Product Focused Webinar Script

Script Tip: Always change the wording of the scripts to make them sound like YOU. It's ok to change the wording, but stick to the structure of the scripts.

INVITE SEQUENCE:

D1:

Hey *FIRSTNAME or NICKNAME* there's a big webinar this <DAY> at <TIME> by Dr. _____. He's used USANA with thousands of people and talks about the science behind what the products do for you. Would you like the details to see it? It's going to be awesome.

<AFTER THEY SAY YES>

D2: Sounds good. Will you be watching it on your phone or computer?

Script Tip: Facebook Messenger DOES NOT allow Zoom Links to open into the Zoom App. The only solution is to send the Zoom Meeting Link via cell phone (text) or email.

IF THEY SAY "PHONE":

D3: Sounds good I need to text you the link. What's your phone number?

or

D4: Sounds good. I'm going to I'm going to text you the link, just a sec.

IF THEY SAY "COMPUTER or IPAD":

D5: Sounds good. What's the best email to send it to?

INSIDE THE EMAIL OR TEXT SAY THIS:

D6: All of the info is on the flyer. You can click on this link to join at the time of the webinar: http://products.teamdsi.info

<MAKE SURE YOU SEND THE JPG IMAGE OF THE FLYER>

TO ACCESS THE FLYER: Go to the "Straightforward & Proven Results" Facebook Group. Look for it under TOPICS > Upcoming Event Links. Save it to the camera roll of your phone.

D7: Did you receive it? **<WAIT FOR THEIR RESPONSE>**

D8: Ok sounds good. Just make sure you download the Zoom Cloud Meeting App (or program) in advance. I will also be in touch before it starts. I hope you have an awesome day!

Confirmation Texts *The most important part of the process*

D9: (The day before the event)

Hey *FIRSTNAME or NICKNAME* I'm excited to be with you at the Dr. _____ webinar event tomorrow! Were you able to download Zoom Cloud Meeting ok?

D10: (2-3 hours before the event)

Hi *FIRSTNAME or NICKNAME* see you in a few hours on zoom. It's going to be a fantastic webinar!

D11: (20 minutes before the event)

Hi *FIRSTNAME or NICKNAME* I'm logging on early. Here's the zoom info once more: http://products.teamdsi.info The waiting room is open so you can join anytime. See you in a few minutes!

Situational Texts For Those Who Don't Respond



(TR15) IF PROSPECT DOESN'T RESPOND 1 DAY AFTER YOUR LAST MESSAGE, SEND THIS:

Hi FIRSTNAME I'm not sure if you saw my message above. I hope you're having an awesome day.

<AFTER THEY RESPOND, PICK IT BACK UP WHEREVER YOU LEFT OFF>

(TR20) IF PROSPECT GHOSTS FOR 1-2 DAYS AT ANY TIME DURING THE PROCESS:

Hi *FIRSTNAME or NICKNAME* I'm assuming you don't want to take a look. If I am mistaken let me know. Otherwise I won't bring it up again! You are still an awesome friend.

(TR21) IF PROSPECT IGNORES YOU FOR 3+ DAYS:

Hi *FIRSTNAME or NICKNAME* I know you aren't the type of person to not to respond. I know something must have happened. Please let me know you're alright.

(TR22) IF PROSPECT IS INTERESTED BUT CAN'T ATTEND THE LIVE ZOOM EVENT:

I totally understand if you can't attend the live event. If you still want to follow along with a recorded video of the event we can do that instead. Would that work better for you? **<IF THEY SAY YES, GO TO PAGE 5 AND CONTINUE WITH MESSAGE "N2" >**

(TR23) IF PROSPECT SAYS THEY WILL LET YOU KNOW LATER IF THAT DATE WORKS:

I totally understand. May I send you the details?

(TR24) IF PROSPECT SAYS THEY NEED PRODUCT INGREDIENT INFO BEFORE DECIDING:

I totally understand. May I send you the details?

