

## BUILDING A CUSTOMER BASE

Your goal is to create 40 customers. Forty isn't too few to be a good challenge... or too many for you to provide excellent customer service! The 10-10-10-10 plan is designed to get you there. Why 40? With your own Juice Plus+® order and 39 customers, your monthly PVC reaches 1,000 PVC, which means you are now qualified to earn bonuses on the businesses you help your distributors to develop. Building a qualifying business is the foundation of your own Virtual Franchise and the essence of what you will want to duplicate with team members you bring into the business.

### WHY is it so important to qualify your business?

- It maximizes your efforts to earn. You earn a 5% performance bonus on your team members who are Direct Distributors and above. As your business grows, this 5% will overwhelmingly become the largest portion of your paycheck!!
- Qualifying your business is the essence of what you want to duplicate – the example you want your team to follow. Building a team of “qualifiers” will put you on the road to the top positions in our pay plan, such as National Marketing Director.
- You are eligible for leads and customers from the generic juiceplus.com website through NSA's referral program for qualifiers.
- Recognition in the monthly bulletin after three consecutive months of qualifying.

**Most importantly**, building a qualified business means you have created a community of Juice Plus+® users. These 30 to 40 families will provide future revenue through continued use, new product use, referrals and possibly business involvement. Having a qualified business is the base of your future Juice Plus+® Virtual Franchise.

*You will start to **see your paycheck grow** when you qualify your business!*

### HOW do you get 1,000 PVC each month to qualify your business?

- Your family's orders
- Your preferred customer orders (Aim for 30 customer families or 41 individuals plus you; track your progress on page 5.13 and 5.14)
- Your new distributor's orders
- Your Direct Distributor's orders (until promotion to Virtual Franchisee)

## How to Build a Customer Base

Creating a solid customer base involves a series of simple, duplicatable steps:

1. Have a strong and consistent DMO (Daily Method of Operation) (page 6.2).
2. Tell your story (as developed in Chapter 4).
3. Share Prevention Plus+ CDs or sales aid(s) of choice (Chapter 11).
4. Employ your support team to ensure your success (page 6.9).
5. Invite prospects to events, including Wellness Presentations and Prevention Plus+ events (page 6.11 and Chapter 7).

6. Continue to expand your *warm market* (page 6.12).
7. Provide excellent customer care and build relationships! (Chapter 8).

### **Success Habit 1: PLANNING**

You've heard it said, "plan your work and work your plan" and "people don't plan to fail; they just fail to plan." Good, focused planning will help your business consistently grow and bring balance to your life.

## **Daily Method of Operation (DMO)**

If your goal is to complete the 10-10-10-10 plan in your first four months (reaching the 14% commission level – and qualifying your business) here are the activities to adopt as your own:

1. **Pass out two CDs/DVDs a day, five days a week and follow up.**  
At 10 exposures a week, you are very likely to create an average of 3 to 4 new customers a week. Use your Memory Jogger to plan out who you will target each week, when you will see or speak to them, etc. and schedule those times on your calendar. For verbiage ideas, review the outline under *Working by Phone from Your Memory Jogger* starting on page 6.4.
2. **Listen to team training calls each week.**  
In addition to the pre-recorded calls to guide through this manual, (see page 5.11), there are training opportunities taking place all across the country every week (live and pre-recorded). Check with your sponsor or support team to find out how to participate. Add the dates to your calendar.
3. **Commit to hosting Wellness Presentations.**  
If you know a lot of people, this is a great way to jumpstart your new business (read Chapter 7). Set at least two dates with your sponsor.
4. **Start identifying customers that would be ideal business prospects to discuss with your sponsor.**  
Your sponsor and other support team members are available for three-way calls and will help you develop your strategy. Use the *Customer Care Worksheet* on page 9.5.
5. **Attend all trainings and special events with guests.**  
There is no more powerful way to expose your prospects to our products and business.
6. **Check Voicecom daily.**  
As mentioned in Chapter 5, there is no better way to stay connected with your support team and your own distributor team as it grows. It's also a great way to educate your cus-

tomers. When there's a great health message, you can three-way them into your box. You can also three-way prospective or new distributors to demonstrate the power of this tool.

