

Create Duplication International- BUSINESS PRESENTATION SCRIPT

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TIPS: Smile, be yourself. Stick to the scripts. Your posture and non-verbal communication (confidence) is the key that moves the prospect to get started. Be prepared, have forms ready for sign up, be professional, get as much practice as possible.

Start Here (if expert is available):

I want you to meet <Mr. or Ms. EXPERTS NAME>. I'm really lucky to be working with him/her because he/she and is a very highly respected business developer in the company. <Mr./Ms. EXPERTS > is going to be leading the presentation today, so we are in very good hands...

*****EXPERT takes over and F.O.R.M.s the prospect*****

Expert EDIFIES you back before Slide 1:

I have to also say that _____ is doing a great job since starting with our company and has been a great associate to work with. We are very proud of him/her. So now let's get into the presentation:

SLIDE 1: USANA LOGO - Presenter opens by sharing his/her "ID": Prior to getting started in USANA I was..... (Or, I currently work as...)

Your ID is to build bridges with the crowd. This is NOT your money or product testimonial. Get them on your side, thinking "Hey he/she is sort of like me." Use phrases like: "I felt over worked and under paid", "Too many hours, high stress, still living pay check to pay check", "There was a cap on my income", etc. Keep it fairly brief, 2-3 minutes max, no "So what" responses. Don't tell your whole life story. Tell what you did before, and why and how you were introduced to your company, how you were feeling and some of the things you were dissatisfied with... Get the crowd involved by raising your hand when you ask questions.

SLIDE 2: IF MONEY WERE NO OBJECT WHAT WOULD YOUR LIFE LOOK LIKE TODAY?

If money were no object, what would your life look like today? A lot of people would be spending more time with their family. They might be going on vacations to places they've always wanted to go. They might be in a different vehicle, or live in a different place, or doing things with non-profits and making more social contributions. Everybody has different goals but we all need money to do these things. And everyone wants to get rid of the financial stress.

SLIDE 3: TODAY'S HEALTH REALITY

Today's health reality is grim. This is what people are faced with. Look at the millions of people who have heart problems, cancer, stroke, asthma, allergies, diabetes. Do you see that overweight person in the top left... he probably did not plan to be like that. The person with the diabetic feet in the right hand corner did not plan on going through that and having their feet amputated, but that's what's happening. That's the reality for a lot of people on this planet.

We have to take care of ourselves because if we don't take care of our bodies, then we are going to be one of these statistics too. What's happening in our country is really alarming. I have family members (and I'm sure you do as well) that have been faced with some of these horrible problems. In many cases it is too late, but it doesn't have to be too late for us.

SLIDE 4: WHAT CAUSES DEGENERATIVE DISEASE

This slide talks about what is happening to our bodies due to poor eating habits, stress, genetically modified foods, radiation, pollution, and toxins. Our environment does not help our health. Free radicals created by all of these things cause cellular damage, which leads to all types of problems. Nutrients and antioxidants give our cells the boost they need to win the fight against free radicals.

SLIDE 5: USANA HEALTH SCIENCES- One Man's Vision

The word "USANA" stands for "True Health." We were founded by Dr. Myron Wentz, who has a PhD in Microbiology with an emphasis in Immunology. He founded Gull Laboratories in the 70's and he is an expert at giving optimal nutrition to human cells. He kept cells alive and healthy for over 20 years, but he had no product, so he founded USANA in 1992. He actually won the Albert Einstein Award for outstanding achievement in the life sciences in 2007, which is like a Nobel Prize for a Scientist. This was quite a testimony for what he's done in our company and with our products around the world.

SLIDE 6: USANA HOME OFFICE PICTURE

USANA's home office is located in Salt Lake City, Utah. Do you see all those different flags? **<PAUSE>** All these flags represent the countries we operate in, so we are literally helping hundreds-of-thousands of people work at home all over the world in 19 different countries now. We are an FDA registered facility. Publicly traded on the New York Stock Exchange. We

have a 100% potency guarantee. Doctor approved and listed in the Physician's Desk Reference, which is a book found in every doctor's office in the United States.

SLIDE 7: DR. OZ' FOUNDATION, HEALTHCORPS & USANA, UNITE FOR CHARITY

In 2012, Dr. Oz and his group Healthcorps, teamed with USANA's True Health Foundation to stamp out Childhood Obesity in America. Dr. Oz is one of the most well known, and influential health advocates in the world. In April 2013, Dr. Oz visited USANA's corporate offices in Salt Lake City. He came to personally thank USANA and the True Health Foundation for all the support they have given Healthcorps and tour the magnificent manufacturing facilities. Dr. Oz is actually speaking at the USANA 2013 International Convention as well.

SLIDE 8: WORLD CLASS ATHELETES TRUST USANA

USANA has an athlete guarantee that there are no banned substances in our products. Athletes love USANA because they can supplement after their grueling workouts and games and have no fear of ruining their careers from a failed drug test. USANA does not pay for athlete endorsements, yet over 600 elite athletes take our products because they can trust them. USANA provides high quality nutrients to their bodies.

SLIDE 9: ESSENTIALS

This is USANA's core product, The Essentials for adults, which consists of two bottles; The Mega Antioxidants and Chelated Minerals that contain all the vitamins and minerals that are essential to the human body every day. USANA also has a product for teenagers called Body Rox and one for kids called USANIMALS. All of these products last 4 weeks.

