



Business Appointment Flow

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

If it's a 2-on-1 meeting, the new distributor must edify and introduce their sponsor, from that point forward the meeting is between the sponsor and the prospect. The new distributor's job is to make the introduction, then sit back, watch, learn, and let rapport develop b/w their prospect and sponsor.

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

1. Connect – Make a Friend

Take on the role of a consultant: WHAT PROBLEMS ARE YOU HELPING THEM SOLVE?

“Break Bread” Together – Get Spark, Slam, or Slim in their body! Have fun!

Make a friend first by asking key questions: Where are you from? How long have you lived here? What are your interests and passions? What do you do for a living? Married, kids, dogs?

After you've connected on a friendship level, you've earned the right to ask deeper questions: Do you love what you do? Can you see yourself doing what you do for the rest of your life? What has interested you to meet today? What do you already know about Advocare? What interested you from the presentation website? What are your health and financial goals? Are you earning all the income you want to earn? Are you getting paid all you worth? Do you have debt you're trying to get rid of? What's your 5 year plan, where do you plan to be in 5 years? Do you have the free time you want? Do you feel you have control of your life and schedule?

2. 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 dreams, hopes, and desires
- “Before we continue with our meeting, can I show you some stories of how our company helps people?”
- Show the opportunity clip
- Show stories that are relevant to your prospect (stories that address their interests and 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

3. Share the Advocare Story and Opportunity

- Use the **IMPACT MAGAZINE**
- Charlie Ragus vision and 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 and life by design.
- Sci/Med Board: over 200 years of experience, best in our country, personal reputations to protect, research as if FDA approved (what's on the label is in the bottle), highest quality ingredients
- World Class Endorsers: over 200 non paid professional athletes and Olympians like Drew Brees, Wes Welker, Julius Jones, Christian artist Michael W. Smith.
- Highlight income stories that might connect with them... "You remind me of this couple, let me know you their story..."

4. Discuss Products – Safe, Effective, They Work!

- Products are the ENGINE that drives the financial opportunity
- No brainer-proven over and over by endorsers, weight loss stories of 100 lbs, your personal results- don't need to re-invent the wheel, already has been proven.
- 100% Money back guarantee
- Tell stories: yourself, people you've helped, Impact Magazine
- Ask them, "What are your top 1 or 2 health goals?"
- Suggest a specific regimen that will help them attain their goals

5. Share "The 4 Ways to Engage with Advocare"

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

6. 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 – tell them where you are and where you're going by the end of the year**

7. Cover the Discount / Investment Levels

- Use the **Entry Levels doc** or write out by hand
- Use the **Franchise Comparison doc** to show the comparatively low cost of starting an Advo Biz
- Emphasize that "90% of Rookie Bonus earners come in at the full Advisor (\$2100 level)"

8. Share Your Vision

- Share your business story and where you are going-personal goal (i.e. 10K/month by end of the year)
- Staking claim and 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 and earning rookie bonuses.
- Window of opportunity to partner with us on this journey: your friends and family WILL hear about Advocare, is it going to be from you or someone else?

- Invite them to “PARTNER” with you and join the mission: to be a part of a culture who represents physical health, financial health, leadership development, and making a difference.

9. Encourage to 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 100% money back on all unopened product
- Ask for a them to be honest with you with exactly where they are
- Ask them 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 and 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. Computer
2. Call Advocare (800-882-4800)
3. Get their info on an order form or sheet of paper (cc#, address, email, b-day, ss#) and input it in the computer yourself

10. Help them Get Started

- Help them make their list of 10 prospects; identify the top 3
- Discuss the options for approaching their top 3 prospects (2on1 meetings, mixers, 3way calls)
- Schedule a mixer
- Honor your word... help them get paid... count the \$ they earn and celebrate each success!
- GET 5 LEVELS DEEP AS QUICKLY AS POSSIBLE