***** Wondering what (TR15), (TR20), etc. means? Google "Keyboard Shortcuts for iPhone" or "Keyboard Shortcuts for Android" – You can set up these messages to auto-populate.**

Texting Scripts to Schedule Enrollment Phone Calls

READ THIS FIRST: Call your most interested prospects IMMEDIATELY after the webinar. Don't text, just call directly and see if they answer. **Make sure you are reading the script on page 6 when they answer**. It is critical that you get your expert on a 3-way call if available.

Script Tip: If you have several prospects on the same zoom presentation, call the hottest prospect first. If they don't answer, call the next hottest prospect. Try to get at least one prospect on the phone immediately after the event, but also text the others using message G1 below. Make the effort to schedule the enrollment phone call with each guest, even if it's a few days after the event. Work your way through everyone. Set aside 30 minutes for each call. Schedule them back-to-back-to-back ideally.

G1: Hi *FIRSTNAME or NICKNAME* it was so great being with you on the webinar. I normally do a quick follow up call to get your feedback and answer questions. Can I call you here at *TIME* or would the next day at *TIME* be better?

G2: Perfect talk to you then!

or

G3: Perfect, I will text you an hour before I call tomorrow. Talk to you then!

CONFIRMATION TEXTS: *The most important part of the process*

G4: *(CONFIRM one day before the scheduled phone call)*

Hi *FIRSTNAME* I will be calling you tomorrow at TIME. Please respond to confirm. I hope your day is going well.

G5: (1 hour before the scheduled call)

Hi *FIRSTNAME or NICKNAME* I will be calling you here in an hour. Looking forward to saying hello!
<Set aside 30 minutes per call and follow the script on page 6>

If Your Guest Did Not Show Up

N1: Hi *FIRSTNAME* I was thinking… would it be better if we scheduled to talk after you watch the recording on your own? I could send you a YouTube video. **<THEY WILL SAY YES>**

N2: Ok sounds good. What day do you think you'll be able to watch it? **<LET THEM RESPOND WITH THE BEST DAY FOR THEM>**

N3: Perfect that works. So if I call you on *DAY* at *TIME* could you watch it by then?
<MAKE SURE THEY AGREE TO A DAY & TIME BEFORE SENDING THE VIDEO>

N4: Ok cool. This YouTube video is a past replay that covers the same content you missed live: http://productvideo.teamdsi.info Does the link open ok for you? **<THEY WILL SAY YES>**

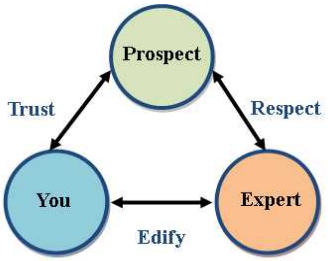
N5: Ok you are all set. I hope you have an awesome week (or weekend). Talk to you on *DAY* at *TIME*!
<MAKE SURE YOU CONFIRM IN ADVANCE USING THE TEXTS BELOW>

CONFIRMATION TEXTS: *The most important part of the process*

N6: *(If the call was scheduled a few days out, CONFIRM one day before)*
Hi *FIRSTNAME* I will be calling you tomorrow at *TIME*. My schedule is packed so please respond to confirm. I hope your day is going well.

N7: *(1 hour before the scheduled call)*
Hi *FIRSTNAME* I will be calling you here in an hour. Looking forward to saying hello!
<Set aside 30 minutes per call and follow the script on page 6>

Enrollment Phone Call Script – USE AN EXPERT IF YOU CAN!



READ THIS FIRST!

Your trial experience clients trust you, but they do not respect you as the expert. The best associates connect a 3rd party expert to build respect & credibility to the exposure. This is the key to having great results.

IF EXPERT IS AVAILABLE START HERE:

STEP 1: Hi FIRSTNAME before I ask what you thought about the info, is it ok if I get my mentor on the line because he (or she) is helping me through the process? **<THEY WILL SAY YES>** Ok thanks, I'm going to do a 3-way call please hold just a second. **<CONNECT YOUR MENTOR ON A 3 WAY CALL>**

FIRSTNAME, I want you to meet MENTOR'S FIRST & LAST NAME, he/she is very well respected in the company and I am very lucky to be working with him/her. MENTOR'S NAME are you on the line?