USANA's Essentials have been ranked as the #1 Supplement in North America in a third party study called the Comparative Guide, which is pictured on the bottom right. They actually reviewed 1600 products and USANA received their highest rating. It's always nice to see third party studies because it shows that our company is based on good science, but the next slide really shows the difference...

SLIDE 10: APPLE TEST

This slide gives you a visual of how USANA's Essentials compare to other products on the market. Let me ask you, what happens when you cut open an apple and leave it on the counter for a day? **<LET THE PROSPECT ANSWER>** That's right it turns brown because of

oxidation. In this test “anti-oxidants” were dissolved in water: USANA’s Mega Antioxidant, Kirkland’s Daily Multi (which is a product from COSTCO), and Centrum. They wanted to see how the different products would protect the apple from oxidation.

SLIDE 11: APPLE TEST – 48 HOURS LATER

2 days later you see that the USANA apple is still yellow. The Kirkland one is black. The Centrum & bottled water is the same. Your body is that apple! Which apple do you want to be?

SLIDE 12: OPTIMIZERS, FUNCTIONAL FOODS, SKIN CARE, REV3

We also have different lines of products because there are big industries and big demand for health. We have a product line of Nutritional Optimizers that allow people to customize their nutrition. Millions of people want to take a glucosamine these days, an omega-3, they want to take a probiotic, a digestive enzyme, calcium, grape-seed extract, etc. USANA makes these products and many more. We also have convenient AM/PM packs that allow people to take their products without dealing with bottles. The Healthpack has the basics & The MyHealthpack is actually customized with the products you choose and has your name on each AM/PM pack for ultimate convenience.

We also have a healthy food line of meal replacement shakes and bars that taste great and help people lose weight, a healthy energy drink called Rev3 which is a healthy alternative to the unhealthy energy drinks on the market today, and a skincare line with no chemical preservatives. Weightloss, skincare, and energy drinks are all billion-dollar industries and these products allow USANA associates to capitalize on these trends throughout the world.

SLIDE 13: TRUE HEALTH ASSESSMENT & COMPANION

USANA offers a True Health Assessment that you can take to determine which products are best for your personal needs. They also have a True Health Companion, which is an online assistant that helps you develop the habits for a healthy lifestyle. It will even send you “text message” reminders to take your products.

SLIDE 14: RESET YOUR HEALTH – Lisa Slater

What's most exciting to me is results. Here's Lisa Slater from Nevada: "USANA's products and healthy habits allowed me to lose 70 pounds. I'm so passionate about what this company does." <QUICKLY GO TO NEXT SLIDE>

SLIDE 15: RESET YOUR HEALTH – Rod Walls

Rod Walls from Ohio: "Prior to taking USANA's products I was overweight and had low energy. Today I have lost 23 pounds and I feel awesome." <QUICKLY GO TO NEXT SLIDE>

SLIDE 16: RESET YOUR HEALTH – Sloane Stephens

Sloane Stephens from Florida: "With USANA's high quality products, I am achieving great things both on and off the court." Sloane Stephens is a professional tennis player who beat Serena Williams in the Australian Open. <QUICKLY GO TO NEXT SLIDE>

SLIDE 17: RESET YOUR HEALTH – Viola Crebs

Viola Crebs from Utah: "Since taking USANA I feel better than ever before. My feet feel great and I'm finally able to hike through the mountains of Utah." <QUICKLY GO TO NEXT SLIDE>

SLIDE 18: RESET YOUR HEALTH – Lorenzo Garibay

Lorenzo Garibay from Texas: "Taking USANA's products I feel better at age 59 than age 39. They have become a part of my everyday life." <QUICKLY GO TO NEXT SLIDE>

SLIDE 19: RESET YOUR HEALTH – Hattie Montgomery

Hattie Montgomery from Texas: "USANA's RESET Weight Management Program has changed my life." Hattie lost 320 pounds on the products.

<QUICKLY TELL YOUR PERSONAL SUCCESS STORY ON THE PRODUCTS: KEEP IT SHORT & COMPLIANT. USANA IS NOT A CURE. NO HEALTH CLAIMS. LOOK AT THE EXAMPLES BELOW>

Good Example: "Since taking USANA I feel better than the last ____ years (or months). My immune system is stronger than it's ever been and I breathe great.

Bad Example: Since taking USANA I don't have allergies any more.

Good Example: "Since taking USANA I feel better than the last ____ years (or months). My skin is healthier than it's ever been.

Bad Example: Since taking USANA I don't have acne anymore.

Good Example: "Since taking USANA I feel better than the last ____ years (or months). I'm able to go on long walks and play basketball again.

Bad Example: Since taking USANA I don't have arthritis anymore.

***** USANA IS NOT A PHARMACEUTICAL DRUG, SO WE CANNOT MAKE HEALTH CLAIMS. WE TAKE THIS SERIOUSLY. IT'S OUR RESPONSIBILITY TO PROTECT USANA. *****

SLIDE 20: USANA HEALTH SCIENCES COVER SLIDE

Now we are going to transition into the financial side. We have a business system that is dramatically affecting the lives of thousands of people around the world.