*Go to work on your plan and as you complete each week,  
take time to evaluate your activity and your progress.  
Track your results. Adjust your plan as needed.*

## **Success Habit 2: FOCUS ON BUILDING RELATIONSHIPS**

As you share your story and audio/visual materials, invite people to events, and go about your “DMO,” remember to focus on relationships first, results second. You’ll enjoy the journey far more, and you will see results!

NSA has developed CDs and DVDs that cover a broad market spectrum. Certain audios focus solely on Juice Plus+®, while others have a multi-product focus, and some are targeted towards a specific market, such as athletes, women, or children. Decide which tools work best for you (see *audiovisual tool descriptions in Chapter 11*) or ask members of your support team for recommendations.

One of the best ways to share Juice Plus+® is simply as you go about your life. As you begin, you’ll primarily focus on your *warm market* (family, friends, and acquaintances). You regularly see some of these people – at your child’s school, working out at the gym, attending your children’s sporting events, at social activities, church events, where you work, etc. For others, your primary connection is by phone. The following pages will guide you through ways to share Juice Plus+® – in person or by phone.

## **Sharing Juice Plus+® Face to Face**

Health comes up in conversation almost as often as the weather. A sincere, “How are you?” can open the door to a great conversation. There are other ways to create conversation around health. Here are a couple of examples:

- You are at the grocery store and run into a friend you haven’t seen since you became a Juice Plus+® distributor. You ask the typical questions like, “*How are the kids, the husband?*” and, “*What have you been doing since we spoke last?*” Eventually she will ask you what you’ve been up to. You might say something like: “*You wouldn’t believe this ... we have had our healthiest year yet! About 6 months ago, we started our family on Juice Plus+®. Have you ever heard of Juice Plus+®?*” Be prepared to give a quick explanation of Juice Plus+®. You might say, “*Juice Plus+® is fruits and vegetables in a capsule.*” Or, “*Juice Plus+® is a revolutionary concept where fruits and vegetables have been juiced, dried, and then put in capsules.*” Be brief and to the point. If your friend seems interested, share your Product Story (Chapter 4).

- You are on the treadmill at your gym and the person next to you is someone you've seen many times at the gym. You might say something like: *"You are so disciplined about going to the gym. I see you here all the time. You must really take your health seriously."* The conversation will lead to more questions from you, but ultimately you could say something like: *"Since you are so health-conscious, I'm sure you've heard about Juice Plus+®?"* Again, explain very briefly what Juice Plus+® is and share your product story if the person seems to be interested.

After you share your story, now is your opportunity to share a CD, a brochure, or refer him or her to your website. Remember the next critical step: get a phone number and set the day and time to get back in touch. These scenarios could happen virtually anywhere, anytime. Take an active interest in others, ask questions, and have your story ready to share. When you're ready to follow up, use the outline on page 6.5.

## Working by Phone from Your Memory Jogger

All of us have people we love and care about with whom we connect primarily by phone. Some live in the next town or across the country. Even though we don't see them or talk to them every day, we certainly want them to know about Juice Plus+®. Here are some easy steps to follow when calling your *warm market*:

### 1. Ask, "Is this a good time to talk?"

Always ask if your prospect has a few minutes. If they say no, GET OFF THE PHONE! Find a better time to call back.

### 2. Keep it short.

Respect their time, and you'll get more accomplished.

### 3. Get permission to send CD/DVD.

Give your personal Product Story – share your enthusiasm. The key here is to COME FROM THE HEART! People are going to listen to your true and sincere feelings about results with Juice Plus+®. Don't get technical. People respond to your genuine enthusiasm. Now is the time to practice your Product Story! Refer to the worksheet on page 4.3. Then add: *"I was thinking of you last night and wanted you to know about Juice Plus+®. Would you be open to some information?"* They answer "yes" and you say: *"Great, would you prefer a CD, DVD, (or would you like to go to my website)?"* Once you know their preference, say: *"I'll put a package in the mail to you today; it will probably get there \_\_\_\_\_. I'd like to call back to see what you think."* Give them two options of times such as: *"Would Wednesday or Friday be better for you? What time would be good? Regardless of whether you're interested in Juice Plus+®, you'll love the information. I hope it makes as much sense to you as it did to me."*

### 4. Refer to the CD/DVD.

If your prospects start asking questions, refer back to the CD/DVD. Just be honest and say, *"I don't pretend to be a nutritionist or any kind of an expert, but I loved the*

information and know you'll get a lot out of it. Listen to (or watch) it!" Another option is: "That's a great question and I know it's answered on the CD/DVD better than I can answer it." If you must say something, keep it short and sweet. For example, "It's whole food – fruits and veggies in a capsule. You're familiar with the Jetsons? Well, they've arrived."