MENTOR SAYS:

Hi FIRSTNAME how's it going? **<WAIT>** Hey thanks for letting ASSOCIATE'S NAME practice on you. You are a great friend. How do you know ASSOCIATE'S NAME? **<TAKE NOTES>** That's awesome. And what do you do for a living? **<TAKE NOTES>** And how long have you been doing that? **<TAKE NOTES>** Well I have to brag on ASSOCIATE'S NAME because he/she has been following directions exactly and we believe he/she can be a top leader in our company.

So before ASSOCIATE'S NAME asks you these questions, I just want to share with you my 30 second story. Prior to USANA I was dealing with _____ and feeling _____, and although USANA is not a cure, I have noticed a huge difference in my health. Today I feel _____ and I have noticed _____. I decided to work with USANA because _____ and I'm most excited about it because _____. **<WAIT>** Ok so, ASSOCIATE'S NAME can you please share your 30 second story and then ask PROSPECT'S NAME the questions. **<PROCEED TO STEP 2 ON NEXT PAGE>**

IF THE EXPERT IS NOT AVAILABLE, START HERE:

STEP 1a: Hi FIRSTNAME so before I ask what you thought about your experience, I just want to share with you my 30 second story. **<KEEP YOUR STORY SHORT & TO THE POINT>**

STEP 2: (YOU SAY):

Prior to USANA I was dealing with _____ and feeling _____, and although USANA is not a cure, I have noticed a huge difference on the products. Today I feel _____ and I have noticed _____. I decided to work with USANA because _____ and I'm most excited about it because _____. **<NEW ASSOCIATE MUST HAVE STORY WRITTEN, TO THE POINT, & COMPLIANT. WORK WITH YOUR MENTOR ON THIS>**

STEP 3: Ok FIRSTNAME, so now I'm going to ask you the questions:

1. What did you like most about the webinar (or video)? **<TAKE NOTES & REPEAT WHAT WAS SAID>**

2. Is there anything else that stood out? **<TAKE NOTES & REPEAT WHAT WAS SAID>**

3. Ok I'm going to send you a link right now and go over the product options he discussed. Just a sec…

IMPORTANT: Use the USANA Customer Connect App to create a custom link with the products that were discussed in the webinar. Send the link, explain LIVE on the call, and continue by asking question #4 below. For a short training video on how to make a custom link, visit: http://3minutes.teamdsi.info

4. Which products do you feel like would be best for you? **<BE SILENT–LET THEM ANSWER>**

5. Where would you like your products shipped? **<WAIT>** What is your email and phone number?

6. What's the credit card number you'd like to use? **<BE SILENT, BE CONFIDENT, & WAIT>** Also the CVV code & expiration date? Billing address same as shipping?

****IF THEY AREN'T READY TO BUY ON THIS CALL:** *IMMEDIATELY GO TO TOP OF PAGE 8 and read: Script for Prospect That Needs More Time Before Buying.*

7. It's only nine dollars more to upgrade your account into a tax write off. It would be an associate account that also pays you 10% on any clients that you invite to future online events. It's a smart move. Would you like to add that to your order? **<MANY WILL SAY YES>** Ok I will add that. For the tax write off and sending you paychecks they need your Social Security Number. What's your social? **<NOW BE SILENT WITH CONFIDENCE AS THEY GIVE YOU THEIR SOCIAL. YOUR TONE & DELIVERY CREATES CERTAINTY FOR THEM>**

8. Ok got it. Welcome to the USANA Family I am excited for you to have great results! I will process your order right away and also set up a future auto order discount that I will explain the next time we talk. You will get an email saying that it has been set up but you won't be charged. I will walk you through your account next week to show you how it works. Now I will read you a quick script to get you ready!

