

LifeVantage Distributor Training

- 1) YOUR WHY. Write down, print it out, hang it up where you have to look at it every day.
- 2) YOUR GOALS. When do you want to be a Pro 1? Pro 2? Pro 3? Write them down, set dates, print them out, hang it up where you have to look at them every day.
- 3) VISION BOARD. Find pictures of your why and goals and paste them on a vision board that you see every day. If your kids are your why paste a picture of them, or being debt free, going on a vacation, owning a new home. Find visuals of your dreams!
- 4) YOUR WRITTEN LIST. Write down names and phone numbers on paper or type them on computer, tablet, cell phone to print out.
 - Write down all names in your head.
 - Go through cell phone contacts and write down.
 - Facebook Friends, Twitter contacts, etc...write them down.
 - Use the Memory Jogger in your BluePrint and write them down. **I strongly recommend Eric Worre's Ultimate Memory Jogger** available at <http://networkmarketingpro.com/memoryjogger>
 - Go through the names on your list one by one...who do THEY know? Write them down!
- 5) SET UP GROUP MEETING. Set a date, time and location for a meeting. Your house, coffee shop, restaurant, gym, community center, etc.
 - Call upline sponsors to confirm date and show up to do presentation.
 - Supply healthy snacks & water (no chips, cookies, etc.) and keep it low key.
 - Supply Axio drinks so people can sample.
 - Supply product, business and compensation paperwork for people can take home.
- 6) INVITE THE RIGHT WAY.
 - Whether inviting by phone or text, KEEP IT SHORT. Under 60 seconds.

- Script: "Hello _____. I just started a new business and my grand opening is on (date, time & location). It would be a great favor for me for you to come. Some higher ups in the company are coming to do the presentation and I promised to have people there...and it will be embarrassing for me if no one shows! You don't have to buy anything...just please show up. Can I count on you?"
- DON'T explain business or product!
- Make it personal: tell prospect it would be a favor to you for them to show.
- Call to action: give them date, time & location and confirm they will be there.
- Remind that person (via phone call or text) day before or day of meeting to come.

7) THE MEETING.

- Allow presenters to present and do all the explaining/answering questions.
- Last presenter will do call to action.
- When meeting is over, mingle with your guests and ask questions like "what did you like best about the presentation?"
- Try to let them sell themselves, accomplished by asking more questions that jump off their responses.
- Ex: if prospect says they like Protandim, ask "how do you think Protandim could improve your life?"
- Ex: if prospect likes biz, ask "hypothetically, how much would you need to make per month to make this worth your while?"
- Then ask "on a scale of 1 to 10, 1 being 'not interested at all' and 10 being 'I want to be a Distributor now' where do you stand?"
- If they say 1-2 then ask if they would like to purchase the products as a Preferred Customer (hand them PC sheet).
- If they say 3-9 then say: "my goal is to get you to a 10. What do you need for that to happen?"
- Book a one-on-one meeting or phone call with them...set date and time.

8) FOLLOW UP

- "The fortune is in the follow up." --*Jim Rohn*
- Follow up with your prospect within 48 hours.
- Follow up with them 5-7 more times if necessary over the course of days/weeks.

- Leave messages inviting them to another group meeting, a one on one meeting, a webinar, or a conference call.
- If you get a hold of them ask if they're ready to be a Distributor. If they say no invite them to another exposure. It takes 4-6 exposures!
- If they continue to ignore you after 5-7 follow ups send a text or leave a message like this: " _____ I've clearly offended you in some way and am calling to apologize. I didn't mean to be pushy I'm just so worked up about this opportunity that I can be over the top. Please forgive me."

ONE ON ONE OR TWO ON ONE MEETINGS

A one on one or two on one meeting is where you meet with a prospect face to face and show them the opportunity video from a laptop or tablet. Don't be afraid to ask your upline sponsor to come with you.

1) INVITE is similar to previous: keep it short and don't explain anything! Remember that the total purpose of the invite is to get your prospect to watch the video. Don't confuse the invite with the presentation by giving too much info.

PHONE CALLS/TEXTS:

- Script 1 (Good for business owners/contacts, doctors, people in authority): "Hello _____. I just started a new business that I'm pumped about and I would like to have your honest opinion about it. All I need is about 20 minutes to show you a video that will explain everything. Are you available on _____?"
- Script 2: "Hello _____. I've discovered what I think is an amazing product backed by some serious science...it's not like anything I've seen before! I have a 20 minute video that explains it better than I can and I need your input on it. Are you available on _____?"
- Script 3: (Good for family members and close friends): "Hello _____. I've just started a new business and am getting my feet wet. My sponsor has taught me a system that I need to get better at...so can I practice on you? You don't have to buy anything. I need to meet with you, show you a video and then call him to confirm I did it. Are you available on _____?"

IMPORTANT! Whether inviting to group or private meeting, *everyone* will ask "so what is it? What is this business/product?" THOU SHALT NOT TELL THEM OR START EXPLAINING! **If you do you won't make any money.** Trying to explain is called "Death Valley" because they won't meet with you. Your goal is to get them to your meeting or in front of your video.

Here is how you respond: "I can't explain this over the phone/text, the video/presentation will lay it out much better than me. So are you available on _____ to come to my grand opening/meet with me?" If they agree confirm the date, time & location with them THEN HANG UP! Don't chit chat...get off the phone.