### 5. Suggest listening options.

People will forget that the best place to listen to a CD is in their car or on a portable CD player, so make suggestions. Before hanging up, schedule your follow-up time (allow 5 days if you're mailing the CD), and say, "I will drop some information in the mail tomorrow and you will probably get it by \_\_\_\_\_. Do you think you will have a chance to listen to the CD by \_\_\_\_? Great, I'll give you a call on \_\_\_\_\_. What time will work best for you?"

Another example: "Your time is valuable and so is mine. I don't want to bug you... and you don't want me bugging you. Let's figure out a good time for you to listen to this and a good time for me to follow up." After you have scheduled the appointment you might close with, "I can't wait to hear what you think!"

If you're mailing the CD/DVD, write a short note that says something like: "It was great talking to you. Enjoy the CD/DVD and I'll talk to you in a few days."

If your prospect doesn't have a CD or DVD player, you can always refer them to your website OR offer a three-way onto the Juice Plus+® 24-Hour Information Hotline (1-800-942-1260) right then. If it's not convenient at this time, schedule a time that is more convenient. The most important steps are providing information and scheduling the day and time for you to follow up.

Track your prospects on the Memory Jogger/Resource Tracking Sheet on page 5.3 or use the Connection Record Form on page 8.2.

## Prospect Follow-up

It is helpful to have your sponsor or other support team member on the first few follow-up calls you make. Through the use of three-way calls, you can learn how to answer common questions and get a few successes under your belt before making calls on your own.

### 1. Again, ask, "Is this a good time to talk?" and if so, "Have you had a chance to listen to the CD (or watch the DVD)?"

Remember to always respect their time and yours. If it isn't a good time for them or they haven't reviewed the CD/DVD you shared, reschedule the call. In this instance, if your sponsor is on the phone with you, no introduction is necessary.

### 2. Get their feedback.

If they've reviewed the CD/DVD and you are calling with a support team member, introduce them now: "I was just talking to a friend of mine who has been working with Juice Plus+® a lot longer than I have and thought it would be great if I could hear (him/her) answer any questions you might have." After the introduction, your support

team member might ask, *"How did you feel about what you heard on the CD?"* *"What did you like best?"* and then follow up with, *"Does Juice Plus+® make sense to you?"* (If you're calling on your own, use these questions as well.)

**If you're using three-way calls, let your support-team member do most of the talking. Remember, this is your training. Add comments only when prompted to do so.**

### 3. They're interested in Juice Plus+®; what's next?

Take their order! Ask your friend, *"So would you like to start getting healthier today?"* At this point they'll probably ask, *"How much does it cost?"* You respond:

- *"That's the best part. It's only \$1.39 per day, less than a cup of coffee or a bottle of water. That equates to \$41.50 a month. This price includes shipping and handling, too. I just need to know where you'd like the product shipped and your credit or debit card number. The company ships you a four-month supply, but will bill you only \$41.50 a month over the next four months."*

**OR**

- *"The most cost-effective way to get Juice Plus+® is to have it shipped to you directly from the company. Then it's only \$41.50/month. But you do need to link your order to a credit or debit card... do you have one of those? Great, which one do you want to use?"*

Have your Preferred Customer Order Form ready to be completed (see page 5.9 for instructions).

Be sure to explain the automatic reorder program. Let them know they are in complete control of their shipment dates and can speed it up, slow it down or cancel at any time.

