

Script for Health Care Professional “In Service”

Calling to set up the appointment:

Hi my name is _____ and I’m a nutraceutical rep for a 40 year old company that has developed the technology to put fruits and vegetables in a capsule. I am calling some healthcare professionals in the area to let them know about our product. Would you be the person that I would talk to to set up an appointment? Great, The in service would take about 30 minutes and then a little time for questions and answers. We’d love to bring in lunch for the staff as well. Is it possible to set up the appointment now? How many people would I need to bring lunch for?

Opening for the In Service

Hi everyone, my name is _____, I’m a nutraceutical rep for a whole food company. Our company has been around for over 40 years and the product that we represent, Juice Plus, has been in the marketplace since 1993. Juice Plus is a whole food based nutritional product. It’s not isolated vitamins or minerals it’s actually whole food in a capsule and soft chewable. Part of my job is to go out into the community and let the health care professionals know what Juice Plus is. It’s the most researched whole food based product in the world. It’s certainly not a replacement for fruits and vegetables, it just helps us bridge the gap between what we should be eating and what we actually eat.

How many of you know the USDA’s recommendation for fruit and vegetable consumption? (wait for answers) It’s actually 7 to 13, so lets just take it in the middle and say 10. So, 5 servings of fruits and 5 servings of vegetables each day. A serving is about the size of your fist. (I like to bring a basket with this much product: apple, orange, container of berries, banana, peach – tomato, 2 carrots, broccoli, ziplock baggie of lettuce, beet, (or whatever you have). I take each piece out of the basket individually and count them and say, this is that amount of produce.

(I also like to serve smoothies and it’s at this point that I will tell them what they are drinking.)

In addition to the capsules, we have chewables for children we also have a great smoothie mix called Juice Plus Complete. “The smoothie that you are drinking has spinach, frozen berries (or whatever fruit you have) a splash of cranberry juice, water and a scoop of Juice Plus Complete. How many of you are breakfast skippers? This is what I have for breakfast every morning because I don’t usually have an appetite until around 10 or 11am. What I love about the Juice Plus Complete smoothie is that I’m getting about 3 servings of produce in my smoothie with the frozen fruit and spinach; and then when I add the scoop of Juice Plus Complete, I’m getting non-GMO soy, garbanzo bean, spirulina, Jerusalem artichoke, kelp, food enzymes, isoflavones, wheat grass, a complete amino acid blend, a complete mineral blend, 4 grams of fiber, 15 grams of carbohydrates and 13 grams of protein all from whole food sources. It’s great as a meal replacement. It’s awesome as a pre-workout drink or a post workout drink or a late night snack.

Right now we are going to watch a short video that talks about how Juice Plus is made, it talks about the research, and a little bit about the Juice Plus Children’s Health Study, and at the end, we’ll open it up for questions.

After video: I hope this presentation helped you understand more about Juice Plus and the quality product that it is. As nutraceutical rep for our company, it’s my (our) goal to educate the health care professionals about Juice Plus so if a patient comes in, you will have a better understanding of what Juice Plus is and encourage them to keep taking it or start taking it.

Juice Plus is the only Nutraceutical (and there is no pharmaceutical for that matter) in the industry that has this breadth and depth of scientific research. Currently there are 18 third party, peer reviewed, published studies on Juice Plus and many more underway. As you saw on the video, Juice Plus protects our DNA, reduces oxidative stress (oxidative stress is what creates disease), helps support the immune system, helps with blood flow and circulation and is bio-available, meaning it is getting into the blood stream.

So what does this mean on a human performance level? It means mom's can produce healthier babies (which is a study that is currently underway), children and college students will perform better academically, people have less colds and flues, athletes perform better and recover faster, less medication is required, less work and school is missed, productivity goes up, people have more energy, there is better mental clarity and focus and people crave less junk food. These are just a few of the things that we see from taking Juice Plus.

Juice Plus orchard/garden is only \$1.39 a day and if you were to add the Vineyard, it is only \$2.28/day. If you are part of the Children's Health Study, which was mentioned on the video, Juice Plus Orchard and garden is only 70 cents per day per person. (Show the bottles for visuals) If you would like to get started, I have some forms that you can fill out. (I have the colorful order forms on a clipboard). We also have some of the chewables for you to try. Does anyone have any questions?