***** IF THERE IS A 2ND SPEAKER, EDIFY THEM AND SAY:**

"Now we are extremely fortunate to have <Mr. or Ms. EXPERTS NAME> here because he is very knowledgeable about how money can be made in USANA. You are in very good hands. <ADD ANY ADDITIONAL ACCOLADES ABOUT THE 2ND SPEAKER>

2ND SPEAKER ID: Prior to getting started in USANA I was _____.

Your ID is to build bridges with the crowd. This is NOT your money or product testimonial. Get them on your side, thinking "Hey he/she is sort of like me." Use phrases like: "I felt over worked and under paid", "Too many hours, high stress, still living pay check to pay check", "There was a cap on my income", etc. Keep it fairly brief, 2-3 minutes max, no "So what" responses. Don't tell your whole life story. Tell what you did before, and why and how you were introduced to your company, how you were feeling and some of the things you were dissatisfied with... Get the crowd involved by raising your hand when you ask questions.

SLIDE 21: SIX WAYS TO EARN INCOME WITH USANA

There are Six Ways to Earn Income with USANA. The first is **Retail**, which can be done for quick cash. The second way is **Weekly Commissions**. That's what builds into a stable, long-term income. We will cover that on the next two slides. The third way is **Matching Bonus**, which means if you are good at helping new people get results, you can receive a nice bonus every time. The fourth way is **Incentives**, which are all-expense paid trips, and luxury travel. The fifth way is **Leadership Bonus**, which applies to full-time earning associates. And **Elite Bonus** is a way for people to make multiple six figures, and even seven figures in the company. USANA

currently pays out \$250 million dollars per year on average in earnings, incentives, and bonuses.

SLIDE 22: MORE STORES = MORE PROFIT

How it works is very similar to owning a franchise. For example, if you owned one McDonald's restaurant (pictured on the left), you would be paid profit on the volume of burgers, fries, and cokes that were moved through your McDonalds business center. When 1 business is successful, it makes sense to expand and open up more. Owning multiple business centers is where you see bigger profits and more sustainability pictured on the right.. **<POINT TO THE MCDONALD'S FRANCHISES ON THE RIGHT>**

A USANA business works exactly the same way without having to spend 2 million dollars like starting a McDonalds. There is nowhere near the upfront cost, as well as overhead, headaches, and hassle. Like a McDonald's franchise, we can also expand this to our families and give everyone the ability to generate profits without the huge overhead costs.

SLIDE 23: USANA COMPENSATION PLAN

In USANA you can start by opening 1 business center, which gives you the income potential of \$1000 per week, or \$52,000 per year. **<POINT TO DIAGRAM ON THE LEFT>** In the example on the left, let's say that your business center generated 8000 volume points of USANA product orders equally distributed. Your commission check would be \$800 dollars, which is a 10% payout.

Or, you can start with 3 business centers, which gives you the income potential of \$3000 per week, or \$156,000 per year. **<POINT TO DIAGRAM ON THE RIGHT>** In this example, the same 8000 volume points of USANA product orders equally distributed over 3 business centers creates a \$1600 paycheck, which is a 20% payout. This is double the pay of a single business center. Either way you start with USANA is fine, but a 3 business center is definitely a better payout. Lastly, over time you can earn additional business centers with USANA, which means your long term earning potential has no limit.

SLIDE 24: HOW MUCH CAN YOU EARN?

How much can you earn? Some people start a USANA business simply to enjoy the products, improve their health or lose weight, and create a small amount of extra cash flow. Others start a USANA business for a part-time or full-time career. Here are the 3 categories people fit into...

SLIDE 25: A) \$100-\$200 per month

This person makes \$100 to \$200 dollars per month. They really don't work it that much, but they are getting results on the products (which they love) and they are telling a few people. The profits they make with their USANA business allows them to afford their products each month and they are happy. It's just natural for people to recommend something they enjoy to their friends. It happens all the time, but how often do movie theaters give you a paycheck for recommending a good movie to someone? **<LET PROSPECT ANSWER>** That's what essentially happens when people share USANA.

SLIDE 26: B) \$300-\$5000 per month

This is the person who makes \$300 to \$5000 dollars per month. This person gets trained online in their home, attends local events, and live training seminars. They have a higher skill set, and they are using the tools and scripts like what I'm reading to you right now. They take action and diligently share USANA with several new people each week. They change more lives, so they receive better pay. They usually work this part-time on the side of their jobs. They are increasing their income and are mastering their skills.

SLIDE 27: C) \$5000-\$100,000 per month

Then there is the person that makes \$5000 up to \$100,000 per month. This is a career type of person that changes thousands of lives and empowers other people to be successful in business as well. So much volume is flowing through their business centers all over the world that many of these people generate MORE income than doctors, lawyers, and traditional business owners. Do you see that picture with all those people? **<PROSPECT SAYS YES>** That's the Million Dollar Club. Those people have earned over \$1 Million Dollars during their time in USANA. So this can be a career for those who treat it seriously and become USANA Professionals.

SLIDE 28: BUT THERE IS A PROBLEM

But there is a problem. According to Dun and Bradstreet “90% of all businesses fail due to a lack of knowledge and skill by the owner” – it has nothing to do with the economy, product, or service.

Just think, if somebody wants to become a doctor, they must go through 10 years of schooling to become a professional and make a professional level of income. However, if a kid comes off the street and just walks into the hospital emergency room and says “I’ve watched E.R. on TV for the last year, I can do the job.” Obviously, that would end up disastrous.

