

EXPERIENCE THE HERBALIFE

3-DAY TRIAL PACK!



Training Manual



 **HERBALIFE**
Independent Herbalife Member

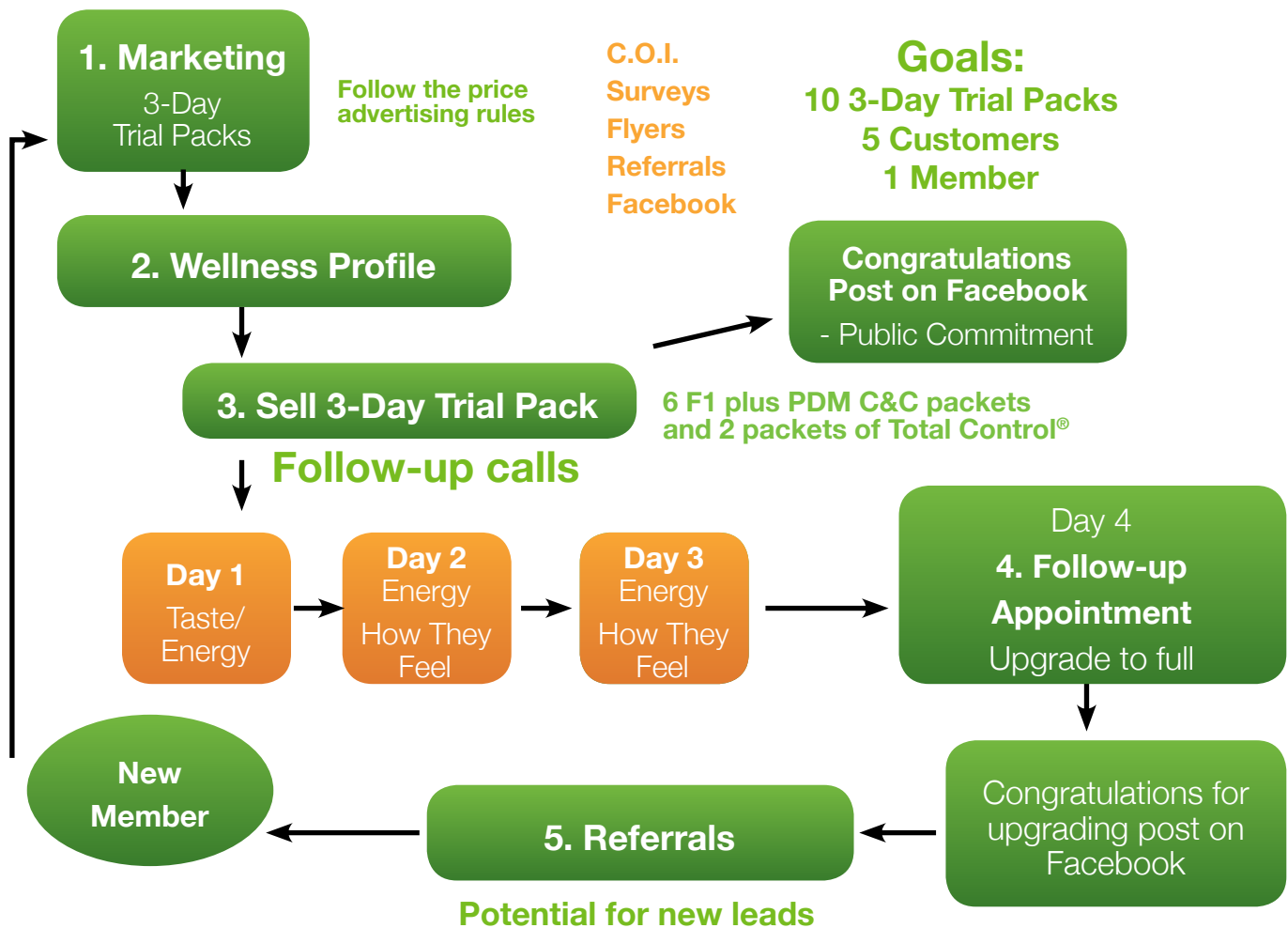
3-DAY TRIAL PACK!

