

Back to Basics Training

Audio 1

Peaking Interest, Exposing to a Tool, Enrolling, Supporting, Duplicating, and Inspiring to the Big Picture

Peaking Interest -

Practice sharing your 30 second, 60 second story - Get an Accountability Partner. Practice sharing your stories with each other.

Asking for Help.

I respect your business success and I could really use your help. Would you be willing to review some information on my new project (business venture) and you may know someone this could be a perfect fit for?

Asking for Referrals

I'm expanding my business and I'd like to give you some information. Hand them a Cleansing Wellness Report. When they ask more questions, share your 30 second story, if they show further interest ask them if they could review your audio business card in the next 48 hours and hand them the Jim Rhoades audio CD, "Health and Wellness, The Isagenix Advantage. Get their phone and email address. Set the appointment to reconnect.

or

Same as above except, that instead of giving them the audio CD, find out when they have 9 minutes and schedule a time to reconnect when they do. If they do not know, tell them you will call them and set the appointment.

3 -Step System

In person or over the phone, Peak Interest and find out when they have 9 minutes. Schedule a time to call them back, be sure they can be on the phone with you and online at the same time. Give them, the link to type into their browser,

<http://www.cleansedforlife.com>

Stay on the line with them. You can hit play on your computer as well, for the "Cleanse for Life" video. Turn your volume down/ when complete, ask them:

What did you like best? What grabbed you?

Write and listen.

Audio 2 - Personal Analysis

Prior to your appointment go to your Isagenix back office and click on Library and print out the "Personal Analysis". Make a number of copies so you have these handy.

Write down what they liked best about what they viewed in the Cleanse for Life video.

Ask them, in a perfect world, what benefits would they like to experience on the Isagenix program?

Go through the questions on the Personal Analysis.

Once you are clear on their goals, and the benefits they are looking for, in most cases you will recommend either the 30 Day Program or the Total Health and Wellness Program.

Transfer Buy of Grocery Dollars

Let them know how affordable that these programs are. Always state the cost per meal first.

An example when sharing the 30 Day Program.

Based on what you told me your goals are, I recommend our 30 Day Program, it is our most popular program because it saves you money, and it is flexible. As a wholesale member you save \$100.00 right up front off the Retail price. You receive 68 meals for the month in the 30 Day Program. Your cost per meal is only \$3.88 per meal. You are doing a transfer buy of some of your grocery dollars. Some of your meals will be Isagenix and some will be conventional healthy food meals. Your total cost is only

\$280.00 for the 30 Day program. Just like Costco or Sam's Club you pay only an annual fee of \$36.00 per year. You are then entitled to wholesale pricing which saves you 33% off our Retail prices.

Auto Ship Saves you money and is your Commission Insurance - Increases Retention

Auto-ship gives you the best ongoing savings, most people opt to get set up on our Auto-ship program. This gives you the best pricing but never locks you in. You have total control over your Auto-ship and as needed you can alter your orders, change the date or even cancel if you need to. On the Health and Wellness Maintenance program your cost is only \$5.00 per day which includes one meal and all your supplementation which is only \$150.00 per month. Best health insurance ever.

Auto-ship positions you to through our Auto-ship Retention Bonus to offset most if not all of your own Isa-Groceries. Help others while for low or no cost getting your own Isagenix groceries. You receive an extra \$10.00 dollars every time anyone you enroll on Auto-ship receives their monthly shipment who are doing at least a 100 in Business Volume. Enroll 10 over time and that is an extra \$100.00 per month for you. The more people you sponsor onto Auto-ship the more you make and this is only one of your seven profit centers.

Easy and Natural Close

(Your closing question.)

What is the next step you'd like to take? or alternate Close, Would you prefer Chocolate or Vanilla?

Once they say, they are ready to get started, below is how to take the order.

Always write the order down before inputting it into the computer.

What we have found, is that it is always a good idea to have a hard copy of your orders. Plus if you are slow typist or make a mistake, you are not aggravating your new customer/Associate.

Either print out applications from your back office of your Isagenix web site or order Applications from IsaSalesTools.

<http://www.isasalestools.com>

Create a file folder for New Enrollments. You will want to have a hard copy File Folder and one you create in your Email Application and/or Isa-Connect System.

