NA 2.0

80% OF YOUR COMPANY

VERSION (2009 – 1007)

IMPORTANT NOTE : You may have to adjust, omit or add steps to this flow process depending on individual situations.

NA 2.0 GO CHECKLIST

"The things you need to meet the needs of a variety of prospects."

*(THE ITEMS WITH A * ARE AVAILABLE AS A CUSTOMIZABLE TEMPLATE)*

FOLDERS (5)

> Logistics Storage (ie: How To Sheets)
> Study Folder - (Product Info)
> Document / Flyer Folder (Copies)
> Document / Flyer Folder (Originals) – (Or get a flash drive.)

> Presentation Folder

BASIC SUPPLIES

- ✓ Intro Letter & Overview (Two Sided) *
- ✓ Offline Catalog w/ CSP *
- ✓ TEC PAK - (Your Samples)
- ✓ Order Forms * (have 2/3 per NA)
- ✓ Bank Bag w/ Change
- ✓ Your Business Cards
- ✓ Product from your store in hand (to show loyalty to <u>your</u> brand)
- ✓ Note Pad (for taking notes about the prospect)
- ✓ Calculator
- ✓ Thank You Cards * - Stamps , Envelopes
- ✓ Planner / Schedule Book
- ✓ Loose Leaf Paper or Computer for Prospect Files
- ✓ Client / Customer Welcome Letter *

READING MATERIAL / PUBLICATIONS / FLYERS – (SUGGESTIONS)

- O Magazine
- Energize Your Life (Book)
- Supplier Catalogs
- Personalized Health
- Flyers * and Literature for your prospect's needs.
- (Your) - BOOK OF BUSINESS

DOCUMENTS

- NA 2.0 Guide * (It's what you are reading right now)

- NA 2.0 Guide Details *
- Survey *
- Perfect Pack Health Flyer
- Ideal Client Profile / Referral Sheet *
- YOUR VISION STATEMENT – (Print on nice paper and laminate)

OTHER NOTES HERE

PHASE I: PHONE WORK

STEP 1:

Have files of some type for each potential client / customer. Update when you talk with them or if there are significant changes in their life or how they relate to your products.

STEP 2:

Prepare your call. Know what you will say. (each person has different needs)

STEP 3:

Call your prospect.

STEP 4:

Talk to your prospect using a script and a generic survey.

STEP 5:

Make notes about the prospect needs and schedule an appointment with a start **AND** end time. (Ideal :10 to 20 minutes – no more than 30)

STEP 6:

MEETING PREP: Use the Go Checklist and survey to bring items that are relevant. Bring other products too. Have questions to ask based on survey. Make notes. List other things you may want to do or address.

DO NOT call to double check the appointment – just show up at the time you agreed on.

PHASE II : THE NEEDS ASSESSMENT (STEP 7)

- ✓ Hand them the intro / overview letter. (Allow them to read it)
- ✓ Goal Inquire (fitness, personal, financial) make notes. Ask questions.

- ➢ **Share Your Vision Statement and Earn Your Business Statement.**
- ➢ **Make them aware that you will ask for feedback on your presentation.**

- Go over the WDYMG portion of their survey with them. (verify their answers)

- Show your products from Your Online Store.
  (OPTION: Use Offline Catalog and CSP INSERT (3 Bullets / product)

- Mention other product lines briefly (if applicable)

- Have prospect pick a CSP or three products ONLY that they feel will meet their personal needs. (or give samples requested in the survey that they completed with you)

- Clear table except for selected product.

- Sample selected products, specify flavors. (begin closing by getting 'yes' statements regarding the products they like – how it will help etc).

OFFER PUBLICATIONS and write an order while they read.
(Write up an order for a months supply while they read)

Make sure it is less than what is shown in the WDYMG.

- ✓ Mention 100% SATGU – Talk about: Ditto Delivery / Your Supplier (AG) / & FREE SHIPPING

- ✓ ***Present The Needs Assessment (order form with breakdown)*** – ASK :

  "*Would you like to place your order as it is here, or do you want to change something ?*"

- ✓ - offer customization to order – insure satisfaction.

➢ ***IF THEY SAY NO TO AN ORDER RIGHT NOW*** :

1) Ask when they would like to place an order (use ditto delay option)

2) Ask when would be a good time to touch base with them.

>>>>>>>>   (MORE)

- ✓ *Obtain payment information Say: "credit or debit?"*
- ✓ *Whether they order or not, get their address and email for Thank You Card !*

Give any applicable flyers to keep along with your business card.
Loan publications that meet the prospect's interest.

IF LOANING ITEMS, SCHEDULE TIME TO GET IT BACK (even if you have several copies).

- ✓ <u>SCAN YOUR NOTES</u> TO MAKE SURE YOU DIDN'T MISS ANY QUESTIONS OR DETAILS

- ✓ <u>THANK THEM FOR THEIR ORDER</u> (OR TIME)
  AND TELL THEM YOU WILL BE PERSONALLY FOLLOWING UP.

- ➢ Specify your request for referrals by giving them ***Ideal Client Sheet/*** **Referral Sheet.**

- ➢ Ask for their feedback on your presentation. (be specific)
- ➢ Take Notes and be sure to thank them for their feedback.

NOTES

PHASE III : Building Your Relationship With The Customer / Client

STEP 8:

YOU Place their order ASAP and set them up with a free client account.
Copy their order into an inactive ditto or shopping list. (so you can reference order history)

STEP 9:

Within 24 – 48 hours after meeting with them, send out a thank you note along with Your Company welcome letter (even if they didn't purchase).

STEP 10:

Follow up to make sure they got their order – and the thank your card. Be sure they are satisfied with the product. If not – let them know about the 100% SAT. GUARANTEE again and talk them through the process.

STEP 11:

Based on their schedule, set up times for future customer / client focused meetings. (Suggested Freq : once / month)

SUGGESTED MEETING TYPES

> How To Use Ditto
> Additional Edibles Samplings
> Nutrilite
> Online Assessments
> Tour Of Your Online Store
> Home Care Products
> Artistry
> Addressing Needs / Concerns

STEP 12: SOLIDIFY YOUR RELATIONSHIP WITH YOUR CUSTOMER BY:

> Listening to their needs and asking questions.
> Updating their file regularly.
> When talking about something relate it back to their needs.
> Read the sales books on the WWDB list and suggested others.