Training Manual

Thank you to the UK Leadership Chairman's Club members David Bevan and Jane Clark and their team, including USA President's Team members Dave and Kelly Wilch, for sharing and teaching us this method to help build our

Herbalife business. This manual is designed to teach you step by step how to build a customer base and how to start building your team.

3-Day Trial Pack Flow Chart



WHAT TO ORDER

Below are the SKU #s for the Packets and the Total Control®. The following example is at the 50% Supervisor discount level – it also includes tax, be sure to note, tax that may or may not apply in your area.

Order Details

Order Month: Jul 2014
Order Month Volume: 6,096.71
Current Discount Rate: 50%

Order Total

Volume Point: 501.50
Product Earn Base: \$568.10
Retail Price: \$597.00

Discounted Retail: \$312.94
Shipping & Handling: \$31.34
Tax: \$47.76
Grand Total: \$392.04

Order Summary

SKU	Product Name	Qty.	Retail Price	Volume Points	Earn Base	Your Price
3145	Formula 1 + PDM On The Go-Cookies 'n Cream & PDM vanilla 7 packets per bag	18	\$518.40	\$435.60	\$493.20	\$271.80
0076	Total Control®-Original 3 Tablet Pack, 20 Packs	2	\$78.60	\$65.90	\$74.90	\$41.14



Before you continue, watch this very important training by either clicking on the link below or copy/paste on to your browser.

Initial Action Steps:

1. Get Trained (VIDEO TO COME)

<http://www.youtube.com/XXXXXXXXXXXXXXXXXXXXXXXXXXXX>

This is a very detailed training on how to completely do this 3-Day Trial Pack method, it is important to go through the training.

2. Prepare Your 3-Day Trial Packs

(This will be used until 3-Day Trial Packs are officially launched)

The 3-Day Trial Pack consists of:

- (6) Formula 1 + PDM Shake On The Go packets
- (2) Packets of Total Control®.

1. Place in a plastic bag (May use the plastic Herbalife bags the packets come in)

2. Place (6) Formula 1 + PDM Shake On The Go packets and (2) Packets of Total Control® in the plastic bag.

For long distance (social media prospects, etc.) the packets will fit nicely into a, priority mail envelope or flat rate video box. The box is free at the post office, but will ship anywhere in the U.S. for \$5.80. Note: Set up a FREE account at www.usps.com to print labels from home and save on postage.

For Face to Face Profiles and Presentations you may also wish to use:

- A Blender (to sample the shake at the Wellness Profile)
- Scales, Body Composition Scanners (to complete a Wellness Profile)
- Button “Ask About My 3-Day Trial Pack. START LOSING WEIGHT!” (to attract new business)
- Product on Hand (Trial packs and 1-5 full programs for immediate delivery)
- Business Cards (to hand out during conversations)

(Remember: Herbalife does not require the use of blenders, scales, scanners, or other instruments to promote Herbalife® products and services.)

Step 1: Marketing - Getting the word out...

NOTE: WE DO NOT advertise the price of the 3-Day Trial Pack in any marketing including all social media, websites or any print marketing as this is against Herbalife rules.

Pick 3 methods to market your 3-Day Trial Packs and do it consistently for 90 days for best results.

Aim to have 10 conversations a day if you are working your business part time and 20 a day if you are full time.

Who and How to Market:

To download posters, banners and other marketing materials, go to:

<https://www.myherbalife.com/toolsAndTraining/business/businessMethods/DMOs/sampling/samplingSupportMaterials.htm>

- Facebook
- Circle of Influence (People You Know)
- Face to Face

FAST AND EASY PLACE TO START + Free

Use Facebook to get the word out to your friends and family.

FACEBOOK POST: include testimonial picture and make it a different one every time. Use your own clients when you can! Have various contact methods, i.e., comment, inbox, text, call or website.

ALWAYS USE PROPER DISCLAIMERS with your posts and testimonials:

(Be sure to review Distributor Business Practices & Compliance on MyHerbalife.com)

Written Disclaimer to go with photos:

Consumers who use Herbalife Formula 1 twice per day as part of a healthy lifestyle can generally expect to lose around 0.5 to 1 pound per week. Participants in a 12-week, single-blind, study used Formula 1 twice per day (once as a meal and once as a snack) with a reduced calorie diet and a goal of 30 minutes of exercise per day. Participants followed either a high protein diet or a standard protein diet. Participants in both groups lost about 8.5 pounds.