### 4. Helping your prospect decide.

When a prospect asks you to send more information about Juice Plus+®, it is usually a hidden request for you to help them feel comfortable with making a decision. At this point many distributors just break down and politely take the request for information and spend the time and money sending it. A better response would be to say, *"I'd be happy to! And if you have a few minutes, maybe I can answer some of your questions now."* Or, *"Could you please be more specific on what kind of information you are looking for to help you make a decision?"*

Now is the time to refer back to information on the CD and answer questions they have. If you don't know the answer, simply state: *"Gee, that's a great question. Let me grab my manual and find the answer for you."* (See below: Most Frequently Asked Questions about Juice Plus+®). After this, ask for the sale by saying: *"Are you ready to get started on Juice Plus+®?"* If they are still unsure, ask, *"Do you have a particular question or concern I haven't addressed? I want to help you feel good about your decision."* Or, *"I always send a lot of information to my customers because I like to educate them as they are taking Juice Plus+®; but all the literature in the world won't replace the actual experience of receiving the benefits yourself. I'll gladly send additional information with your order. Would that work for you?"* One of two things can happen: you'll close the sale or you'll save the time and effort of sending out additional information.

## Most Frequently Asked Questions about Juice Plus+®

Here are some questions or concerns that prospects may have during the decision making process along with some suggested responses. More “Commonly Asked Questions” can be found in Chapter 12.

Your goal when answering questions is to put your prospect at ease. One way to do this is to let them know that you understand them – you were once a prospective customer, too! A helpful approach is “Feel, Felt, Found”. Let your prospect know that you understand how they **feel**: you (or someone you know) **felt** that way too; and what you (or they) **found** or discovered was \_\_\_\_\_ (insert response to the question/concern; see examples below).

Remember, don’t answer questions you were not asked!

### **Q. Is it expensive!**

- A.** The cost issue was addressed earlier in this chapter; but if it is still a concern, try the “feel, felt, found” technique: *“I know how you feel! I felt that way too, when I first heard about Juice Plus+® but then I realized that \$1.39/day is less than the cup of coffee I was buying everyday!”* (You can use cable TV, cigarettes, etc.) Or: *“I know how you feel! When I first heard about Juice Plus+®, I felt I couldn’t afford it, but as I learned more, I found out that prevention is much less expensive than disease, and that I could never buy 17 fruits and vegetables for \$1.39/day!”*

### **Q. Why do I have to commit to four months? I’d like to try it for just a month.**

- A.** This is a good time to refer to the audio. Most health professionals address the issue of our bodies needing time to adjust to a change in diet. Let them know that you care about their results with Juice Plus+®. One month is not enough time to fully realize the benefits of adding Juice Plus+® to the diet; some people will just be developing the habit of taking Juice Plus+® regularly during the first month. Let them know that you (and NSA) are passionate about their results and that is why the company offers a discount on the retail price through the Preferred Customer Program and allows them to pay for their Juice Plus+® as they’re using it – just \$41.50 per month. Isn’t that great!

### **Q. I don’t like anyone taking money out of my account. Can’t I just write a check?**

- A.** This is another great example of when to use the “feel, felt, found” technique: *“I know how you feel. I felt the same thing when I was becoming a Juice Plus+® customer, but I found out that the company doesn’t actually take money out of my account. When we place your Preferred Customer order, you select a specific day each month when your credit card or bank will remit \$41.50 (plus taxes) for your Juice Plus+®. You and I are in complete control and can cancel at any time. It’s just like having an online account with AOL or having insurance automatically deducted from your bank account each month. I’ve been using Juice Plus+® for \_\_\_\_ and have never had a problem nor has anyone I know!”*

### **Q. I already take vitamins. Do I still need Juice Plus+®?**

- A.** This is another great time to refer back to the audio. *“Did you hear what \_\_\_\_\_ had to say about vitamins? I was really surprised to hear that vitamins just include fragments of what is in fruits and vegetables! It’s amazing to think that an apple alone contains thousands of phytonutrients. Most vitamin pills I’ve seen only have a few ingredients, but*

*Juice Plus+® is whole food based: we get 17 different fruits, vegetables, and grains and all the vitamins, minerals, antioxidants, etc. in those fruits and vegetables. Isn't that great! I also really like that there is clinical research that shows that Juice Plus+® works (see Chapter 13). Does the vitamin that you're currently taking have any research backing it up?"*

