any time and I will be in touch with you in the next 2 weeks to explain how it works. **SE SILENT & LET THEM ANSWER>**
- 5) Great, what's your shipping address? What is your email address and phone number? What type of credit card would you like to pay with? Credit Card Number? Expiration Date? Security Code?
- 6) I'll take care of this right away. Your products will arrive in 3-6 business days. Let's talk again when your products arrive so I can explain the dosages. Also I have a gift for you to listen to. <GO TO PAGE 9, READ "SCRIPT TO INTRODUCE DR. McNAMARA CD" THIS WILL GET THEM EXCITED FOR THEIR PRODUCTS TO ARRIVE>

7

Script to Introduce & EDIFY Your Expert – Most Important Step!

- "Use this script to introduce your expert during mixers, face-to-face appts or 3 ways calls"

SAY THIS: "I want you to meet my business partner **<FIRST & LAST NAME>**. He's really respected in the company and I'm very lucky to be working with him." (or her)

Then the EXPERT will take over and:

- "F.O.R.M." your prospect (visit & learn about them, what they do for work, about their family, etc.)
- SHARE their personal USANA success story (1 minute max),
- EDIFY YOU with a compliment.
- **CONTINUE** with the process. The expert will use the closing questions or start the presentation.

Money Objection Script - "If Your Prospect Wants a USANA Business but doesn't have the money."

SAY THIS:

- 1) Well <PROSPECT'S NAME>, I typically don't do this unless I'm convinced that the person is deadly serious. If I'm certain that we're not going to waste each others time, then I'm willing to take a risk on you. I can prelaunch your business if I know that you are serious, in fact as serious as Jordan Kemper.
- 2) When he was first introduced to USANA he was living paycheck to paycheck, with no savings. He was struggling financially. Not wanting to stay in that financial position, he found a way to get started and was able to replace his job income within 2 years. Within 7 years he had earned his first million with USANA. So <PROSPECTS NAME, are you as serious as he was? (If they say yes...) Tell me why?
- 3) Ok great, welcome aboard! Do you have a pen and paper handy? I have some homework for you...
- 4) We are going to get your training underway and let's see if we can earn you the money to get yourself started. But <PROSPECT'S NAME>, if you don't do the homework, I'm sorry, we will have to cut our losses early, okay? So if you do this, I'll know you're serious and I'll take you to the next step.
- 5) I'm going to ask you to complete this in the next 24-48 hours. Depending on what you do with this homework really kind of tells me what kind of working relationship we're going to have. I'm sure you can imagine, like most professions, there are some people who *say* they want to go straight to the top, yet they don't follow the instructions to get there, do they? So I'm really interested to see what kind of a person you are going to be. Are you going to be the type that shows up, and does exactly what it takes to reach the top, or not?
- 6) Here's Your Homework: I want you to print out the Fast Track Manual PDF found at this link: http://FastTrack.teamdsi.info (*give them a printed copy of this Fast Track Manual if you are face-to-face) and watch the YouTube Video found here: http://EarnYourWay.teamdsi.info I want you to take notes and complete the Hot 100 List. The video will instruct you. When we meet again, we will review the manual, go over your Hot 100 list and start taking action to create clients and associates. The orders we generate can help you get started. I'm available to meet with you on <DAY/TIME> or <DAY/TIME> to review and launch. What time works best for you? (*Proceed to help them generate business before they have enrolled... only IF they complete the homework.)

▶ Homework Script for a New Associate That Just Enrolled

SAY THIS:

- 1) We are going to get your training underway and let's see if we can help you generate some new clients in your first week. I'm going to ask you to complete this in the next 24-48 hours. Depending on what you do with this homework really kind of tells me what kind of working relationship we're going to have. I'm sure you can imagine, like most professions, there are some people who *say* they want to go straight to the top, yet they don't follow the instructions to get there, do they? So I'm really interested to see what kind of a person you are going to be. Are you going to be the type that shows up, and does exactly what it takes to reach the top, or not?
- 2) Here's Your Homework: I want you to print out the Fast Track Manual PDF found at this link: http://FastTrack.teamdsi.info (*give them a printed copy of this Fast Track Manual if you are face-to-face) and watch the YouTube Video found here: http://FTVideo.teamdsi.info I want you to take notes and complete the Hot 100 List. The video will instruct you. When we meet again, we will review the manual, go over your Hot 100 list and have a Game Plan Session to generate your first clients and associates. I'm available to meet with you on <DAY/TIME> or <DAY/TIME> to review and launch. What time works best for you? (*Proceed to help them generate business... only IF they complete the homework.)
- Script to Introduce Dr. McNamara CD to Your New Client (or Associate)

Give this CD as a gift to both clients and associates immediately after they enroll.