Post on:

- Your wall
- Your friend's wall
- Your page
- Your friend's page
- Private message

Post: I am looking for 10 people to acquire my 3-Day Trial Pack to get started losing weight.

Ultimate Goals might include:

- Drop a dress size or 2
- Get toned
- Get ripped
- Lead a healthy lifestyle
- Meal skippers

What you will get:

- Free Wellness Profile
- Full body analysis
- Coached
- Full support
- Weighed and measured
- Free taste test when local
- 3 days of Herbalife nutrition, meal plans and coaching

To get more information on how to get your Herbalife® 3-Day Trial Pack, please comment below, inbox me or text me.



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Wear the button

Ask your Sponsor for a button or order them at: MyHerbalife.com

Getting into Conversations:

People are more scared to ask you than you are to wear the button, so when they glance at you, be prepared! You'll have a split second to get into a conversation, so when they look at your button or ask about it, you could say something like:

"Do you know about my button?"

"My company has just launched a special promotion. How would you like to try the world's best weight-management program for 3 days for only \$XX.XX? You won't believe how easy it is to get started!"

"Great, do you have a card so I can call you to set up an appointment?"

Or take their number (if no card) BEFORE you give them your card!

Existing Customers – Referrals

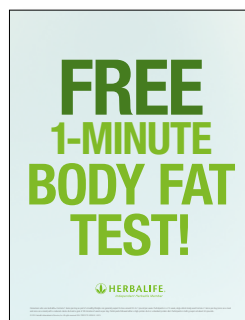
Ask your existing customers if they know anybody who would like to try your 3-Day Trial Pack – mention that you have a limited amount for the month.

Former Customers

Let your former customers know that if they are ready to get started again they are welcome to get the 3-Day Trial Pack and feel the difference again!

Flyers

Great plan for success: Personally hand out 500 min. per day for 90 days!



Hot Pockets

(Hot pockets are simply a piece of paper folded over and taped or stapled to create a "pocket" and then you put your flyers [not invites] into them and post them on bulletin boards, etc., in companies, employee break rooms, etc.. so more than one person can take the flyer about losing weight, a Fit Camp, etc...)

Personally put up 20-50 per day at local shopping centers, bulletin boards, company notice boards, bus stops, restrooms, break rooms, gas stations, and local shops with permission. Replenish or replace the same spots every 3-4 days. Insert only 5-10 cards or flyers into each pocket.



Step 2: Wellness Profile

Just because the 3-Day Trial Pack is only \$119.50 for a set of 10 (Retail Price and 100.50 Volume Points) does not mean you don't need to do a Wellness Profile. Don't try to shortcut the process.

To learn how to do a Wellness Profile work with your mentor to help you with your first few so that you can have hands on training and learn to create value. Be sure to let them taste a great tasting shake if local.

Make sure:

- They are serious about losing weight
- They understand what they have to do and what is expected of them (i.e., to call or text you the morning that they start)
- They have realistic expectations
- You/they take their measurements
- Not to promise any weight loss but rather talk about how they will feel in just 3 days
- To under promise and over deliver! Let them know that if they do well, you will be excited to coach them as a full customer
- To ask if they have friends who might want to partner with them and ask them about the "announcement text or post" (see below)

Action Step: ***Book your Day 4 follow-up before they leave or walk away or hang up phone.

IMPORTANT

Explain how making a public commitment will make them accountable and ask if you can tag them in a post congratulating them for starting with the 3-Day Trial Pack or give them the message to text/post. This starts the referral process immediately. Some may say no – but that's no problem!

Tell your customer after their Profile: "We can offer the 3-Day Trial Pack at this price because we rely on help from customers who see the value of all this great information that you just got (the Profile). I would love for you to post or send a text out to your friends, family, FB, etc., and it will also help you – maybe you'll have friends who will join you and help you stay on track and be accountable. It's more fun with friends! (Again, don't worry if they won't, they may later!)"

Here is the text you send on Day 1 to your customer to forward and share:

Hi Everyone! I just started trying an Herbalife® 3-Day Trial Pack. I've heard great things and I am determined to get a result! Just letting you know so that you can help me stick to the program for at least 3 days :) LOL! Also, my coach is great so text or message me back if you know anyone who may want to join me... it will be fun to have friends!