**Q. I eat lots of fruits and vegetables. Why do I need Juice Plus+®?**

- A.** *Another great time to use "feel, felt, found": "I can certainly understand how you feel, and that's great that you're already eating lots of fruits and vegetables! Lots of people who use Juice Plus+® find that they naturally increase their intake of fruits and vegetables, but Juice Plus+® is still valuable for them to use. When I first was introduced to Juice Plus+® (or when one of my customers, family, or friends...), I felt the same way. I was eating lots of fruits and vegetables, too. But what I realized was that I couldn't get the vine-ripened produce that's in Juice Plus+®. Even organic produce is picked early so it won't spoil! Also, even though I like a wide variety of fruits and vegetables, I rarely eat 17 different kinds on a daily basis. And some of the vegetables that are so good for me, like kale and parsley, I just don't like very much...and others, like broccoli and beets, I only like cooked, even though I know that they are better for me raw. Thank goodness I can get 17 different raw fruits, vegetables and grains in Juice Plus+®!"*

**Q. Why don't you list the vitamins and minerals that are in Juice Plus+®?**

- A.** *"That's a great question and one of the most exciting things about Juice Plus+®! You see on the label, Juice Plus+® is food. You know when you buy broccoli at the store, it doesn't list a vitamin breakdown. I've learned that there are thousands of "phytonutrients" in fruits and vegetables. Those are things like vitamins, minerals, antioxidants, enzymes, etc. I keep seeing articles in magazines about the new ones that get discovered. It's amazing. That's what great about Juice Plus+® all those phytonutrients are already in it! It would be impossible to list all the ingredients on any bottle. The other thing I've learned is that there is a synergistic effect with all of these phytonutrients – they need to work together to work best. Isn't it great that Juice Plus+® keeps them all together for us?"*

For more product-related Questions and Answers, see Chapter 12.

### **Success Habit 3:**

#### **Commit to Personal Growth and Leadership Development**

If you want to realize your dreams, pursue your passions, live life fully AND help others do the same, it will require growth. Your support team will bring a wealth of knowledge and resources in this area.

### **Employ Your Support Team**

Think about what it would be like to open a franchise with a team of experienced mentors willing to teach you everything they know to ensure your success. That's what you can have in your NSA business, if you utilize your support team. On page 1.9, you should have the names of the five qualifiers on your support team with a vested interest in your business success.

These leaders will provide:

1. The support you need while you're working to position yourself in the first 30 to 60 days
2. Assistance in prioritizing your Memory Jogger
3. Help to outline your best plan of action – given your personal and income goals, and time available
4. “Tell, Show, Try, Do” training on appointments you set up – you bring the people, they bring the presentation! (*see below*)
5. Unlimited three-way calling (*see below*)
6. The presentation at your first Wellness Presentations
7. One-on-one coaching, as needed
8. Individual planning/training sessions, as needed

Can you imagine what a waste it would be as a new Franchisee to forego this wealth of experience by trying to do everything on your own? Don't make this mistake in your NSA business.

#### **The “Tell, Show, Try, Do” Training Method**

This means your sponsor or support team member will “tell” you what to do and say (for example, the guidelines given in this manual); they'll “show” you how — by getting on the phone with you and your prospects, going on appointments with you, conducting your first Wellness Presentations, etc.; they'll be with you as you “try” practicing your skills; and finally, they'll be available for coaching and further training as you begin to “do” more on your own.

#### **Three-Way Calling**

If you had the option of trying to interest someone in the merits of owning a computer on your own, or putting them in front of Bill Gates, which would you prefer? The answer seems obvious, yet many times we're reluctant to expose our contacts to experienced members of our support team. Your team has only one mission in mind: to help you be successful! There is no more powerful tool in the business than the three-way call. First, it teaches you what to say, how to respond to questions, and more importantly, it sends the message to your prospect that should they choose to become involved, support is available.

When you first start creating customers, here is the ideal sequence of events:

1. Prospect sees product, literature; listens to a CD or watches a DVD
2. You call prospect and ask what he/she liked best about the CD/DVD. Finding that the prospect liked it and wants to know more, you say: *"I'm sure you have a lot of questions. I sure did when I first learned about Juice Plus+®. Do you have fifteen minutes tomorrow at 10:00 am? I would like to set up a conference call with my associate (or "person training me") and we'll get all your questions answered."*
3. You call your sponsor to be sure he/she will be available at the appointed hour. If your immediate sponsor is not available, another support team member may be able to help!

