



# Business Appointment Flow

1-on-1 or 2-on-1 Meetings

At an appointment, our primary job is NOT to sell or convince – it's to show & share what's fully possible with Advocare, & upon finding a health &/or financial need, position Advocare as a solution for our prospective teammate.

If it's a 2-on-1 appointment, the newer distributor ideally makes the introduction, then watches, learns, & lets rapport develop b/w their prospective teammate & sponsor.

This "flow" is a template of an ideal appointment – it's not set in stone or the only way to share Advocare; we encourage adapting to the environment. However, sharing in a way that closely resembles this format, especially early on, will yield greater results.

## Tools and Documents to Bring

- Product Samples
  - Impact Magazine
  - Solutions for Success DVD
  - Rookie Bonus doc\*
  - Income Disclosure doc\*
  - Franchise Comparison doc\*
  - Business Entry Levels doc\*
- \*Access at [www.buildthechampion.com](http://www.buildthechampion.com)

## 1. Connect

**Get Spark, Slam, &/or Rehydrate in their body**

**Find some commonalities:** Where are you from? How long have you lived here? What do you do for a living? Married, kids, dogs?

## 2. Transition into Advocare - Ask the 2 Key Questions

**TRANSITION INTO ADVOCARE:** "Sue, there are 2 main things we do with Advocare... 1) We help people with elite nutrition, & 2) We help people build a Plan B income. My job today is to show you the full buffet of options & then to let you pick what's a fit for you..."

"First let me ask..."

**1) \*If you could improve 1 or 2 things with your health & fitness, what would it be? (let them answer, listen)**

**2) \*I don't want to assume... but would an extra \$500 - \$1000 or more of monthly income be helpful for you? Why?**

**\*LISTEN INTENTLY...** The ANSWERS to these 2 questions ALLOW you to continue the appointment in a way that you're SOLVING issues that are IMPORTANT to them. You're no longer "selling", you're a solutions provider. Relax, have fun... chances are you've got your hands on something that can help them.

### 3. Show “Solutions for Success” DVD

- After you connect, show the **DVD** to “set the tone” for the rest of the meeting... the powerful stories open up people’s hopes & dreams
- “I’d like to show you some stories of the type of people who are doing well here...”
- Show the opportunity clip on the DVD
- Show stories that are relevant to your prospective teammate (stories that address their interests & goals) - **“You remind me of this couple... this story can become your story.”**
- If no dvd/tv, then use the Impact Magazine to show relevant stories

### 4. Share the Advocare Story

- Use the **IMPACT MAGAZINE**
- 1) **Charlie Ragus** vision & message: making a difference in people’s health and finances- world class nutritional products with direct selling model by design, distributor based marketing plan to give the average person the chance for above average income, financial freedom & life by design
- 2) **Sci/Med Board**: over 200 years of experience, personal reputations to protect, highest quality ingredients, INFORMED CHOICE (certified banned substances free)
- 3) **NON PAID World Class Endorsers, & Top University Strength Coaches**: show an endorser or strength coach that is local or represents a team they respect

### 5. Discuss Products – Safe & Effective

- Products are the **ENGINE** that drives the financial opportunity
- Tell stories: yourself, people you’ve helped, Impact Magazine
- **“24 Day Challenge”** is our solution for 80% of people starting on products with the basic needs of energy & weight loss
- **Based on how they answered “What are your top 1 or 2 health goals?” suggest a specific regimen that will help them attain their goals**

### 6. Share “The 4 Ways to Engage with Advocare”

- Use the **Impact Magazine** or write them out
  1. **Retail**, 2. **Wholesale**, 3. **Distributor - Hobby**, 4. **Advisor - Biz Builder**
- Emphasize that Advisor is ideal choice for many reasons... *discuss Advisor benefits & Rookie Bonuses before covering investment & discount levels*

### 7. Use the Business Documents to SHOW THEM THE MONEY

- **Rookie Bonus doc – paint the vision of you helping them earn multiple bonuses**
- **Income Disclosure doc – share where you are & where you’re going by years end**

### 8. Cover the Discount Levels – ENCOURAGE ADVISOR

- Use the **Entry Levels doc** or write out by hand
- ENCOURAGE ADVISOR LEVEL by covering the following 2 points...
  1. *Emphasize that “90% of Rookie Bonus earners come in at the full Advisor (\$2100 level)”*

2. Risk free investment because they've got 12 months to send back any unopened products

- Use **Franchise Comparison doc** to show comparatively low cost of starting an Advo Biz

## **9. Share Your Vision**

- Share your business story & your personal goals (i.e. 10K/month by end of the year)
- Staking claim & planting your flag in this region: those who come along WILL get paid
- Stories of what is happening for new advisors on our team getting started, getting paid & earning rookie bonuses
- Window of opportunity to partner with us on this journey: "Your friends & family WILL hear about Advocare, is it going to be from you or someone else?"
- Invite them to "PARTNER" with you & join the mission: to be a part of a culture who elevates themselves & others in Health, Finances, & Leadership

## **10. Help Them Get Started at Some Level**

- **NO RISK** in starting strong with full advisor order
- **1 of 2 things will happen:**
  - 1) It works - get product-love it - sell it - make money - all the things we've said**
  - 2) Doesn't work - don't like product - don't sell - return for money back on all unopened product**
- Ask for them to be honest with you with exactly where they are
- Ask what their gut is telling them
- Do your best to get them started in some fashion that day

### **Desired Outcomes of a Business Appointment (in order)**

1. Advisor / 40% level order on the spot
2. \$1500 / 30% level order on the spot
3. \$500 / 25% level order on the spot
4. Enroll as a distributor & order product to help reach their health goals
5. Retail sale of products to help reach their goals

### **Options for Enrolling and Placing Order Immediately**

1. Online / Computer / Laptop
2. Call Advocare (800-882-4800)
3. Get their info on an order form or sheet of paper (cc#, address, email, b-day, ss#) & input it in the computer yourself

## **Follow Through as a Leader...**

- If they start anywhere between \$500 - \$3000 (retail) with the intent of Advisor, schedule a follow up meeting / coaching call within the next 24 hours to walk them through our "**New Distributor Quick Training**" which coaches them on 1) Packaging Their Story, 2) Shield of Confidence, 3) Making Their List & Word Choices for Scheduling Appointments
- Honor your word... help them get paid... count the \$ they earn & celebrate each success

***Remember – we don't "close sales", we "open work relationships"***