SAY THIS: This CD is called the Power of Cellular Nutrition by Dr. Ladd McNamara. He's an OBGYN that has used USANA products for over 15 years with thousands of clients. He explains exactly what the products do for you. He also shares several stories of clients that he has worked with. The results are impressive. This is the best thing you can listen to while you wait for your products to arrive in the mail. I will be calling as soon as you get everything to explain the dosages. In the mean time, enjoy this CD!"

<IF YOUR CLIENT OR ASSOCIATE IS LONG DISTANCE. SEND THEM THE CD ALONG WITH A THANK YOU CARD IN THE MAIL IMMEDIATELY. BUILDING LOYALTY WITH EXCELLENT CUSTOMER SERVICE IS THE BEST THING YOU CAN DO> Visit: www.laddmcnamara.com for CDs.

► Follow Up Appt. Script (if Client or Associate Doesn't Enroll on First Exposure)

SAY THIS:

- 1) I totally understand if you need a little time. What we normally do is set up a time for us to meet (or talk over the phone) in a day or two. That way you have a chance to look at your budget and make the right decision for you. The best thing you can do before we talk is listen to this CD by Dr. Ladd McNamara called The Power of Cellular Nutrition. He's an OBGYN that has used USANA products for over 15 years with thousands of clients. He explains exactly what the products do for you. He also shares several stories. The results are impressive.
- 2) If I give this to you, will you listen to it? **<WAIT FOR THEIR RESPONSE>** Ok, when do you think you can listen to it for sure? **<LET THEM RESPOND>** Ok I will call you at **<TIME>** on **<DAY>** to discuss what you liked on the CD and if you are feeling comfortable at that time, we can do your enrollment over the phone and start working towards the goals you mentioned. Talk to you then. **<IF YOUR PROSPECT IS LONG DISTANCE. SEND THEM THE CD ALONG WITH A THANK YOU CARD IN THE MAIL. BUILDING LOYALTY IS THE BEST THING YOU CAN DO.>**

**IMPORTANT TIP: Keep inviting them to local mixers and product webinars. Remember that many people need 4-6 exposures before they enroll. If you keep inviting them to hang out with ZERO pressure, they'll eventually enroll. For best results, compress the exposures.

9

Script to Explain RESET & Enroll Your Client/Associate

SAY THIS:

- 1) First of all, how much weight do you want to lose? **<TAKE NOTES>** What type of diets have you tried in the past? **<TAKE NOTES>** How do you feel these worked out for you?
- 2) We have been so busy with our promotion that we are having to figure out who is really serious about losing weight, because there is a lot of work on our part to help you lose your weight. It's not just going on another fad diet. So we are looking for clients that are absolutely serious about losing weight. How serious are you about losing weight? <TAKE NOTES> What is the main reason you have for wanting to lose your weight? <TAKE NOTES>
- 3) Okay, great. Let me explain exactly how the RESET Program works, because it's an extremely effective weight control program. Basically the program targets specific areas of the body. We focus on losing inches as well as pounds, and helping you keep a good energy level throughout the day. It also keeps you from craving sweets are you a sweets eater? <LET THEM ANSWER>
- 4) Ok. The RESET program also gives you all the nutrition you need, and helps to control and normalize your appetite so you don't feel hungry. So, even if you tend to eat out of stress, depression, or boredom, or you might be a binge eater instead of eating three cookies, you eat the whole bag or you might be a nibbler who picks at food all day long, or if you're just a plain out of control eater, it will help to control and normalize your appetite so you just don't feel hungry! The average weight loss is 5 pounds in 5 days. And, what happened to me was _______.
- 5) But, I've got to tell you about a few of our clients' testimonials. My colleague Jared lost 6 pounds in his first 5 days and he has kept the weight off for the last 3 months. My other colleague Charlene is in her fifties, she was having trouble losing weight and she also lost 5 lbs in 5 days. She went on to lose 30 lbs in 3 months and has kept it off for the past 4 years. We have thousands of stories like this. **TELL SOME MORE SUCCESS STORIES IF YOU HAVE THEM>**
- 6) Right now we are running a special promotion. We will give you free counseling to make sure you are using it right and getting the results you want. That's done by phone for your convenience. The program is very inexpensive because it supplies all 3 of your meals, 2 snacks, nutritional supplements, and a simple pamphlet that has a tracking system for your 5-day experience. It also includes a USANA blender bottle, videos, ideas for low glycemic meals, and also a simple exercise program. The cost for the 5-day program is \$116 plus tax and shipping.
- 7) The second thing is, we want you to take a "before" picture now, then an "after" picture of yourself, and then submit it to our monthly journal with a brief letter telling how much weight you've lost and how great you feel. So you and I need to work real hard together. It's a team effort, to make sure you lose your weight. We want to help you get the best story and results possible!
- 8) Ok, so where would you like your RESET Program mailed to? <BE SILENT & LET THEM ANSWER>
- 9) Ok got it. USANA will also be emailing you tracking info for shipping, what is your email address? And which Credit Card did you want to use? What's the credit card number? Expiration date? CVV2 code? Ok, so the number is **<REPEAT IT BACK>** Is the billing address the same?

Script to Explain RESET & Enroll (Part 2- continued)

CONTINUE BY SAYING THIS:

- 10) Ok, so the total for the RESET program is \$116 plus tax and shipping, so it will probably be around \$126 (give or take a dollar or two). This is going to cover all your meals & supplements for 5 days and I will be working with you very closely to make sure you hit your goals and have a great experience. At the end of your 5 days, we will discuss if you would like to continue to the next step, which is the Phase 1 program for a month. Normally people lose an additional 10 pounds each month they do Phase 1, so it's the best way to compound your results and keep your momentum going after the RESET.
- 11) The cost for Phase 1 is \$291 and covers 2 shakes per day for 4 weeks, 1 protein snack per day for 4 weeks, and your Essentials vitamin supply for 4 weeks. In addition, you would be having 1 satisfying healthy meal per day and we will give you plenty of tasty examples to choose from. Most people report actually saving money on their grocery budget when they do Phase 1 because it keeps them on track and away from eating out while they are losing weight. It also helps them achieve their goals and have fun doing it. One of our team members named Donna Womack did Phase 1 and lost 50 lbs in 5 months, that's 10 lbs a month and she's kept the weight off for 7 years. We have many stories like this! **SHARE MORE STORIES HERE>**
- 12) But lets get you through your 5 day RESET first. Now, the last option I recommend is for everyone who starts the RESET to buy an extra bag of shakes, so you have something to "hold-you-over" on Days 6 through 10. The reason is because you will have just lost several pounds in 5 days and if you decide to continue, you will be waiting for your Phase 1 products to arrive. You don't want to be "shake-less" after day 5. One bag of Shakes gives you 9 servings for \$29.95, which is \$3 per shake. And when you make your Phase 1 order, the price will go down to \$261 instead of \$291, so it's not really an extra charge, it's just wise to think ahead. You can choose from Vanilla, Strawberry, or Chocolate. Would you like to add a bag of shakes to your order so you're not left "shake-less" after 5 days? **<LET THEM SAY YES OR NO>**
- 13) Ok, so I will process your order today and you should get everything around 7 days from now, give or take a day. Let's schedule a time to talk after you receive your products in the mail. I will be reading you the "Reset Prep Script" to explain how to get the best results from your experience. I can do "DATE" at "TIME" or "DATE" at "TIME" which works best for you? <SET AN EXACT TIME RIGHT NOW> OK, sounds good.
- 14) Lastly, I'm going to mail you a CD to listen to this week that's going to prepare you for your experience on USANA's products. It's called the Power of Cellular Nutrition by Dr. Ladd McNamara. He's a Medical Doctor that has used USANA's products with thousands of patients. This CD documents the results. It's the absolute best thing for you to listen to while you are waiting. I will put that in the mail today.
- 15) Thanks again for becoming my client. I look forward to you getting results and I will be talking with you soon!