WHEN YOU'VE MET WITH THEM.

- Before you start with the video tell your story which consists of 1) Your background, 2) Bad/painful experiences in your background, 3) The solution/turn around (which is becoming an LV Distributor) and 4) Your bright outlook for the future.
- Ex: "I spent so many years working in the factory and about 3 years ago I realized I had nothing to show for it. I hated my job, had no retirement, and didn't know what I was going to do. I felt like a failure as a husband and father. Then _____ introduced me to LV and when I really started to grasp the power of compounding residual income I finally saw my way out of the pit I'd dug for myself. I'm already on my farther along than I ever thought I'd be 3 years ago and I fully expect to be debt free and prospering within the next year."
- Allow Prospect to respond and tell their story if they choose to. Be vulnerable! Your pain/hardship will connect you with your prospect and build trust!

WHEN THE VIDEO IS OVER....

- Ask "what did you like best about the video?" Let them answer and don't interrupt or be eager to respond.
- Ask more questions based on answers they give. Ex: if they say they liked Protandim ask "how do you think Protandim could make your life better?"
- Ex 2: if they say they liked the business model ask "how could some extra money help you out?"

- Ask "on a scale of 1 to 10, 1 being a 'no' and 10 being 'I'm ready to be a Distributor' where would you say you're at?"
- Ask "off the record, how much \$ would you need to make per month so this would be worth your while?"
- Ask "how many hours per week are you willing to commit to obtaining that amount?"
- Ask "If I were to help you get the training you need, help you set up your first home meeting to jump start you toward making your goals, would you be ready to get started right away?"
- If they say "no" or "maybe/I have to think about it" or "I don't know" call upline sponsor (3 - way call).

3 - WAY CALL

You MUST do the 3 way call...don't try and convince/explain/testify yourself. The 3 way call validates the product and business. The Bible says "two or three witnesses establish a matter." You are only 1 witness and your upline sponsor is your second.

- Just say "HOLD ON" and hit the call button.
- Be sure your upline sponsor knows you're calling ahead of time (text them a day ahead of time if possible) and have them on speed dial.
- When upline answers edify the prospect to the upline, then edify the upline to the prospect:
- EDIFY PROSPECT: "Hey Kurt, I'm here with _____ who owns his own successful business, is married with 3 kids, and just watched the video and said that _____ stood out to him the most."
- EDIFY UPLINE: "_____ this is Kurt Heisey. He owns his own machine business in Westfield PA, he's a Pastor, and also attained the rank of Pro 5 in LifeVantage in a really short period of time. He's a real superstar in this business, our mentor, and is on the fast track to success. He's going to answer your questions/would like to speak with you."
- EASIEST: put upline on speaker phone. EASY: hand phone to prospect (better for public areas with lots of noise).
- Allow prospect and upline leader to talk. Don't interrupt, don't add things in. Just sit and relax.

CALL TO ACTION: when phone call is over ask the Prospect: "are you ready to get started?"

RESPONDING TO OBJECTIONS. *Never Argue/Defend!*

"I have to talk with my spouse." Your response: "That's wise because our businesses flourish when we have their support. Most of the top income earners in LV walk across the stage with their spouse. Since your spouse wasn't here to see what you saw, let's... (then invite to group meeting or call to answer questions). If you arrange a call, consider doing a 3 way call with upline leader (most smart phones can do this). Try and nail down a commitment.

"I have to do some research." Your response: "That's smart! Statistics show it takes between 4-6 exposures to make an informed decision and this is only 1. This will help you." Have paperwork ready and briefly go over it. Set up appointment for prospect to come to group meeting, another one-on-one, watch informative webinar or join weekly conference call.

"I don't have the money." Ask them how you could help them get the money. Suggest yard sales, putting money aside each week, tax returns, etc. Try and help them make a plan including setting a date for when they could have the \$ by. Tell them that with training and a meeting they can be well on their way to making their investment back. NOTE: if they're serious about being a Distributor they will take some form of action to get the money...if they're not they won't.

"This a pyramid/ponzi scheme!" Your response (if true): "I thought the same thing when I first looked at this too, but then I discovered that LV is a publically traded company on the NASDAQ with strict government oversight. Pyramids are illegal and the government says that any network marketing company with less than 51% of a customer base is a pyramid. LV has way above 51% and if they ever fell below it the government would shut them down. The LifeVantage compensation system allows someone at the bottom to work their way up based on merit and not on seniority or who you know. Our team is on its way up and we have an exact blueprint to make this work and reach our goals. You can be part of that if you're ready to get started."

USING FACEBOOK & SOCIAL MEDIA

DO report honest testimonies that you and others have experienced taking LV products. If Protandim relieved some pain or symptoms, Axio gave you energy, PhysIQ helped you lose weight...go ahead and post. Don't exaggerate or make up results...our product is the best bar none and doesn't need false hype.

DO take pictures of drinking/taking the product and post occasionally along with your testimony.

DON'T try to sell the product or the opportunity on social media or tell everyone you're a Distributor. Avoid posting the opportunity videos. Testify occasionally and let people ask. When they do, send videos and your sign up site in a private message.

DON'T post pictures of checks or boast of money you've made.

REMEMBER that the idea isn't to sell product from your inventory, but to get customers to go your website and order it from the company. This way LV pays us 30% commission and it counts toward our PV and promotion.