Another option is to have your sponsor on the phone with you when you make the initial follow-up call with your prospect. After confirming you have called at a good time and that they have heard the CD, say, "Great! I was just talking to \_\_\_\_\_, the person who introduced me to Juice Plus+®, and I thought it would be great to get him/her on the phone with me to answer any questions you have since I'm just learning." Introduce the sponsor, and allow the sponsor to do the talking.

#### Advantages

- Three-way calling leverages your time.
- Three-way calling allows new distributors to get started right away without knowing everything about the product or company.
- Three-way calling gives the sponsor an opportunity to teach the prospect while the new distributor is listening and learning the company story, too!
- Three-way calling is duplicatable. You can do it and you can teach your people to do it! It is the strongest way to close a long-distance prospect.
- Continue to use your support team until you have a few successes under your belt.

Three-way calls are also an excellent tool with potential team members. Read more on page 9.3.

#### Learn to Share Their Stories

As you begin, you may not feel you have an impressive business "success story" to share with your contacts. Until you do, use those of your support team. Interview as many team members as possible. Find out what they did before NSA. Ask them what kind of success they've experienced with NSA. Then, as you begin contacting people, think about which team member would be a good match with your prospect and invite them to do a three-way call with you.

#### The Power of Events

Nothing will solidify the "belief" of your prospects and customers more effectively than attending an event. Events often help people see "the bigger picture" and create an "experience" beyond what occurs from reading a brochure or listening to a CD. *Wellness Presentations* are one of the first events you will make available and are discussed in detail in Chapter 7.

If you live in a community with a strong Juice Plus+® presence, you may also be able to offer your prospects and customers the opportunity to hear health professionals speak in person at

*Prevention Plus+* events. These events educate guests about Juice Plus+® as well as the role of nutrition in the prevention of disease. If you live in a more remote area, the monthly *Prevention Plus+ Conference Call* provides a great alternative, hosted monthly by NSA on the Wednesday night just prior to the 15th of the month. You can also check with your sponsor to find out if your support team provides additional conference calls that you can offer for health education.

Events will also play a key role in your personal growth journey as you build your customer base and team. Some opportunities include:

**Leadership Conferences** – These events are hosted by NSA twice a year – spring and fall. Most successful leaders plan their businesses from one conference to the next. After each conference, they set goals on where they want to be in their businesses by the next conference. Often referred to as NSA University, the conference experience builds your knowledge and belief in Juice Plus+®, NSA and our industry in a few short days. You will hear NSA's President and Founder, Jay Martin. You will meet the health professionals you have heard on CDs/DVDs! The trainers are the best of the best from around the country and will be coaching you AND your new Distributors. Conferences can move you and your team forward *a full year* in business growth! Most National Marketing Directors would agree, *"Not all people who go to conference become successful, yet, all successful people go to conference."* It is well worth the investment of time and money.

**Bootcamps** – These regional events offer a different experience from conference. Bootcamps are usually attended by 100 to 300 people and are hosted in a very casual atmosphere for the duration of a weekend. You learn from top trainers in a very personal setting. Bootcamps also have the potential to move you and your team forward, *an estimated six months* in business growth! Bootcamps take place between conferences and are listed on [www.nsavirtualoffice.com](http://www.nsavirtualoffice.com). Look for an event within driving distance and get there!

**Virtual Franchise Regional Trainings** – Local leaders offer a full or half day of business training. This is a great exposure for new distributors to meet the Juice Plus+® leaders in their own area. If you don't have regional trainings in your area, check the events listed at [www.nsavirtualoffice.com](http://www.nsavirtualoffice.com) and find one within driving distance. Regionals can accelerate your business growth *by at least three months!*

**Virtual Franchise Presentation** – These one-hour events are a smaller exposure to our business. They are often done in a Distributor's home with customers who want to learn more about our Virtual Franchise.

**Virtual Franchise Workshops** – These 1 1/2-hour events offer a three-part business training, covering our company, product, and marketing system. They often feature rising stars from the area and can include a corporate and medical speaker. This is a powerful exposure for a brand new person taking a look at our business and distributors who are just getting started.

**Prevention Plus+** – These 1- to 1 1/2-hour presentations feature a speaker with health credentials sharing powerful health and Juice Plus+® information with your prospects and customers. These are often held in hotels, health clubs, or larger venues. There is never any mention of the business.