TWO CRUCIAL STEPS TO ENSURE THEIR LOYALTY & SUCCESS:

- #1: SEND THEM THE CD AND A THANK YOU CARD SAME DAY! THIS IS THE BEST THING YOU CAN DO TO CREATE LOYALTY AND TRUST!
- #2: Use the "RESET PREP SCRIPT". This will make sure they have the best experience possible and set them up for success on the RESET.

RESET Prep Script (Read This to Them BEFORE They Start RESET)

SAY THIS:

- 1) Hi "CLIENTS NAME" did you receive your products? <CLIENT SAYS YES> Ok can you get them really quick? I'm going to explain everything. Can you check your RESET box for the 2-page pamphlet? Did you find it? <LET THEM ANSWER> Ok great. First I want you to know that our clients have the most success when they do the RESET on a Monday through Friday so they don't have the weekend temptations. What days are you planning to do the RESET? <LET THEM ANSWER> Ok that sounds good.
- 2) The "Tips to Succeed" are mentioned at the bottom of page 1 of the RESET pamphlet. Drink at least 64 ounces of water every day. Avoid strenuous exercise during the program. Eat an additional serving of fruit or vegetables if you feel lightheaded. Walk 20-30 minutes each day. We have found that our clients do best with 5 organic apples and a big bag of organic baby carrots for the week. Which fruits and veggies were you thinking of? **<LET THEM ANSWER>**
- 3) Also, if you use a blender with 14 ounces of water and ice cubes, the shakes will be more filling and taste their best. We've had many clients say that using a blender with ice and water makes the shakes taste like a "Wendy's Frosty." Seriously they are that good with a blender! Do not use milk or any type of "milk substitute" as these shakes are already creamy with the shake mix. Plus, the extra calories from the milk would actually hurt your results. There is a simple 3-minute video on how to make the shakes. Would you prefer me to email you this video or text it to your phone? **<LET THEM ANSWER>** Ok I'm sending it right now. Did you get it? **Send this:** http://MakeShake.teamdsi.info
- 4) Ok, so now I will explain how an ideal day will happen on the RESET. On page 2 of your RESET pamphlet you will see a checklist. Within an hour of waking up, make sure to have your 1st shake and A.M. Healthpak vitamins. A few hours later have a protein snack, then a few hours after that have your 2nd shake for lunch. A few hours after that have another protein snack mid-afternoon, and for dinner have your 3rd USANA shake and PM Vitamins. At any time feel free to eat your fruit and vegetable options.
- 5) Some people feel so full with the shakes that they have to challenge themselves to get all 3 shakes & 2 bars in each day. If your body reacts this way, then it's super important to make sure you drink those 3 shakes and eat those 2 bars. This will boost your metabolism.
- 6) If you are hungry during the RESET and you've been following the program correctly, then feel free to have some more vegetables or an extra shake. Even a small chicken breast or ½ cup of black beans. Do not starve yourself, it's ok to have an extra low glycemic option if necessary, but do your best to stick to the program as directed.
- 7) Please do not do strenuous workouts during your RESET. 20-30 minutes per day of walking is all we recommend. The reason is because the RESET is already limiting your calories and strenuous exercise requires more calories than you are getting with the RESET.
- 8) Do you have a scale so that you can weigh yourself? **<LET THEM ANSWER>** Our clients who get the best results weigh themselves in the morning, before they eat or drink anything. Just wake up and weigh yourself on an empty stomach. Our clients who weigh themselves EACH MORNING of the RESET notice that they lose around 1 pound per day. Some clients get concerned about weighing themselves daily because they don't want to be discouraged, but the truth is that weighing yourself daily can actually be very encouraging. This is a secret that our BEST clients use to release the weight for good. So I definitely recommend you keep a log of the next 5 days and beyond.

