



Business Appointment Flow

1-on-1 or 2-on-1 Meetings

If it's a 2-on-1 meeting, the new distributor must edify and introduce their sponsor, from that point forward the meeting is between the sponsor and the prospect. The new distributor's job is to make the introduction, then sit back, watch, learn, and let rapport develop b/w their prospect and sponsor.

Tools and Documents to Bring

- Product Samples
- Impact Magazine
- Solutions for Success DVD
- Rookie Bonus doc*
- Income Disclosure doc*
- Franchise Comparison doc*
- Business Entry Levels doc*

*Access at www.buildthechampion.com

1. Connect – Make a Friend

“Break Bread” Together – Get Spark, Slam, or Slim in their body! Have fun!

Ask: Where are you from? How long have you lived here? What are your interests and passions? What do you do for a living? Married, kids, dogs?

2. Transition into Advocare - Ask the 2 Key Questions

TRANSITION INTO ADVOCARE: “Sue, there are 2 main things we do with Advocare... 1) We help people with awesome nutrition, and 2) We help people build a Plan B income. My job today is to show you the full buffet of options and then to let you pick what's a fit for you...”

“First let me ask...”

1) *If you could improve 1 or 2 things with your health and fitness, what would it be? (let them answer, listen)

2) *I don't want to assume... but would an extra \$500 - \$1000 or more of monthly income be helpful for you? Why?

*LISTEN INTENTLY... The ANSWERS to these 2 questions ALLOW you to continue the appointment in a way that you're SOLVING issues that are IMPORTANT to them! You're no longer “selling”, you're a solutions provider. Relax, have fun... you've got your hands on something that can help them 😊

3. Show “Solutions for Success” DVD

- After you connect, show the **DVD** to “set the tone” for the rest of the meeting... the powerful stories open up people’s dreams, hopes, and desires
- “I’d like to show you some stories of the type of people who are doing well here...”
- Show the opportunity clip on the DVD
- Show stories that are relevant to your prospect (stories that address their interests and goals)... “You remind me of this couple... this story can become your story.”
- If no dvd/tv, then use the Impact Magazine to show relevant stories

4. Share the Advocare Story

- Use the **IMPACT MAGAZINE**
- 1) **Charlie Ragus** vision and message: making a difference in people’s health and finances- world class nutritional products with direct selling model by design, distributor based marketing plan to give the average person the chance for above average income, financial freedom and life by design
- 2) **Sci/Med Board**: over 200 years of experience, personal reputations to protect, highest quality ingredients, INFORMED CHOICE (certified banned substances free)
- 3) **NON PAID World Class Endorsers**: professional athletes and Olympians like Drew Brees, Wes Welker, Julius Jones, Christian artist Michael W. Smith.

5. Discuss Products – Safe, Effective, They Work

- Products are the ENGINE that drives the financial opportunity
- Tell stories: yourself, people you’ve helped, Impact Magazine
- **“24 Day Challenge”** is our solution for 80% of people starting on products with the basic needs of energy and weight loss
- Based on how they answered “*What are your top 1 or 2 health goals?*” suggest a specific regimen that will help them attain their goals

6. Share “The 4 Ways to Engage with Advocare”

- Use the **Impact Magazine** or write them out
 1. Retail, 2. Wholesale, 3. Retailer - Hobby, 4. Advisor - Biz Builder
- Emphasize that Advisor is ideal choice for many reasons... *discuss Advisor benefits and Rookie Bonuses before covering investment and discount levels*

7. Use the Business Documents to - SHOW THEM THE MONEY

- **Rookie Bonus doc – paint the vision of you helping them earn multiple bonuses**
- **Income Disclosure doc – share where you are and where you’re going by years end**

8. Cover the Discount Levels – ENCOURAGE ADVISOR

- Use the **Entry Levels doc** or write out by hand
- ENCOURAGE ADVISOR LEVEL by covering the following 2 points...
 1. *Emphasize that “90% of Rookie Bonus earners come in at the full Advisor (\$2100 level)”*

2. Risk free investment because they've got 12 months to send back any unopened products

- Use the **Franchise Comparison doc** to show the comparatively low cost of starting an Advo Biz

9. Share Your Vision

- Share your business story and where you are going-personal goal (i.e. 10K/month by end of the year)
- Staking claim and planting your flag in this region: those who come along WILL get paid
- Stories of what is happening for new advisors on our team getting started, getting paid and earning rookie bonuses
- Window of opportunity to partner with us on this journey: "Your friends and family WILL hear about Advocare, is it going to be from you or someone else?"
- Invite them to "PARTNER" with you and join the mission: to be a part of a culture who represents physical health, financial health, leadership development, and making a difference.

10. Help Them Get Started at Some Level

- NO RISK in starting strong with full advisor order
- 1 of 2 things will happen:
 - 1) It works - get product-love it - sell it - make money - all the things we've said
 - 2) Doesn't work - don't like product - don't sell - return for money back on all unopened product
- Ask for them to be honest with you with exactly where they are
- Ask them what their gut is telling them
- Do your best to get them started in some fashion that day

Desired Outcomes of a Business Appointment (in order)

1. Advisor / 40% level order on the spot
2. \$1500 / 30% level order on the spot
3. \$500 / 25% level order on the spot
4. Enroll as a distributor and order product to help reach their health goals
5. Retail sale of products to help reach their goals

Options for Enrolling and Placing Order Immediately

1. Online / Computer / Laptop
2. Call Advocare (800-882-4800)
3. Get their info on an order form or sheet of paper (cc#, address, email, b-day, ss#) and input it in the computer yourself

Follow Through as a Leader...

- If they start anywhere between \$500 - \$3000 (retail) with the intent of Advisor, schedule a follow up meeting / coaching call within the next 24 hours to walk them through our "**New Distributor Quick Training**" which coaches them on 1) Packaging Their Story, 2) Shield of Confidence, 3) Making Their List and Word Choices for Scheduling Appointments
- Honor your word... help them get paid... count the \$ they earn and celebrate each success