Would you let a person operate on you from watching a television show? Or would you prefer to have someone operate on you who has specialized knowledge and skill, and was trained by the best surgeons in the world?

Anything you want to succeed at requires specialized knowledge and specialized training. We have identified this for our business model as well. We have found a solution so that you can get the knowledge and skill you need from someone with a proven track record, based on results.

SLIDE 29: DANI JOHNSON

That trainer is Dani Johnson.

Let me tell you her story. Dani Johnson got started in the Home Based Business Industry at the age of 19. She was uneducated and came from an abusive home. She was working at JC Penny’s in Northern California and had never been successful in her life. She got started in this industry, and by the time she was 23 she had become a Million Dollar Earner.

She is now in her 40’s and has more than a 20-YEAR TRACK RECORD of helping TENS OF THOUSANDS OF people pay off millions of dollars in debt, improve their lives, and empower people to succeed with no prior business experience at all. She’s been featured on Oprah, CNN, she was on the Secret Millionaire TV show. She has major credibility as an expert in business.

Dani has created the SmarterNetworker.com website which is the home training website that we use everyday. It’s basically Dani teaching us how to work in this company. And she also has a seminar called First Steps to Success & Home Business Entrepreneur Workshop. This is a 3-day seminar that separates the pros from the amateurs. This is like going to the big leagues and getting trained from the best in the world. So if you really want to do this at a high level,

you have to go to that seminar. The next one is _____ in _____ and it's the best thing you can do for a successful start in your business. I'm going! **<SAY THIS IF YOU ARE GOING>**.

This is not a USANA sponsored seminar. This is a third party seminar. Our organization has chosen to outsource our training to Dani Johnson because she has the track record for creating the best results. We will talk more about this event later.

SLIDE 30: LET'S SAY THERE IS AN EXPERT, BUT...

Let's say that Dani knows 100% of what it takes to be successful in this industry. Yet, the average retention is only 7 to 10 percent of what we read, see, or hear. Einstein was a genius and his retention was 13%. BUT let's say that Anna here is a super genius and retains 50% of what the expert teaches.

Anna then, as she's building her business centers, incorporates the efforts of Jack. Let's say Jack is also a super genius and he retains 50% of what Anna taught him in establishing him in his own business. So 50% of 50 is now 25%.

Then it's down to Lin, who is also a super genius. She retains 50% of 25, so now we are down to 12%. And Lin incorporates the efforts of Steve, establishing him in his business center, and he also is a super genius getting 50% of 12, down to 6%. And then here's Jill, she retains 50% of 6, down to 3%. Now here comes you. **<PAUSE>** You are a super genius and you are learning from Jill who is also a super genius, but she only has 3% of the appropriate information on how to build the kind of income we showed you earlier. What are the chances of you succeeding? Not very good.

SLIDE 31: SOLUTION- EVERYONE PLUGS INTO THE EXPERT

Here's how we've solved this problem. The solution is that everyone plugs into the expert. And that means that you are going to get trained directly by Dani Johnson, just like I am. And when you bring someone into the company, they will be trained by Dani as well. This means that you don't need to be the expert trainer and it frees up your time. It also allows you to focus on developing more new business, which is what drives your income.

SLIDE 32: FIND FINANCIAL FREEDOM WITH USANA

Here are just a few of the success stories in our company. I always thought to myself, if thousands of people have already been successful in this company for the last 20 years, why not me? I can read scripts! Look at Tom Dirks on the top left, he's a home inspector in Texas. Elizabeth Rider, management consultant in Colorado; Crystal Yoder, stay at home Mom in Georgia; Andrea in Ohio is a computer engineer and also a Mom; Lora in Florida, department of labor specialist; Jared in Texas, a guitar teacher; Kate in Maine, a student. The list goes on. It's just amazing to see all these people from different walks of life that have had success.

SLIDE 33: HOW DO YOU OPEN A USANA BUSINESS

So how do you get started? Everyone has different goals and reasons for starting a USANA business. Step 1 is to purchase the Business Development System (or BDS) for \$29.95 which has the companies policies and procedures. Step 2 is to generate a product order, start to enjoy the products, and feel the difference for yourself.

SLIDE 34: CUSTOMIZE YOUR PRODUCT ORDER- 500 POINT ORDER

A 500 point order of products gives you 3 Business Centers, which is your best payout and allows you to choose the products that fit your personal needs. 500 points of product is approximately \$640. In addition, you receive 2 Event Vouchers which equals 1 International Convention Pass, which is a \$329 value. You also get 10 cycles of the Income Maximizer, which is your website and suite of online services, a \$199 value. This order also generates enough Sales Volume Points (SVP) to create your first commission check of \$30. That's over \$550 dollars worth of value that makes this pack basically pay for itself. You also receive a 10% Initial Order Reward split on your first and second auto orders. This option is by far the best value. Most businesses cost an average of \$100,000 or more to start, and \$640 won't even buy the front door. This is quite a bargain compared to starting a traditional business. Not to mention improving your health.

SLIDE 35: CUSTOMIZE YOUR PRODUCT ORDER- 250 POINT ORDER

A 250 point order of products gives you 1 Business Center, which is a smaller payout, but you would also have the ability to upgrade to 3 Business Centers later on. You still get to choose the products that best fit your needs and is approximately \$309 dollars. The price depends on the products you choose. In addition, you receive 1 Event Voucher which equals 50% Off Your International Convention Pass, a \$164.50 value. You also get 5 cycles of the Income Maximizer, which is your website and suite of online services, a \$99.75 value. That's over \$250 dollars

worth of value. You also would receive the 10% Initial Order reward split on your first and second auto orders. This is also a great option.