▶ RESET Prep Script (Part 2 continued)

- 9) If you don't have a blender, we have found that the \$20-\$30 Hamilton Beach Blenders available at Walmart work just as good as the super expensive blenders. And if you can keep an extra blender at work, that is great so you can get the best shake available every time. If you are in a situation with no blender, it's still ok, but we have found that the shakes are much more filling when they are made with ice in a blender like the video recommends.
- 10) Ok, so now you are all set. Let's text each day for the next 5 days as you go through your RESET program. I will also call you periodically over the week to cheer you on and also trouble-shoot if need be. At the end of the 5 days we will talk and review your results. We will also make the decision on which Phase you would like to continue on for days 6-30. And if you want to continue losing weight, we will make your Transform Phase or Maintenance Phase order after your RESET is complete. I'm excited to see you get results! Talk to you soon!

After The RESET is COMPLETE- Script to Enroll Them on Phase 1

- 1) Hi "CLIENTS NAME" how's it going. So tell me how was your RESET? How much weight did you lose? How did you feel? <LET THEM ANSWER, LISTEN & TAKE NOTES> I'm glad to hear that you had positive results! Remind me, what is the total weight loss goal you want to achieve? How much more do you want to lose? <LET THEM ANSWER> And what is the main reason you want to lose your weight? <LISTEN AND TAKE NOTES>
- 2) Ok so the next step is Phase 1. Our clients use this program to lose around 10 pounds per month. Infact, this is how our client Larry Womack lost 60 pounds in 6 months. Another of our clients Ruby Perez lost over 20 pounds in 2 months. They just kept doing Phase 1 until they released the weight for good.
- 3) During Phase 1 you integrate one healthy meal back into your diet (usually dinner) and continue having 2 USANA Shakes per day (usually breakfast & lunch). You are free to choose when you will have your healthy meal, so you could have it at lunch time, and just have your 2nd shake at dinner. Your choice. Whatever works best for you each day. You will also continue to have a fruit & vegetable daily, like RESET, but you integrate a 1 2 healthy snacks as well. Phase 1 also includes a USANA protein snack each day and also a 4-week supply of the USANA Essentials. It's very important that you continue with the vitamins because your body needs the right "micro" nutrients for the fastest and best weight loss results.
- 4) To make your Phase 1 order, you need to choose 6 bags of shakes. You can choose between chocolate, vanilla, and strawberry. Each bag is \$29.95 and gives you 9 shakes, so it breaks down to \$3.33 per shake. This is still much less than eating out! Which flavors do you want? **<LET THEM ANSWER>** Ok, and you also get to choose 2 boxes of protein snacks. You can choose between Fudge Delight, Choco-Chip, & Peanutty Bliss. Each box is \$30.95 and gives you 14, so it's \$2.21 per protein snack. Which ones would you like? **<LET THEM ANSWER>**
- 5) Ok, and Phase 1 also includes the USANA Essentials which has a 28-day supply of all the vitamins and minerals your body needs to continue losing weight fast. The Essentials are \$48.95 and if you break down the price, it's only \$1.75 per day to get your body OPTIMAL nutrition. Ok, do you want your Phase 1 products to be mailed to the same address your RESET was mailed to? **<LET THEM ANSWER>** Ok, and which credit card did you want to use? What's the credit card number? Expiration? Security Code? **<LET THEM ANSWER>** Ok so the total is \$291 plus tax & shipping, which breaks down to about \$10.37 per day for you to lose 10 pounds in a month on Phase 1. I will process your order and you should get everything around 5-7 days from now. Let's schedule a time to talk after you receive your products in the mail. I will be reading you the "Phase 1 Prep Script" to explain how to get the best results. I can do "**DATE**" at "TIME" or "**DATE**" at "TIME" which works best for you? **<SET AN EXACT TIME NOW>**
- 6) Lastly, I have a link with a print out of the best healthy meals and snack options for you to succeed on Phase 1. Would you like me to email or text it to you? Ok I'm sending it now. Can you check and tell me if you got it? **<SEND:** http://Phase1.teamdsi.info >

Phase 1 Prep Script - (Read to Them Before They Start Phase 1)