Ask for correct spelling of their First and Last name.

Ask for their billing address first.

Ask for their mailing and shipping address if different.

Ask for their Birth Date.

Ask for which flavor Chocolate or Vanilla on the shake.

Ask for Tropical or Mixed Berry on the flavor on the Cleanse for Life drink.

Tropical - tastes like Orange Mango and Mixed Berry tastes like Raspberry

How would you like to pay for this order today?

Take their credit card information. Be sure to ask for their "Security Code" and Expiration Date. Confirm you have the billing address for the credit card. Repeat the credit card number back to them plus expiration date and security code.

Once you have all the above information the last thing you ask for is the Social Security Number.

"To position you to get your product at even lower cost or no cost at all, what is your social security number?"

If they seemed concern, let them know that Isagenix uses inscription software at the level our banks do and their number is totally protected. This simply allows them to receive referral rewards which can offset or pay for their product.

Ask your customers if they currently own a blender that they enjoy using. Let them know that we have a IsaBlender which is portable, easy to clean, makes their shakes in 30 seconds and can they can use the container the shake is made in, as a cup to drink their shake on the go. This bullet blender

normally goes for \$50.00 and if they order it on their first order, it is discounted to only \$30.00. You save \$20.00.

We have found that people that use the IsaBlender enjoy their shakes more and find it easier to use. At least give them the option.

Isa-Delight Chocolates

Before I complete the order I always let my new customer/Associate know about the Isa-Delight Chocolates. I let them know it is a healthy brain cocktail in the highest quality Belgium dark chocolate in the world.

It helps with curbing appetite Increases Mental Clarity and Productivity Sustained energy for 4-6 hours Mood Elevation Great to use on Cleanse Days or any day Can make Cleansing easier

Usually, they will order a box of 30 count to try out with their program.

Now that you have all their information, you are almost done.

Audio 3 - Helping Your Contacts get their Best Results and getting your Isa-Food at lower cost or no cost at all

Getting agreements, increases your customers and Associates Success.

Based on our conversation, I am assuming you want to get your best results?

If yes,

Are you willing to let me coach you to get your best results?

If yes,

What we have found that people who get a Positive Emotional Support Team together get the best results. When you have 4-6 people who want you to succeed and are willing to support you in your success, your results will be even better.

Put a list together of 4-6 names of those who will support you in your success with your program. Email me just the names.

Your assignment is to contact by phone all 4-6 people and let them know you are starting on the new Health and Wellness Program and would appreciate their positive support.

Create a group list with the 4-6 people you contacted by phone.

Let them know when you will be starting. Create one email with a Daily Progress Report. Simply, write a few sentences or a paragraph of your progress each evening when you are on your first program. Email out to your group list once per evening your Isagenix progress report.

Your friends will be rooting for you. You will get even better results.

Don't be surprised that within a week they are asking you about the program you are on, and can they have some information.

Tell them, when your Support Team has questions, call me first.

We have an email template that will peak their interest further and provide them with the short 9 minute video, "Cleanse for Life" to view.

I will help you reconnect with your support team to help you answer their questions.

You are now well on your way to helping yourself get your best results, helping those you care about, and getting your products for lower cost or no cost at all.

You have also modeled how your friends and family can do the same.

While all this is going on, be sure to be reconnecting with your customers/Associates when they are on their first program to insure they get their very best results

Audio 4 - Inspiring to the Big Picture

You helped them get their best results on the Isagenix Program, you followed up, their emotional support team came on board, they received their E-Count card and received their first commissions. Now they are asking about the business.

Give them and have them listen to the audio by Robert Kiyosaki "The Perfect Business"

They will be on fire and ready to start in earnest.

Take them through the Associate Interview

Help them put their 90 Day Plan together. Have them print out two copies of the Executive Tracking Sheet. You print out a copy and track their progress with them.

Assign them to an Accountability Partner.

Help them create their Daily Mode of Operation

Set up times to touch base on a Daily and Weekly basis, especially in their first 90 Days. Show them how to do a 3-way call, and then schedule those calls.

Get them enrolled and trained in using our Data -base Follow up System. This will assist them in being more productive and have more fun in tracking their progress and the progress of their team members.

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<http://www.faith.isagenix.com> Transforming Lives One Person at a Time