SLIDE 36: TRAINING TOOLS

The first thing you do after starting your USANA Business is plug into Dani Johnson's Free Quick Start Training and Home Business Boot Camp at SmarterNetworker.com. This allows you to press play and watch the videos, and also take notes on the audios from the comfort of your own home. In addition, you can access this training on your smartphone and take it with you wherever you go. Most importantly, it is a simple system that has empowered thousands of people to make money, have fun, and help others at the same time.

After you complete the 3 steps in the Smarter Networker Quick Start Training, you will need a few "on the job" tools to build your USANA business. These script books are proven, and they make sure you are saying the right things at the right times. They have been used with thousands of people in business for over 20 years. They also come with training CDs that give you the right mindset and strategies to create a successful, long-term business. These tools are \$156 dollars and you can get them after your quick start training. USANA does not require that you get these to enter the company, but we know that there are certain tools you will need to make the biggest difference.

The biggest advantage is to attend the 3-day First Steps to Success and Home Business Entrepreneur Workshop by Dani Johnson. Attending this event will dramatically shorten your learning curve and save you from "six months to a year" of mistakes, frustration, and wasted time. It is \$447 for the 3-day seminar, plus you have to arrange your hotel and travel. It is also possible to add your spouse for only \$150. Compared to the cost of college, this is a small investment to learn from the best in the world at our industry. This event separates the PROS from the amateurs and is by far the best thing you can do for your business. The next First Steps to Success Seminar is coming up on _____ in _____ and I am going (say this if you are going!). **<SHARE YOUR FIRST STEPS TESTIMONIAL HERE>**

SLIDE 37: WHEN YOU GET STARTED, THIS IS WHAT HAPPENS

Once you get started, 3 things begin to happen...

SLIDE 38: IMPROVE YOUR HEALTH

Number 1, you start to improve your health, which is your greatest asset. All of the money in the world means nothing if you don't have your health. Today's health reality is grim. People do not plan to have health problems, yet so many do. And if we don't take proactive steps, it's very possible, that one day, it might be too late for us. This has already happened to so many who are suffering today. We simply CANNOT afford to be unhealthy anymore, especially with the way our country's medical system is set up. Starting with USANA is a life changing decision for your health. This is a priceless asset that you create from your first day on the products.

SLIDE 39: PERSONAL GROWTH & DEVELOPMENT

Personal growth and development occurs immediately as your training begins. Just like the laws of nature, we are green and growing, or ripe and dying. As you start your journey with USANA, you will be growing. You will experience ups & downs. And just like everything you will have good days and bad. But, we work together in this company. You are part of a team. By partnering with USANA you are building your new life and bringing your goals into reality. The best part is working with a group of like-minded people that are succeeding in life. Birds of a feather flock together, your environment is everything.

SLIDE 40: TAKE STEPS TOWARDS YOUR FREEDOM

You are taking steps towards your freedom. It's your "why", or your reason for getting started in the first place. Whether it's spending more time with your family, providing the finances that your family needs, being able to take those trips you've always wanted to take, getting into a better vehicle, or helping people with non-profit work. The definition of freedom is different for everybody, but we all want the same things at the end of the day and we are all taking steps together.

SLIDE 41: THE CLOSING SLIDE

Dreams are becoming a reality. No matter what we say, there are 3 types of people at the end.

The number 3 type person says: Thanks, but no thanks. It's not for me. We understand that this is not for everybody and that's okay. The only thing we would ask is that you try the products and "who would you know" that would want to make an additional income as well as improve their health.

The number 2 type of person is interested, but needs some more information. This type of person can try some of the products that caught their eye and also review the smarter networker training materials while they are making their decision.

The number 1 type person is who we are looking for right now. The person that says "YES, this is for me, I see it. I want to make a lot of money and help a lot of people." You're the person that wants to have that lifestyle that we were talking about earlier. If this is you, then congratulations and welcome to the team. If you're serious you can get started right away.

SAY THIS TO END EACH PRESENTATION:

1. What did you like about what you saw? <TAKE NOTES>
2. Tell me more about that. <TAKE NOTES>
3. Where do you see yourself, 1, 2, or 3?

FOLLOW THESE CLOSING INSTRUCTIONS NEXT:

If they are a #3: **Go to page 15-17**

If they are a #2: **Go to page 18-20**

If they are a #1: **Go to page 21-25**

****If they have the spouse, time, money objections etc., you will need Dani Johnson's Supplemental Script book to answer these.**

If they are a #3 say this...

1. Ok the next step is to take the True Health Assessment (THA) to figure out the products that would be best for you.

<TAKE THEM TO YOUR PERSONAL USANA WEBSITE & DO THE “THA” WITH THEM LIVE, TOGETHER>

2. Would you like to try these products?

2. NEXT, PULL OUT THE PREFERRED CUSTOMER APPLICATION AND SAY:

- 1 Where would you like your products mailed to?
- 2 What is your phone number and email address?
- 3 Preferred Customers automatically get the ability to set up an auto order, this gives you the ability to save an additional 10% off the preferred price, so next month the products would be 10% cheaper for you. Would you like to get the auto order price on your next months order?