- 1) Hi "CLIENTS NAME" did you receive your products? <CLIENT SAYS YES> Ok can you get them really quick? I'm going to explain everything. First off, were you able to print and review the link I sent you with all of your healthy meal and snack options? <LET THEM ANSWER> Ok great. It is very important that you master that meal and have the right snacks every day. Our clients find that these meals and snacks are very filling and make the perfect compliment to their USANA program.
- 2) Secondly, do you have your 6 bags of USANA shakes and 2 boxes of protein snacks? **<LET THEM ANSWER>** Ok great. So the plan is to have 2 shakes & 1 protein snack per day. And if you are having trouble eating the right snacks, feel free to have an additional USANA protein snack. However, please make sure you are still having a fruit and vegetable everyday. Like your RESET, organic baby carrots and organic green apples work great. But you are also free to mix it up.
- 3) Also, do you have your Essentials? **<LET THEM ANSWER>** These are crucial to your successful weight loss because your body needs the right "micro" nutrients. Please make sure you are taking 2 Mega Antioxidants in the AM, 2 Chelated Minerals in the AM, 2 Mega Antioxidants in the PM, and 2 Chelated Minerals in the PM. So that's 4 pills AM and 4 pills PM. This fills ALL the holes in your diet. Lastly, please weigh yourself every morning first thing. Just wake up, go to the bathroom and weigh yourself BEFORE eating each day. This is your daily baseline. Many times it's very encouraging! And if you have a bad eating day, weighing yourself in the morning can get you back on track and set the tone for your day. This is what our most successful clients do to keep the weight off for good!
- 4) Ok you're all set! I will be texting and calling to keep up with you & please keep me posted on your results!

Vitamin Prep Script (Read to Them BEFORE They Start the Vitamins)

- 1) Hi "CLIENTS NAME" did you receive your products? <CLIENT SAYS YES> Ok can you get them really quick? I'm going to explain everything. Can you tell me again the products you received? <LET THEM ANSWER> Ok great. Let's go over the dosages of each product. <EXPLAIN THE FULL DOSAGE OF EACH PRODUCT THEY HAVE. ACCESS THE PRODUCT CATALOUGE OR USANA.COM IF NECESSARY>
- 2) First I want you to know that our clients have the most success when they take their supplements with water, just before eating a meal. Always take them with food. Also, it is very important that you take your supplements twice daily if you want to have optimal results. The reason is because your body will use the nutrients from your morning dosage, and by the evening your body will need to be replenished. In the same way that your body needs several meals per day, your body also needs to be replenished by supplements twice daily.
- 3) Do you have trouble swallowing pills? **<LET THEM ANSWER>** Several of our clients who had trouble swallowing pills have reported that keeping their chin down when swallowing allows their throat to open and they are able to take the products fine. Also, you can use a straw and orange juice to help as well. The main thing is to avoid throwing your chin back when swallowing as this closes your throat canal. Taking your supplements is a skill that can be learned. Your body desperately needs supplements so I want to encourage you to stick with it until it's mastered! One of our clients named Crystal used to have trouble with this and now she's a pro. If it's a problem let me know and we will make sure you are taken care of.
- 4) One of the biggest secrets that our best clients have is that they use little pill pouch baggies from Walgreens for their PM dosage. Each morning they take their AM supplements for breakfast, and at the same time, they load up a Walgreens Pill Pouch Baggie with their PM dosage. It fits right in their pocket or purse and it's much easier to take their supplements in the PM this way. I actually have some pill pouches for you. <GIVE THEM SOME OR SEND IN THE MAIL> Here you go! Ok so that's it. I will be contacting you in about 2-3 weeks to see how you are feeling on the supplements and also to give you an account overview so you can see the discounts you have on future orders. Talk to you soon!

14

Script to Upgrade Your Client into a Referral Partner Associate

- "This script works best when your client is making larger orders of 200+ points or close to it.
- 1) I know that you don't want to sell or have a business, but I want you to know that you are purchasing enough products to make USANA a tax deduction and possibly earn your products for free. Let me show you Page 2 of the Getting Started Form. **<GIVE THEM THE FORM>** Do you see the minimal point option of 200 points? You are right there. All you would need to do is purchase the \$29.95 Member Associate BDS Kit and USANA would become tax-deductible for you.
- 2) In addition, you would become my Referral Partner. On paper, you would be an Associate, but I know you don't want to build like me. So, instead you just send me referrals of people you know that would like the products. I will do the rest. I will present, follow-up, and enroll them in your USANA client base. This could generate commissions for you that could cover the cost of your personal products. Infact, one of our Referral Partners named Lillian Galdeano sent so many referrals she was able to generate \$150 per month and cover most of her product cost. Also, Lillian was able to take the USANA home business deductions and she received an extra \$1000 dollars back on her tax return. If you consider the tax savings, she DEFINITELY covered the cost of her products. We provide training on how you can do both. Would you like to add the \$29.95 Member Associate BDS Kit to your order so this can be a tax deduction and possible way to earn your products for free? **<LET THEM ANSWER>**

