

PROFESSIONAL SUPPORT PROGRAM

[PSP]

A “virtual” business for the busy professional

The NSA Virtual Franchise® is the perfect part-time business for busy people.

Now the Professional Support Program [PSP] lets a new distributor add additional income to their existing practice or business – without the time, the cost, and the risk that would usually be involved.

PSP links a participating distributor and a person called a "Wellness Coordinator" in a positive and rewarding business relationship. The Wellness Coordinator is usually you, the sponsoring distributor.

PSP Participants are required to:

- fill out a Participant Agreement and fax to 901-850-3058.
- fill out a Distributor Application – and mail to NSA with a \$50 check or sign up the PSP participant at www.nsavirtualoffice.com.
- share information about Juice Plus+® with patients, clients or customers.
- forward follow-up information to their Wellness Coordinator.

Sounds simple? It is and it's not just for doctors and health professionals. It's for anyone who has a large patient, client or customer base – like fitness instructors, dance or music teachers, athletic coaches, lawyers or anyone who does not have the time to start a new business. Treat doctors like anyone else. Your goal is to educate them and get them and their family started on Juice Plus+®.

Steps to success

1. Identify and visit your warm market professional.

- Only approach professionals you know or have been personally introduced to. Never “cold call.”
- Make an appointment to see the professional in person. Keep your first meeting very brief, no more than 5 or 10 minutes.
- Ask your professional to listen to a CD and share any research that targets his or her specialty.
- Set an appointment for a follow-up visit.
- Never bring up the business on your first appointment.

2. Turn your PSP prospect into a Juice Plus+® Preferred Customer.

- On your follow-up appointment, your goal is to acquire a new Preferred Customer.

- Ask questions: "Do you see the value of Juice Plus+®?" "Wouldn't you like to add it to your diet and your family's diet?"
- Once you've made the Juice Plus+® sale, you can go ahead and try to introduce the business, if the professional has expressed interest. "Would you like to review this brochure about our Professional Support Program to see how easy it is to share Juice Plus+® with your patients/clients?"
- If the answer is "NO," leave it alone; head straight back to talking about the value of JuicePlus+®.

3. Establish a belief in Juice Plus+®.

- A strong belief in Juice Plus+® is the foundation for everything that follows.
- Stay in touch. Share additional CDs and articles as appropriate.
- Continue to invite the PSP participant to local Prevention Plus+ Lectures.

4. Sponsor your professional and become his or her Wellness Coordinator.

- Once your professional expresses an interest in sharing Juice Plus+® with patients or clients, introduce the PSP brochure.
- Show them how EASY it will be by giving them a little "script" to use with their patients or clients: "I've added Juice Plus+® to my diet (and to my family's diet) and I believe it would be beneficial to you and your family, too. Please listen to this CD and my Wellness Coordinator will give you a call. What would be a good time for you?"
- Explain that the only other thing they have to do is to call, fax, or e-mail you on a mutually agreed upon time with names, phone numbers, and best times to call; you do everything else.
- Finish the appointment and set a goal. "Is this comfortable for you? Can you do this?" "How many times a day do you plan to share Juice Plus+®?"
- Fill out a Participant Agreement and fax to 901-850-3058.

5. Help your professional establish the habit of sharing Juice Plus+® and get your professional "qualified."

- "Fast Track" your professional to the Virtual Franchisee position. Establish a sense of urgency; stress the importance of getting to Virtual Franchisee within the first 60 days.
- Help your professional create momentum. Your goal is to get them to the "qualifying business" level (\$1000 PVC monthly) as quickly as possible.

6. Paint the big picture.

- As the synergy between you and your professional grows, the "big picture" of the income potential of NSA will begin to emerge.
- You will soon have accumulated enough PVC to promote your professional to Sales Coordinator.
- At that point, introduce the concept of finding three other people who might like to share Juice Plus+® with their patients or clients, "just like you are doing."
- Return to Step 1 with these referrals.

7. You now have a serious distributor!

By now your professional is earning substantial secondary income, sharing Juice Plus+® every day, and sending business referrals your way.