<IF THEY SAY YES>....

<MARK THE “AUTO ORDER” BOX>

<IF THEY SAY NO>....

Ok, you will have a chance to set up an auto order later as well. That’s fine.

- 4 And how did you want to pay for this? We accept VISA, MASTERCARD, DISCOVER, AMERICAN EXPRESS. **<CHECK THE BOX>**
- 5 What is the number on the card?
- 6 What is the name on the card?
- 7 What is the expiration date?
- 8 What is the CVV code?

Welcome to the USANA Family. Thanks for becoming a client. I really appreciate your business. Let’s set up a time to talk in 3-5 days when you get your products in the mail. At that time I will explain exactly how to use your products and also walk you through using your “Preferred Customer Account” online so you feel comfortable. You should receive the products in 3-5

days, what day and time is good for me to call? **<SET UP AN EXACT TIME & DAY TO CALL THEM- SAVE IT IN YOUR CALENDAR!>**

Lastly, here is a CD by Dr. Ladd McNamara called “The Power of Cellular Nutrition.” You can listen to this one while you are driving around. It will really explain exactly what the products are doing in your body. It’s amazing to hear the results he’s had. **<GIVE THEM THE CD OR MAIL IT TO THEM IF THEY ARE LONG DISTANCE>**. I really appreciate your business and I’m excited for you to feel the USANA Difference and have great results!

MOST IMPORTANT

10 Crucial Steps to RETAIN EACH New Preferred Customer You Enroll

1. Send them a re-cap email the **same night** they enroll. (see example on NEXT PAGE)
2. **The next day**: Write a Sincere Thank You Card & send them Dr. Ladd McNamara’s CD: The Power of Cellular Nutrition for them to listen to. (EDIFY THE CD! TELL THEM TO LISTEN TO THE RESULTS!!) **<SEND THE THANK YOU CARD & CD THE NEXT DAY, IT MAKES A HUGE IMPRESSION>**
3. Call in 1 week to make sure they received their product & SET UP A FACE TO FACE MEETING IF POSSIBLE (if they are long distance try Skype or schedule a phone call):

During the meeting, walk them through their PC website & show them how to:

- Login & Create/Manage Auto Order
- How the 4 week cycle works
- Explain Initial Order Reward
- Do Favorite Things Form (you will use this later!)
- Tell them about upcoming local events & webcasts on products

4. Mark the date in YOUR CALENDAR 3 days BEFORE their 1st auto order processes. Make sure they know what’s going on. Make sure they want to receive their first auto order.
5. **Create your own personal PC email database list** to stay in touch. Send a monthly product focused email to all your PCs with stories and results. Stay Compliant. Remember Facts Tell, Stories Sell.

6. Continue to invite them to product-focused events in your area. If there are none, host a smoothie party or skincare event yourself!
7. Invite them on product-focused webcasts. Hybrid Solutions on Facebook & USANA Corporate does them regularly. This is important for your PCs to know about!
8. Buy them a gift after they have done 3 auto orders. These are EXACTLY the clients who you want in your business. They will stay loyal.
9. ASK FOR REFERRALS (they should be coming to you if you are doing the things on this list!)

EMAIL EXAMPLE TO PC'S

Hi Dorothy,

I just processed your order for the Essentials, which are 2 bottles that come together: Mega Antioxidants & Chelated Minerals. You should have received an email from USANA welcoming you. Your credit card was charged \$52.00. \$45.45 for the product and \$6.55 for shipping.

You now have your own USANA Preferred Customer ID# so you can login and purchase USANA products at your convenience.

To login, visit: www.usanatoday.com

Your Preferred Customer ID is: 813762PC

Your Password is: Usana123

I will be getting with you to walk you through the site so you know how to re-order.

If you decide to be on the products each month, you will get the auto-order discount. So, the prices of all USANA products drop by 10%. Your Essentials would drop from \$45.45 down to \$40.91. Learning to use the auto order system gives you the biggest discounts. Anything you put on your auto order automatically LOWERS the price. You also have the ability to add/remove products and change the date of your auto order at any time.

Thanks again for your trust and your business Dorothy. I look forward to seeing you get results!

Sincerely,
Jared Crebs
USANA Health Sciences

If they are a #2 say this...

Ok, the next step is for you to review some training material and set up a time right now for us to meet in a day or two. **When we meet again, we can do the True Health Assessment, figure out the products that are best for you, and if you are comfortable at that time we can do your payment information to get you started.** <PAUSE> Ok, so here are the things to review to help you make the best decision...

TRAINING HOMEWORK FOR A #2

(Also available at www.createduplication.com/homework)

Do you have a pen and paper handy?

STEP 1: Enroll for Text Message Access

Text message the keyword **Duplicate Success** to 90210. Go ahead and send this text real quick right now. You will receive a text message to access our Monday Training Calls. Continuing education is important. Each Monday at 5pm CST & 9pm CST are very important training calls that will help you expand your skill set. <EDIFY THE CALLS>

STEP 2: Attend the next local event

Attend the next local USANA Event. Meeting people who are already working with USANA is the absolute best way to do your research. <EDIFY THE NEXT EVENT IN YOUR AREA>

***For San Antonio Events, text **Duplicate SA** to 90210 and you will receive a text with info on the next San Antonio Event.