<IF THEY WANT TO BE A CLIENT ONLY, READ THE TOP OF PAGE 8>

<IF THEY WANT TO BE AN ASSOCIATE, READ THE MIDDLE OF PAGE 8>

**You may get an associate who doesn't want to work it immediately. Treat them as a client only for now.*

Quick Start Script for New Client

SAY THIS:

The best thing you can do while you wait for your products to arrive is watch some short videos by Dr. Oz. He did his research, he visited USANA, and tried the products himself. He decided he wanted us to be a sponsor of his TV show. For the last 3 years Doctor Oz has featured different USANA products once-a-month to his nationwide audience. It is a big nod to USANA doing the right thing for the last 28 years. Each video is only 3 to 7 minutes long. I'm going to send you the link right now. **SEND:** http://doctoroz.teamdsi.info Does it open for you? **<WAIT>**

Ok you are all set. The last thing is to schedule your product welcome call where I will walk you through your products and your online account. Your products should arrive within about 5-7 days from now. I can talk on **<DAY>** or **<DAY>** which is better? Ok. And on that day I can talk at **<TIME>** or **<TIME>**, which would be best? **<LET THEM CHOOSE>** Ok sounds good. I will be calling you then to discuss what you liked about the Dr. Oz videos and go over your products when you have them. Thanks again for becoming my client. Talk to you then.

****IMPORTANT RETENTION TIP:** *Send your new client a HAND WRITTEN Thank You Card in the mail the next day. Very few people take the time to hand write a Thank You Card. Your associates are ALSO your clients. HAPPY CLIENTS are the best advertising money cannot buy.*

Quick Start Script for New Associate

SET THE NEXT MEETING FOR THEIR FIRST HOUR TRAINING BY SAYING THIS:

Before we meet for your first hour training, the best thing you can do is go to our Team DSI YouTube Channel and choose some success stories to watch. Actually it's best to watch 1 per day for the next 90 days because you will learn so much and have a huge head start. We have many success stories from all different walks of life. I'm going to send you the link right now and I want you to choose the first one you're going to watch. Ok I'm sending now…

SEND THIS LINK NOW: http://results.teamdsi.info Did you get it? **<LET THEM ANSWER>** Can you click on the link and tell me if it opens up for you? **<MAKE SURE IT OPENS UP FOR THEM>** Ok cool. And which success story would you like to watch before we talk again? **<LET THEM CHOOSE>** Ok sounds good. Lastly, I suggest we schedule a call for the next 24-48 hours to start your First Hour in Business Training. I can talk on **<DAY>** or **<DAY>** which is better? Ok. And on that day I can talk at **<TIME>** or **<TIME>**, which would be best **<LET THEM DECIDE>** Ok sounds good. Talk to you then!

<BEFORE CONDUCTING THE FIRST HOUR IN BUSINESS TRAINING, WATCH Video #1 at http://training.teamdsi.info TO BE PREPARED TO LEAD THEM THROUGH>

****IMPORTANT RETENTION TIP:** *Send your associate a HAND WRITTEN Thank You Card in the mail the next day. Very few people take the time to hand write a Thank You Card. You will stand out and they will be loyal & re-order. HAPPY CLIENTS are the best advertising money cannot buy!*

Script for Prospect That Needs More Time Before Buying

SAY THIS:

I totally understand if you need a little more time. The best thing you can do for your research is watch some short videos by Dr. Oz. He did his research, he visited USANA, and tried the products himself. He decided he wanted us to be a sponsor of his TV show. For the last 3 years Doctor Oz has featured different USANA products once-a-month to his nationwide audience. It is a big nod to USANA doing the right thing for the last 28 years. Each video is only 3 to 7 minutes long. I'm going to send you the link right now. **SEND:** http://doctoroz.teamdsi.info Does it open for you? **<WAIT>** Ok cool. And which videos would you like to watch before we talk again? **<LET THEM CHOOSE>**

Ok you are all set. What I normally do is schedule a call within the next day or two so you have enough time to do your research, look at your budget, and make the decision that's best for you. I can talk on **<DAY>** or **<DAY>** which is better? Ok. And on that day I can talk at **<TIME>** or **<TIME>**, which would be best? **<LET THEM CHOOSE>** Ok sounds good. I will be calling you then and if you are ready at that time we can do your payment info over the phone and help you start working towards your health goals. Talk to you then. **<ON THE NEXT CALL, READ THE FOLLOW UP CALL SCRIPT ON PAGE 10 & ENROLL THEM AT THAT TIME>**