**Wellness Presentation** – This is a smaller, in-home gathering to expose prospects to Juice Plus+® (*Chapter 7*).

Each month, write down all of the events available to you on the Monthly Event Planner on page 5.4. Then start thinking of everyone you want to invite. Who should you target? Prospects, new customers, customers who have referred business to you (potential team members), and team members (especially those who are new in business). Effectively building for events will help your business grow quickly!

## **Expand Your Warm Market... and Make New Friends!**

Although we start building our Franchise with our “warm market,” we will eventually run out of people to talk to, so we need to be effective at “making new friends.” There’s a whole world out there just waiting to hear our message, perhaps standing within three feet of you. Talking to these people is often referred to as “three-footing.”

It is easy to turn a stranger into “your warm market” with a few simple steps. It’s mainly about getting comfortable with talking to people. You can’t tell a stranger about Juice Plus+® until you get a conversation started! Juice Plus+® will become a comfortable part of that conversation as it becomes a more comfortable part of you. Always remember to “know what you know.” And if people knew what **you** knew about Juice Plus+®, wouldn’t they want to hear about it? People love a warm smile and someone showing an interest in them. But how does that start? What does that look like?

It’s an old cliché, but so true: it starts with a **SMILE**, a smile with teeth and sincerity. One of two things is going to happen. They will either smile back, or they won’t. If they smile back, they are welcoming you a bit further. You then make a general comment: *“Looks like rain... The bank is always so busy... What a gorgeous day...”* If they respond, you now have a conversation going (congratulations!) and permission to ask them a question and truly enter their world.

That’s the next step... **ASK A QUESTION!** *“Do you live around here? Do you ever feel like people are so busy that they don’t even have time to say hello?”* And, so on. Keep the conversation going by continuing to show sincere interest in them. Ask questions and comment on their responses. A common question that will come up is what they do for a living. If you ask that question, odds are they will eventually ask, *“What Do You Do?”*

Now it’s your turn, but you need to have a comfortable “Opening Line” so you don’t fumble around deciding what the right thing to say might be. **BE READY!**

## **Develop your opening line.**

Here are some ideas:

*“I have the best job. I’ve aligned myself with a company that has figured out a way to put fruits and vegetables in a capsule for adults and a chewable for kids!”*

*"I've got the greatest job in the world. I distribute Juice Plus+® and help people get healthy!"*

*"I help people get healthy through whole food based nutrition. Have you heard of Juice Plus+®?"*

Whatever you develop for your opening line, **it will be perfect for you.**

**IMPORTANT WORD OF CAUTION:** do not become a Juice Plus+® infomercial. You want just a one-liner that invites them to ask you for more information. Less is more. Simply say something like: *"It's simply fruits and vegetables in a capsule, without the sugar and salt"*. **NOW TELL YOUR 30- to 45-SECOND PRODUCT STORY** (refer to Chapter 4).

After you've told your 30- to 45-second story, you are done talking about Juice Plus+®. Instead ask, *"Would you be open to some information?"* If they say yes (*and they will*), ask if they'd prefer to go to your web page, watch a DVD, listen to a CD or read something. After they've told you, give them the appropriate material, make an appointment for them to watch, listen or read **AND AN APPOINTMENT FOR YOU TO CALL THEM BACK**. Stop talking... let the resource you shared do it's job. *You're the messenger, NOT THE MESSAGE!*

**So remember:**

1. Smile (with teeth and sincerity).
2. Make a general comment.
3. Ask a general question.
4. Show interest in them and ask, ask, ask.
5. Be ready with your opening line.
6. Tell your 30- to 45-second Juice Plus+® story.
7. Ask if they'd be open to more information.
8. Determine which information.
9. Make an appointment for them to listen.
10. Make an appointment for you to follow up.

And most importantly, **HAVE FUN**, and enjoy the new people you are meeting!

**On to Wellness Presentations and Customer Care.**

The last steps in building a solid customer base are Wellness Presentations, which are handled in Chapter 7, and effective customer care, which is covered in Chapter 8.

## BUILDING A CUSTOMER BASE

Setting up your Daily Method of Operation is important in building a customer base, and completing the 10-10-10 in the first four months. The Virtual Office makes it easy to keep track and manage your DMO.