STEP 3: Subscribe to the websites below

1ST WEBSITE: Go to www.createduplication.com and SUBSCRIBE to receive info on our team conference calls, events, and training on how our systems work and money is made.

2ND WEBSITE: Go to www.danijohnson.com

1: Subscribe for her Free eBook & Daily Fix eNewsletter (right side of page)

2: Under “Interests” scroll down and select “Home Business”

3: Click “DOWNLOAD FREE eBook”

3RD WEBSITE: Go to www.smarternetworker.com

1: Subscribe for FREE Online Access to the Home Business Boot Camp (in Orange)

2: CHECK YOUR EMAIL for an email with SUBJECT LINE: **Important Login Details from Smarter Networker**. This email has your username and password to login.

3: Go back to www.SmarterNetworker.com and click on “Member’s Area” (on the top right side of the page in green)

4: LOGIN with your USERNAME & PASSWORD that you received in your email

5: Change your password real quick.... click on “Account Info” on the right

6: And then one more time click on “Account Info”

7: Scroll down and Enter Your NEW Password twice and click “Save New Password”

STEP 4: Do The Quickstart Training at SmarterNetworker.com (after logging in)

1. Click on “MEMBERS” (on the top left)

2. Scroll down and click on “Quick Start Training”

3. Do you see where it says “Step 1: Watch these Dani Johnson Videos ASAP”? They explain our training program, how money is made, and how we have fun while helping others.

4. Step 2 is about planning your time to listen to the Bootcamp Calls.

5. Step 3 is to listen to the first 3 days of the bootcamp.

- Quickstart Day 1 is called “The Most Important Secret to Success.” This will explain exactly what it will take to make this into a successful income.
 - Quickstart Day 2 is how to MAX OUT your opportunity and get the most pay out of working with the company.
 - Quickstart Day 3 is the plan we use to get you making money as soon as possible. Go ahead and click on “Quick Start Training Call #1” real quick to access the recordings.
6. Click on "Quick Start-Day 1" ... then scroll down and click the “PLAY” button on the left. Make sure your computer speakers are on and you are able to hear the streaming audio. **<MAKE SURE IT WORKS FOR THEM>**
 7. Listen and make sure you take notes. These 3 audios will give you a huge head start and have everything you need to know to make your business work.

END BY SAYING:

Most people need a day or two to do the SmarterNetworker.com homework before we meet again. I can meet you at “**DATE & TIME**” or “**DATE & TIME**”. Which works best for you? **<FIGURE OUT AN EXACT DATE & TIME THAT WORKS BEST TO MEET IN PERSON (IF POSSIBLE), OVER THE PHONE AS A 2ND OPTION>**

When we meet again I will review your notes from the Smarter Networker Bootcamp, we will do the True Health Assessment to figure out the products best for you, and if you are feeling comfortable at that time we will do your payment information and get you started.

Lastly, here is a CD by Dr. Ladd McNamara called “The Power of Cellular Nutrition.” You can listen to this while driving around. It will really explain what the products are doing in your body. It’s amazing to hear the results he’s had with his patients. **<GIVE THEM THE CD OR MAIL IT TO THEM IF THEY ARE LONG DISTANCE>**

If they are a #1 say this...

1. Okay, **“PROSPECT’S NAME”**, do you want to make a little or a lot?
2. What for?
3. **“PROSPECT’S NAME”**, at your current job, how long will it take you to be able to **<LIST THE NEEDS, STRENGTHS AND GOALS THEY JUST GAVE YOU> ?**
4. Where do you see yourself getting started, at the bottom working slowly towards **<REPEAT THEIR NEEDS, STRENGTHS AND GOALS>** or do you want to be in a position where you can earn 2 times the amount of money for the same amount of work and effort?
5. Great! Welcome aboard. How do you want your name spelled on your checks?

NEXT, PULL OUT THE ASSOCIATE APPLICATION AND SAY:

1. Where would you like your checks mailed to?
2. What is your phone number and email address?
3. For tax purposes, what is your social?
Ok, so now we are going to do the True Health Assessment to figure out which products are best for you. **<TAKE THEM TO YOUR PERSONAL USANA WEBSITE & DO THE “THA” WITH THEM LIVE, TOGETHER>**
4. Do you want to do the 500 point order to open 3 Business Centers, or 250 point order to open 1 business center? **<PULL OUT THE PRICELIST & CREATE THEIR ORDER>**
5. **<WRITE DOWN THE PRODUCTS THEY CHOSE & PRICE IN THE “GETTING STARTED” AREA OF THE APPLICATION>**
6. Ok, for the auto order, we normally just put 1 Healthpack. You will not be charged for this on your initial order and you have 4 Fridays to try the products and decide what you really want. Ordering the products for your health each month is how you keep your business active.
7. **<WRITE DOWN “1 HEALTHPACK = \$114 plus tax/shipping” IN THE “SAVE 10% WITH AUTOSHIP” AREA>**

8. And how did you want to pay for this? We accept VISA, MASTERCARD, DISCOVER, AMERICAN EXPRESS. **<CHECK THE BOX>**
9. What is the number on the card?
10. What is the name on the card?
11. What is the expiration date?
12. What is the CVV code?
13. Ok, sign and date here.... **<POINT AND HAVE THEM SIGN & DATE AT THE BOTTOM OF THE APPLICATION>**
14. And initial on the back in the box at the bottom right corner... **<FLIP THE APPLICATION & HAVE THEM INITIAL IN THE BOX AT THE BOTTOM RIGHT CORNER>**
15. Welcome to the USANA Family. **<SHAKE THEIR HAND>** I'm excited for you to experience the results.
16. What we always do at this point is give you some homework with a few things to review while we activate your business & wait for your products to arrive. **<IMMEDIATELY GO TO "TRAINING HOMEWORK FOR A #1" SCRIPT BELOW >**

TRAINING HOMEWORK FOR A #1

(Also available at www.createduplication.com/homework)

Do you have a pen and paper handy?