****PRO TIP:** *Remember that many people need 4-6 exposures before they enroll. Continue to schedule follow up calls and find different pieces of info to give them. If you keep inviting them to review more info with ZERO pressure, they'll eventually enroll. Keep an open and patient heart. If they stop responding, let them go. But if they continue to keep their phone call appoinments, they will eventually enroll.*

Follow Up Call Script (if they did not buy initially)

IF EXPERT IS AVAILABLE START HERE:

Step 1: Hi FIRSTAME, I have MENTOR'S NAME on the line with me as well, hold on just a sec… **<CONNECT MENTOR IN>** Ok we are all together. **<MENTOR SAYS HELLO>** Hello FIRSTNAME how have your last few says been? **<SMALL TALK FOR 1-3 MINUTES>**

IF EXPERT IS NOT AVAILABLE START HERE:

Step 1a: Hi FIRSTAME, how have your last few days been? **<SMALL TALK FOR 1-3 MINUTES>**

STEP 2: Ok FIRSTNAME, now that you've had a little more time to research I have some questions for you:

1. What did you like about the Doctor Oz videos you saw? **<TAKE NOTES>**
2. Which product bundle do you feel like would be best for you? **<BE SILENT–LET THEM ANSWER>**
3. Where would you like your products shipped? **<WAIT>** What is your email and phone number?
4. What's the credit card number you'd like to use? **<BE SILENT, BE CONFIDENT, & WAIT>** Also the CVV code & expiration date? Billing address same as shipping?

> ****IF THEY STILL AREN'T READY TO BUY ON THIS CALL:** *IMMEDIATELY GO TO TOP OF PAGE 9 and re-read: Script for Prospect That Needs More Time Before Buying. Give them a different piece of info to review (your choice) and schedule the next follow up call. Keep the process going. It's ok!*

5. Ok got it. It's only nine dollars more to upgrade your account into a tax write off. It would be an associate account that also pays you 10% on any clients that you invite to future online skincare events. It's a smart move. Would you like to add that to your order? **<MANY WILL SAY YES>** Ok I will add that. For the tax write off and sending you paychecks they need your Social Security Number. What's your social? **<NOW BE SILENT WITH CONFIDENCE AS THEY GIVE YOU THEIR SOCIAL. YOUR TONE & DELIVERY CREATES CERTAINTY FOR THEM>**

7. Ok got it. Welcome to the USANA Family I am excited for you to have great results! I will process your order right away and also set up a future auto order discount that I will explain the next time we talk. You will get an email saying that it has been set up but you won't be charged. I will walk you through your account next week to show you how it works. Now I will read you a quick script to get you ready!

<IF THEY WANT TO BE A CLIENT ONLY, READ THE TOP OF PAGE 8>

<IF THEY WANT TO BE AN ASSOCIATE, READ THE MIDDLE OF PAGE 8>

**You may get an associate who doesn't want to work it immediately. Treat them as a client only for now.*

Product Welcome Call Script for New Clients & New Associates



(Read to them BEFORE they start their products)

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. The dosage for each supplement you received is _____. **<EXPLAIN THE FULL DOSAGE OF EACH SUPPLEMENT>**

2) And if you ordered skincare, please watch this short video on giving yourself a facial from the rest of the line. I'm going to send it you right now. Hold on just a second… **SEND:** http://celavivefull.teamdsi.info Did you receive it? **<LET THEM CHECK>** Can you tell me does it open ok for you? **<WAIT>** Ok perfect.

3) If you ordered shakes or the RESET, please watch this short video on how to make the shakes taste amazing. I'm going to send it you right now. Hold on just a second… **SEND:** http://MakeShake.teamdsi.info Did you receive it? **<LET THEM CHECK>** Can you tell me does it open ok for you? **<WAIT>** Ok perfect.

4) And if you ordered Rev3 stickpacks, please watch this short video on how to make them taste amazing. I'm going to send it you right now. Hold on just a second… **SEND:** http://RevSticks.teamdsi.info Did you receive it? **<LET THEM CHECK>** Can you tell me does it open ok for you? **<WAIT>** Ok perfect.

5) Next, 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.