### Track Exposures

From the prospects you've entered into your Virtual Office Address Book, it's important to keep track of your exposures and schedule follow-ups. All follow-ups are conveniently added to your Calendar, and you will receive reminders on your Home Page Calendar about what you need to do each day.

#### Track Prospect Follow-up

- Personal File > Address Book
- Select Customer > Follow-up button ☒
- Fill in form > Save
- (*Time= Appointment / No Time=Task*)

### Listen to team training calls each week

The Virtual Office has all of the Owner's Manual corresponding Training Calls available for free. Visit the Training/Training Calls section – it's that easy to hear the calls for free – no more long distance phone calls to hear the Training Calls.

- Training > Training Calls

### Commit to hosting Wellness Presentations.

The NSA Virtual Office contains what you need to host your very own Wellness Presentations. In the Training/Presentations section, you will find presentations, invitations, and notes for both In-Home Health Parties and information about how you can host a Healthy, Happy Kids Campaign.

- Training > Presentations

### Start identifying customers that would be ideal business prospects to discuss with your sponsor.

The Virtual Office makes identifying these customers even easier! By running a Customer Report, you can easily find those customers who would be ideal business prospects.

- My Customers > Customer Search and Follow-up
- Click on Advanced Search
- Select Criteria > Run Report

### Attend all trainings and special events with guests.

The NSA Virtual Office makes it easy to find all sorts of events – from trainings for you to attend to learning how to build your Juice Plus+® business – to Prevention Plus+ events that are perfect for inviting both prospects and customers. Stay connected to what is happening in

your city, and around the globe, in the Events/Search Events section. Once you find an event, you can e-mail the details directly from your Virtual Office – and even send a “Reminder” e-card to those you’ve personally invited to an event.

#### **Search for Events**

- Event > Events Schedule
- Select Search Criteria > Continue
- Click View Detail
- Save to Calendar, Print, or e-mail event details


#### **Send Event “Reminder” E-Card**

- My Personal File > E-Cards
- Select “Reminder” E-Card
- Personalize > Next
- Preview E-Card > Next
- Select E-Mail addresses > Send E-Card

### **Sharing Juice Plus+® and Building Relationships**

When sharing Juice Plus+® tools with your prospects, it’s important to keep track of your contact with them – the NSA Virtual Office makes it even easier – by allowing you to track these exposures directly into your Address Book. It’s a great way to keep track of what sales tools you’ve shared with them – then immediately schedule a time to follow up with them – all from your Virtual Office Address Book – which will be automatically posted on your Calendar.

#### **Schedule Follow-Up**

- Personal File > Address Book
- Select Customer > Follow-up button 
- Fill in form > Save
- (*Time=Calendar / No Time=Task*)

### **Prospecting Tools**

Don’t forget about the additional prospecting tools available to you on your Virtual Office – Personalized Research Summary, Personalized Juice Plus+® website (free with your Virtual Office subscription), access to the latest Prevention Plus+ meetings, and even more! Remember, that personal contact is the best way to build relationships.

#### **Create Personalized Research Summary**

- Tools > Juice Plus+® Materials
- Brochures and Publications
- Create Personalized Research Summary (left column)

#### **Set-up Personalized Juice Plus+® website**

- Personal File > Personal Profile > My juiceplus.com
- Complete Personal Information
- Select website design
- Click Generate Home Page

### **Search for Events**

- Event > Events Schedule
- Select Search Criteria > Continue
- Click View Detail
- Save to Calendar or e-mail event details

### **Most Frequently Asked Questions About Juice Plus+®**

The Virtual Office makes it easier than ever to find the answers you need – now you can easily search for key words or phrases in the Owner's Manual. Your Juice Plus+® website is also a great resource for you and your customers to learn the benefits of Juice Plus+® as well as find out about the latest published and on-going research on Juice Plus+®.

- Training > Virtual Franchise™ Owner's Manual
- Chapter 12 and Chapter 13

### **The Power of Events**

Events are a great way to build your business – from attending business training events yourself to inviting guests to Juice Plus+® events! Find out where these critical events are taking place – in your city and around the world.

Find out what type of meetings are happening as well as special events taking around the globe!

### **Search for Events**

- Event > Events Schedule
- Select Search Criteria > Continue
- Click View Detail
- Save to Calendar or e-mail event details