Then we ask: "How many people can you send this to? – THANK YOU SO MUCH!"



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Step 3: 3-Day Trial Pack Usage: The Next 3 Days

Follow up every day over the next 3 days...

- “How did your shake taste?”
- “How much water did you drink?”
- How is your energy level throughout the day?
- Overall how do you feel?
- Also you can offer incentives for referrals!

FOLLOW-UP Messages for Day 1, Day 2, Day 3: Keep it brief, simple, and positive! Refer back to their profile to ask about energy, hunger, taste, water, simplicity, and convenience!

Step 4: Follow-up appointment

- Full set of measurements
 - Highlight positives
 - Congratulate and celebrate
 - Assume the upgrade, present the products
- “Congratulations when would you like to start on a full program?”

Congratulations text on Day 4:

At this stage, the customer is usually very positive, so now is the time to ask for help with referrals in the form of a text or Facebook post to their friends and family.

“Great news everyone! I finished my Herbalife® 3-Day Trial Pack and I feel amazing and confident! Breakfast has never been easier and I have tons of energy and feel fantastic. If you know anybody else who wants to give this a try and do this with me, please message me – I’m moving forward!”

Step 5: Referrals

ASK- Who do you know that would like to get results like these?
Ask them if you can post their results on Facebook.
You can offer Referral incentives

On Day 4 during the follow-up appointment, be sure to highlight the positives (energy, hunger, etc.), congratulate and celebrate ANY success (even consistency), and assume they will move into our core nutrition programs. Say things like: This obviously works for you. Are you ready? We can build a healthy, sustainable weight-loss program for you, what flavor do you like...?

GOAL-SETTING APPROACH: 10-5-1

10 Wellness Profiles

- 10 3-Day Trial Packs Sold
- 10 Follow-up Appointments

5 Full Customers

- Treat every customer like treasure. Every customer, if treated correctly, is a potential Member!

1 New Member

3-Stage Process

- 1. Do it!** 20-40 3-Day Trial Packs', follow process can lead to 20 personal customers
Potential profit of - \$1533.50* / Month (1-3 month plan)
- 2. Teach it to 10 Members:** 10 Members x 20 customers + 20 personal customers
Potential profit of - \$3067.00* / Month (6-18 month plan)
- 3. Teach them to teach their Members** (3-5 year plan)
*Quickstart + PDM programs purchased as a Supervisor.
Does not include expenses, including shipping cost of 3-Day Trial Packs.

Take Action!

- Order **10** 3-Day Trial Packs!
- Find **10** serious people!
- Do **10+** Wellness Profiles!
- Sell **10** 3-Day Trial Packs!
- Follow the process!
- Repeat & Teach To Your Team!

Here are some sample scripts you can use to contact your Circle of Influence:

Hi _____! This is _____. How are you?? (Small talk first; build rapport)

I am so excited I just got started with my own business as a Wellness Coach and I was thinking of you as you had mentioned before you've wanted (examples: more energy, to lose weight, to get healthy!)

I've got a 3-Day Trial Pack of the program:

You will get a FREE Wellness Profile and a chance to try the program for 3 days in a row. **Book Profile** Share your Results**

Hi _____! How are you? I'm super excited! I just became a Wellness Coach and I've lost _____ and feel amazing! Typically, people lose between half a pound and a pound per week with Herbalife® Formula 1 shakes and a healthy lifestyle. I was wondering if you might be able to help me out? We have a brand new program that comes with a 3-Day Trial Pack. You get 6 of our amazing healthy meals that give your body great nutrition each day and 3 days of our Total Control® tablets for an energized feeling! I was thinking of you because you are into getting healthy and feeling great! You can try the pack for only \$20. *If you need to ship the Pack charge \$25

Working With Social Media/Long Distance Prospects:

Since so many of you are getting messages for 3-Day Trial Packs on social media, here is a suggested process to follow. Make sure that you respond to their comments with excitement (so glad you are going to be one of my 10! You are going to love how great you feel!) Then tell them that you are sending some questions, part of a profile, that you'll need answered so that you can personalize for them and get them started or if they'd rather not type so much then ask them to please send a direct phone number and the best time to chat (SEE BELOW). ***Note: you are going to want their phone number anyway so you can save time, take payment, hear their emotion, etc.