6) Also your urine will be turning bright yellow and this is totally normal. The CellSentials give you so much nutrition that your cells will absorb to their FULL capacity. Your pee will be bright yellow because your body is getting rid of extra Vitamin B2. Your body cannot store B2, so it needs to be received daily through your supplements. This is totally normal and ensures that everyone who takes them gets OPTIMAL nutrition.

7) 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 much easier. 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. Another option is an $8 pill crusher from Walgreens. A pill crusher will powderize your tablets and you can mix with orange juice. It works! Your body desperately needs this nutrition so I want to encourage you to stick with it!

8) Lastly, let's set up a time to talk in the next week to go over your online account. I'd like to also see how you are feeling after your first week on the products can talk on **<DAY>** or **<DAY>** which is better? Ok. And on that day I can talk at **<TIME>** or **<TIME>**, which would be best? **<LET THEM CHOOSE>** Ok sounds good. I will be talking to you then. I hope you have an awesome week!

<TO PREPARE FOR THE ACCOUNT OVERVIEW: go to http://training.teamdsi.info and Watch Video #10 for Client Account Overview & #12 for Associate Account Overview>

Specific Health Concern – with Live Doctor Webinar as Initial Exposure



J1: Hi FIRSTNAME I know you have been dealing with _____. I thought of you because I have several friends who have had really great results taking some specific nutritional supplements. I'm sure you're totally happy with what you're already doing, and I'm not sure if you'd be open, but if you want I can get you more information about it. **<THEY WILL SAY YES>**

J2: There's actually a webinar on *DAY* at *TIME* by Dr. _____, he (or she) has given the products to thousands of people and it's the best thing you can watch to get the info. Does that time work for you? **<IF THEY SAY YES>**

J3: Ok here's the link to join at *TIME*: http://products.teamdsi.info I will be calling you afterwards to discuss!

CONFIRMATION TEXTS – MOST IMPORTANT!

J4: Hi FIRSTNAME here's the link to join tomorrow at *TIME:* http://products.teamdsi.info You must download the Zoom Cloud Meetings app on your phone or computer. It's really easy. Have you used zoom before? **<HELP THEM FIGURE OUT ZOOM IF THEY NEED IT>**

J5: (2-3 hours before the event)
Hi *FIRSTNAME* see you in a few hours! I'm so excited to spend some time with you online. It's going to be a blast!

J6: (20 minutes before the event)
Hi *FIRSTNAME* I'm logging on early. Here's the zoom info once more: http://products.teamdsi.info
See you in a few minutes! **<AFTER THE WEBINAR USE THE SCRIPT ON PAGE 4 TO SCHEDULE THE ENROLLMENT PHONE CALL>**

Specific Health Concern – with YouTube Video as Initial Exposure



K1: Hi FIRSTNAME I know you have been dealing with _____. I thought of you because I have several friends who have had really great results taking some specific nutritional supplements. I'm sure you're totally happy with what you're already doing, and I'm not sure if you'd be open, but if you want I can get you more information about it. **<THEY WILL SAY YES>**

K2: There's actually a recorded webinar I can send you, it's kind of long, but you will get the idea after the first 10 minutes and if it resonates with you, you can watch the rest. If I send it to you, when do you think you'll be able to watch it? **<LET THEM SAY>**

K3: Perfect. So if I call you on *DAY* at *TIME* can you watch it by then? I'm being trained on how to walk people through and I have to ask you a few questions afterwards. **<THEY WILL SAY YES>**

K4: Sounds good. Here's the link: http://productvideo.teamdsi.info The video features Dr. Ladd McNamara who has used the products with thousands of people. I will be calling you at *TIME* later tonight (or tomorrow). I hope you have an awesome day.

CONFIRMATION TEXTS – MOST IMPORTANT!

K5: *(If the call was scheduled a few days out, CONFIRM one day before)*
Hi *FIRSTNAME* I will be calling you tomorrow at *TIME*. My schedule is packed so please respond to confirm. I hope your day is going well.

K6: *(1 hour before the scheduled call)*
Hi *FIRSTNAME* I will be calling you here in an hour. Looking forward to saying hello!
<SET ASIDE 30 MINUTES PER CALL AND FOLLOW THE SCRIPT ON PAGE 6>