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6. Click on "Quick Start-Day 1" ... then scroll down and click the “PLAY” button on the left. Make sure your computer speakers are on and you are able to hear the streaming audio. **<MAKE SURE IT WORKS FOR THEM>**
7. Listen and make sure you take notes. These 3 audios will give you a huge head start and have everything you need to know to make your business work.
8. After listening to Day 3 of the Bootcamp, Dani asks you to:
 1. Make Your List of Goals – Long Term & Short Term
 2. Make Your List of Resources to 200 - This will be explained on Bootcamp Day 3. I recommend you get a standard notebook to make your list of resources like this **<SHOW THEM YOUR LIST OF RESOURCES>** Your list of goals and list of resources are the last things to have complete before we meet for your basic training and get you started with your business.

END BY SAYING:

Most people need a day or two to do the SmarterNetworker.com homework before we meet again. I can meet you at “**DATE & TIME**” or “**DATE & TIME**”. Which works best for you?

<FIGURE OUT AN EXACT DATE & TIME THAT WORKS BEST TO MEET IN PERSON (IF POSSIBLE), OVER THE PHONE AS A 2ND OPTION>

When we meet again I will review:

- Your notes from the Smarter Networker Bootcamp
- Your list of goals
- Your list of resources

Then, we will do your Basic Training & start you on eApprentice.

Lastly, when your products arrive we will also set up a time where I can explain how to make the shakes and take the products. Keep me posted on when they arrive. Here is a CD by Dr. Ladd McNamara called “The Power of Cellular Nutrition.” You can listen to this while driving around. It will really explain what the products are doing in your body. It’s amazing to hear the results he’s had with his patients. **<GIVE THEM THE CD OR MAIL IT TO THEM IF THEY ARE LONG DISTANCE>**

<SEND THEM A HAND WRITTEN THANK YOU CARD IN THE MAIL TODAY>

***Don’t underestimate the power of this. People don’t care how much you know until they know how much you care.*

MEETING ROOM CONDUCT AND SET-UP

“You never get a second chance to make a first impression.”

This has never been truer than it is today. For this reason, it is critical that the meeting room, set up, and conduct of every presentation you hold is at its finest. Remember, a person’s decision to become a part of your team is based more on the cellular marketing system and the outstanding products you offer. A person must feel that he or she is becoming part of a professional and effective organization. This can only be accomplished if all details, no matter how small, are fully attended to. The following guidelines will help you set up your Business Presentation and are a must when a corporate executive visits your particular area.

CONDUCT

ARRIVE EARLY- Have the room set up before the guests arrive

ATTIRE- Wear the appropriate business attire, neat, clean and professional.

ATMOSPHERE- Keep it fun, exciting, yet business-like – greet guests enthusiastically at the door

NO CHILDREN OR PETS- They can be distracting at business functions

BE SURE TO START ON TIME- Don’t wait for latecomers. Late attendees enter after the first half of the meeting is done – not during the speaker’s address or video. Do not sacrifice the group for a few.

STAY ON SCRIPT- This is important so that others can watch what you do and emulate it in their meetings.

INSTRUCT DISTRIBUTORS IN ATTENDANCE

- Stay seated during the meeting
- Ask their guests to use the restroom before the meeting starts
- Not talk to their guests during the meeting
- Sit with their guests
- Pay attention and respond – laugh, clap, take notes, etc
- Wear business attire

NO ANNOUNCEMENTS- Announcements should not take place after the main speaker. If they are necessary, do them before the meeting begins, during breaks or before the main speaker is introduced. Do not interrupt the speaker.

SET UP

ROOM SIZE- Always have a room booked for 10 percent less that you expect. It's better to have standing room only than to have empty chairs.

CHAIRS- Only set up chairs as needed. Have extras stacked and ready. Keep them tightly spaced with narrow aisles

PEOPLE AT SIGN UP DESK- Be sure they are pleasant, neatly dressed and courteous

ROOM CONDITIONING- Check the lighting and temperature in advance

POSTERS AND BANNERS- Make sure they are current, neat and clean

PRODUCT DISPLAY- Make it large, set up with pride and keep it neat and clean. Be sure it reflects the most current product line and packaging available.

CHALK BOARD / DRY ERASE BOARD- Set it up to the speakers left. If a podium is necessary, put it to the speakers right (reverse for a left-handed speaker)

NO FOOD OR DRINK- If serving refreshments, begin after all business is completed

SEAT BEST PROSPECTS UP FRONT- Especially if they come in couples

MUSIC- Make sure it is loud and lively and reflects the most current motivational music available

ASSIGN SOMEONE- Have someone specifically designated to handle lighting, music and video

VIDEO- Be sure it's current and it's set up to begin with the title and introduction music (not the color bars).