Additional Links You Will Need

Associate Welcome Email Template: http://AssociateWelcome.teamdsi.info
Associate Tracking Sheet: http://AssociateRetention.teamdsi.info
http://AssociateTYCard.teamdsi.info
http://AssociateTYCard.teamdsi.info

Client Welcome Email Template: http://ClientWelcome.teamdsi.info
Client Tracking Sheet: http://ClientRetention.teamdsi.info
Client Thank You Card Example: http://ClientTYCard.teamdsi.info

Favorite Things Form: http://FavoriteThings.teamdsi.info
Tax Savings Video for Associates: http://TaxSavings.teamdsi.info
Monday Training Webinar Archives: http://Archives.teamdsi.info

Complete List of ALL Team DSI Links: http://LinkList.teamdsi.info

Tools You Will Need Over Time

- ☐ Comparative Guide Consumer Edition- \$12.95 (Login to USANA > Shop All Products > Business Tools)
- ☐ USANA Newspapers- \$18.75 for a 25 pack (Login to USANA > Shop All Products > Business Tools)
- ☐ Power of Cellular Nutrition CDs- \$30 for a 10 pack (Visit: www.laddmcnamara.com/bookstore)

Rookie Library

- 1. Lifemasters CD subscription on Auto Order
- 2. "Go Pro" by Eric Worre.
- 3. "Making the Shift" CD by Darren Hardy (comes in your Associate Starter Kit that USANA will send you).
- 4. "Building Your Network Marketing Business" CD by Jim Rohn
- 5. "Business of the 21st Century" (CD/Book) by Robert Kiyosaki.
- 6. "Rise of the Entrepreneur" DVD or link http://RiseMovie.com
- 7. Subscribe to www.NetworkMarketingPro.com for free.