Wellness Coordinator

The role of a Wellness Coordinator provides you, the sponsoring distributor, an opportunity to support your PSP Participant in getting their business off the ground. A Wellness Coordinator can also be a member of the participant's staff, a spouse or a stay at home mom. One doesn't even have to be a distributor to perform this role.

Wellness Coordinators are required to:

- fill out a Wellness Coordinator Agreement and fax to 901-850-3058.
- establish a working relationship with the PSP Participant.
- close the sale on leads provided by the PSP Participant.
- handle all follow-up duties.

Steps to Success

1. Establish a working relationship with the Participant. Exchange numbers, email, fax, etc.
2. Make all calls within 24 to 48 hours after receiving contact information.
3. Best time to call is in the evenings during the week and Saturdays on the weekend.
4. When contacting prospects introduce yourself as: *"[Your name], the Juice Plus+® Wellness Coordinator and I work with [Participants Name]. He/she asked me to call to answer any questions you may have about Juice Plus+®. Have you had a chance to listen to the CD that was given to you?"* If yes, answer any questions and explain to them that Juice Plus+® is sold in a four-month supply and can be purchased using our preferred customer installment plan which breaks the payments down into four easy installments of \$39.75 per month over a four month period. Ask: *"which billing method would you prefer – debit card, credit card or bank draft?"* Once this has been completed let them know that the product will be shipped and should arrive within 5 to 7 days.
5. Fax the preferred customer form to NSA at 901-850-3061 or enter the order online. **Note:** *the NSA distributor listed on the Preferred Customer Form should be the Participant.*
6. If they have not listened to the CD, encourage them to do so and set up another phone appointment. Sometimes the prospect will want to purchase Juice Plus+® without listening to the CD – proceed with their order but encourage them to listen to the CD anyway in order to establish a stronger belief system.
7. Keep calls within five minutes. Your time is valuable and you want to keep it simple.

8. Once the sale is complete, mail them a brief thank you note. Stay Well Cards are good for this, or send a brochure like "The Recipe for Better Health," which provides additional information about the long-term benefits of taking Juice Plus+®.
9. During the follow-up process, check to see if any of your participant's friends or relatives are interested in learning more about Juice Plus+®.
10. Keep the Participant posted on your progress, once a week or twice a month, whatever is convenient. This ensures that you are building a long and lasting relationship. Remember, your participant needs to be encouraged as well. Let your participant know what a great job he or she is doing.

NSA Support

NSA supports a Wellness Coordinator by automatically sending postcards during the first four months. NSA also notifies the Wellness Coordinator when it's time to make follow-up calls by sending an email of the customer's names.

NSA Virtual Office

Use your Virtual Office to support your administrative needs. Virtual Customer Service allows you to place orders and make changes, as needed, for your PSP Participant.

Compensation

NSA offers two compensation plans for Wellness Coordinators. NSA automatically deducts the appropriate amount from the PSP participant and pays the Wellness Coordinator direct.

Plan A

Wellness Coordinators are paid \$10 on their first sale and \$10 on their second order that ships four months later. This plan allows you to make up to \$20 for each sale made.

Earnings Potential (based on receiving 20 leads per week)

20 Leads per week – Close 50%

10 Sales x \$10 = \$100

2nd Order x \$10 = \$100

Annually \$8,000

Plan B

Wellness Coordinators are paid \$10 on their first sale and each order that ships for the life of the customer.

Earnings Potential (based on receiving 20 leads per week)

20 Leads per week – Close 50%

10 Sales x \$10 = \$100

2nd Order x \$10 = \$100

3rd Order x \$10 = \$100

Annually \$11,200

This example is based on Wellness Coordinator activity only. If you're a qualifying distributor you can add commissions and bonuses to these totals.

PROFESSIONAL SUPPORT PROGRAM

Participant Agreement Plan A

This is to acknowledge my participation in the NSA Professional Support Program under the terms and conditions listed below.