I usually do a quick profile first so please answer these questions so that I can get an idea about what you are doing now and how we might help:

- **What time do you wake up?**
- **What time do you eat breakfast?**
- **What do you usually eat for breakfast?**
- **What time do you snack or do you skip a morning snack?**
- **What time do you eat lunch and what is your typical lunch?**
- **Afternoon snack?**
- **And dinner? What time?**
- **Do you get tired? Throughout the day? When?**
- **Do you get hungry, if so what do you crave?**
- **What is your current weight and how tall are you? (BMI information, protein needs, calorie range, etc.)**
- **And finally, what are you looking to accomplish?**



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The 3-Day Trial Pack

The 3-Day Trial Pack gives you 6 delicious meal replacements and our Total Control®, which is amazing, and makes you feel energized! When we talk, I will customize how much protein, etc. you should be getting and also share some easy snacks for Great Results!

Step 1:

Ask, “Do you have any friends or family who might want to do this with you? It’s so much fun and can really help you stay accountable and get better results.” Don’t worry if you don’t get referrals here. At the end of the 3 days, find something to compliment them on (wow, you have more energy, if they lost any weight or inches, ease to stick to, etc., and ask if they know anyone they’d like to help – with your help!) You can also mention that you’ll be happy to show them how to make some extra money helping others.

Step 2:

Have them weigh and measure the morning they are starting and text you that they started. You can have them send you a picture of their scale reading. Follow-up is key, as you need to either talk or text (communicate with them for all 3 days). How’s your energy, hunger? Refer to the questions from the Profile to see how they are doing.

At the end of the 3-Day Trial Pack program, review their Profile numbers. Remind them that this was a trial to see how they would like the program – they did great – and for healthy weight loss you’ll go over the Core Nutrition Programs with them. (If you are new have your coach help you.) Ideally, they will start with at least a Quickstart with PDM. Keep it Simple!



Congratulations on your decision to try our 3-Day Trial Pack.

I'm very excited for you. The Herbalife® products have changed my life forever and I believe you will love them too. I look forward to working with you to help you achieve your desired result.

Herbalife is a global nutrition company that has been changing people's lives with great products since 1980. Started 34 years ago, they have now spread to over 90 countries, servicing millions of people with over \$7.5 billion in suggested retail sales in 2013. The secret to their success lies not just in fabulous nutrition products, but also in the fact that each customer receives personalized coaching from their own Wellness Coach – that's me.

For this program to work it's vital that you follow directions, as the 3-Day Trial Pack is only for a short time period, it does not allow for much intervention.

INSTRUCTIONS:

1. Text/Call your Coach before starting, that you have received the package.
2. Weigh and measure yourself before starting with the 3 Day Trial Pack.
Take a picture of the scale reading if possible.
3. Use one Healthy Meal packet for breakfast and one Healthy Meal for lunch for 3 CONSECUTIVE days.
4. Have the first shake within 1 hour of getting up in the morning.
5. Take 1 Total Control® tablet with 16 fl. oz. water after each shake, twice per day.
6. Have the second Healthy Meal shake 4 hours later (i.e., 8:00 a.m. and 12:00 p.m.).
7. To make each Healthy Meal shake: Blend or shake contents of one packet with 8 fl. oz. of cold water and ice. Please do not use coconut water, almond milk or juice to mix with the packets. This might be done later, but for this Trial we need to watch the calories and may need to add protein using soymilk. I'll be following up with you.
8. Drink 16 fl. oz. water after EACH Healthy Meal shake.
9. Drink 90 fl. oz. of water per day.
10. At 4:00 p.m. take some form of protein snack, e.g., 1-2 hard boiled eggs, 6 oz. Greek yogurt.
11. Eat dinner between 5:00 p.m. – 8:00 p.m. Women – eat a portion of protein equal to at least one chicken breast; Men – equal to two chicken breasts. Other vegetables as desired – about half the plate.
12. Do not weigh yourself until the morning of the 4th day.

Committed to your success,



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EXPERIENCE THE
3-DAY TRIAL PACK
FROM HERBALIFE

A GREAT INTRODUCTION
TO HERBALIFE NUTRITION