Your Next Level Training Starts in 10 Weeks	
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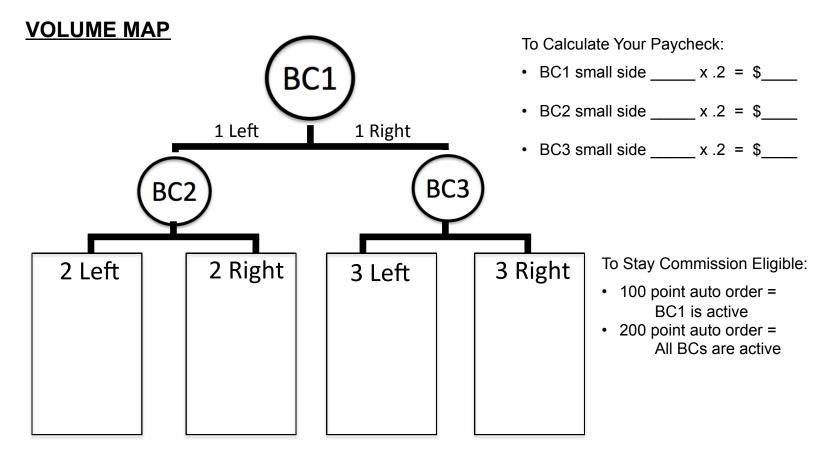
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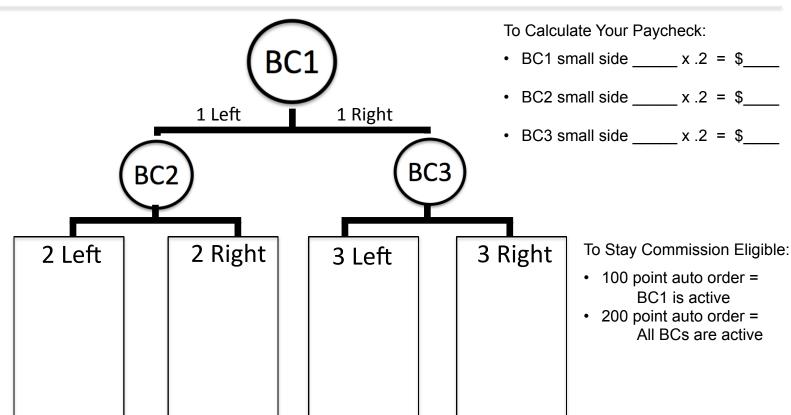
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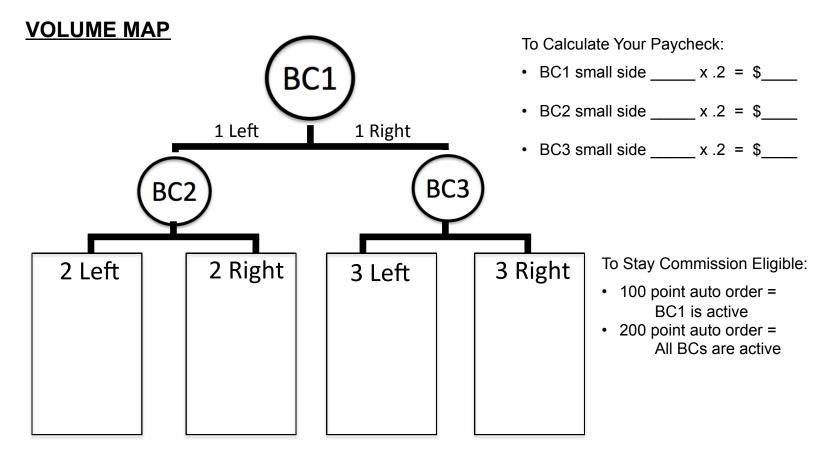
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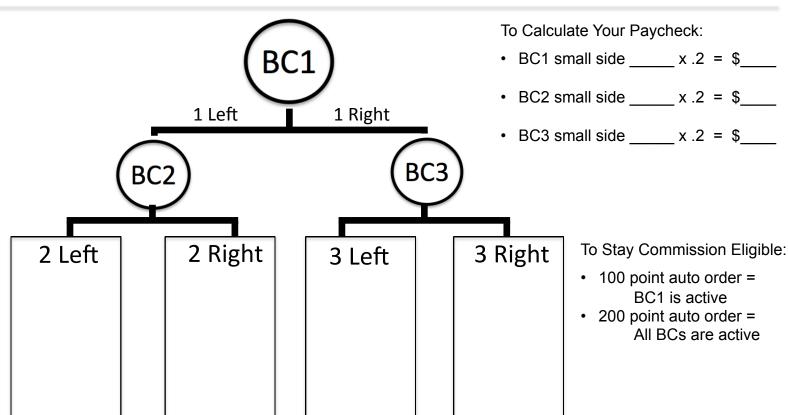




Key Points to Remember:

- Both sides of a Business Center (BC) must have 125 points minimum to activate a paycheck.
- Leftover volume carries over to the next week (up to 5000 points).
- 5000 points on left & 5000 points on right is the MAX that any business center can retain.
- Maxing 3 business centers on a weekly basis = \$3000 CVP per week (\$156,000 per year).
- · Additional business centers can be earned.
- For full comp plan details visit: http://PayPlan.teamdsi.info
- For additional copies of this document visit: http://volumeMap.teamdsi.info





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My Name:

My Favorite Things!!!

Today's Date:

1/1 / 1 / 1/1110:	Today & Bate.		
Birthday (Month/Date): Date Started:			
Spouses Name:	Anniversary Date:		
Children's Name(s) & Date of Birth	·		
Hobbies I Like:			
Things I Collect:			
Candy I Splurge On:			
Favorite Type of Food:			
Beverages I Treat Myself To:			
Flowers & Plants I Enjoy:			
The Color I Like Most:			
Favorite Books To Read:			
Sports Teams I Follow:			
Sports Or Activities I Pursue:			
Music I Listen To:			
Things I Could Use In My			
Office:			
Favorite Way To De-Stress:			
Favorite Gift Certificate:			
Favorite Animal:			
Favorite Pizza:			
Favorite Movie:			