1. I will have the support of a Professional Wellness Coordinator, whose primary responsibility will be to make follow-up sales calls to my customer prospects and to provide additional follow-up support after a sale is made.
2. I hereby authorize NSA to deduct from my monthly commission check \$10.00 per preferred customer order on the first two shipments of Juice Plus+® sold to each customer generated in my distributor number. The purpose of this deduction is to fund the Professional Wellness Coordinator service.
3. I agree to submit leads to my Professional Wellness Coordinator on a regular and timely basis. After receipt, leads should be forwarded within a 24-hour period. These leads will be generated through both my personal recommendation, as well as, the sharing of either an audio CD or DVD.
4. This agreement may be terminated by either myself or NSA upon a written notice submitted ten (10) days prior to the last sales day of each month.

PSP Participant

FIN

Wellness Coordinator

FIN

NSA Sponsor

FIN

Date

Please fax to 901-850-3058.

PROFESSIONAL SUPPORT PROGRAM

Participant Agreement Plan B

This is to acknowledge my participation in the NSA Professional Support Program under the terms and conditions listed below.

1. I will have the support of a Professional Wellness Coordinator, whose primary responsibility will be to make follow-up sales calls to my customer prospects and to provide additional follow-up support after a sale is made.
2. I hereby authorize NSA to deduct from my monthly commission check 1/2 of the retail profit per preferred customer order sold to each customer generated in my distributor number. The purpose of this deduction is to fund the Professional Wellness Coordinator service.
3. I agree to submit leads to my Professional Wellness Coordinator on a regular and timely basis. After receipt, leads should be forwarded within a 24-hour period. These leads will be generated through both my personal recommendation, as well as, the sharing of either an audio CD or DVD.
4. This agreement may be terminated by either myself or NSA upon a written notice submitted ten (10) days prior to the last sales day of each month.

PSP Participant

FIN

Wellness Coordinator

FIN

NSA Sponsor

FIN

Date

Please fax to 901-850-3058.

PROFESSIONAL SUPPORT PROGRAM

Wellness Coordinator Agreement Plan A

This is to acknowledge my participation in the NSA Professional Support Program under the terms and conditions listed below.

1. To participate in this program, I must be set up with a fax machine or email address in order to receive correspondence from NSA and leads on a timely basis.
2. Customer leads should be contacted within 48 hours. If the customer has not listened to the audio CD or DVD, then the Wellness Coordinator should set a time to call back.
3. The Wellness Coordinator will be responsible for making two follow-up phone calls, 10 days after the sale and 10 days before the second preferred customer order is scheduled to ship. NSA will provide phone lists, along with names and dates, via fax or email.
4. The Wellness Coordinator will be compensated \$10.00 on the first and second preferred customer order shipped. Payments will be made according to the NSA Marketing Plan and mailed on the 25th of each month.
5. If the Wellness Coordinator should decide to no longer participate in the Professional Support Program, any outstanding commissions shall be forfeited.

Wellness Coordinator (Please Print)

FIN

Street Address

City

State

Zip

Phone

Fax

Email

Voicecom

Signature

Date

Please fax to 901-850-3058.

PROFESSIONAL SUPPORT PROGRAM

Wellness Coordinator Agreement Plan B

This is to acknowledge my participation in the NSA Professional Support Program under the terms and conditions listed below.

1. To participate in this program, I must be set up with a fax machine or email address in order to receive correspondence from NSA and leads on a timely basis.
2. Customer leads should be contacted within 48 hours. If the customer has not listened to the audio CD or DVD, then the Wellness Coordinator should set a time to call back.
3. The Wellness Coordinator will be responsible for supporting the needs of all customers during the duration of the participant/customer relationship.
4. The Wellness Coordinator will be compensated 1/2 of the retail profit per preferred customer order. Payments will be made according to the NSA Marketing Plan and mailed on the 25th of each month.
5. If the Wellness Coordinator should decide to no longer participate in the Professional Support Program, any outstanding commissions shall be forfeited.

Wellness Coordinator (Please Print)			FIN
Street Address	City	State	Zip
Phone	Fax		
Email	Voicecom		
Signature	Date		

Please fax to 901-850-3058.