



RETAIL TO RECRUIT METHOD

Customers are the foundation of any business. As IBO's we get paid on volume. The more loyal customers you have (whether they are building the business themselves or not), the more money you will make.

The key to acquiring new customers is to first know and understand the products, the problems your products solve and the people who are most likely to need your products. Learn what your products do and how they work. This starts with being a product of the product and educating yourself on the benefits of each product you sell. Learn which problems our products solve (i.e. Tea for weight loss, NRG for energy, Love for sexual enhancement), and lastly know the needs of your target audience. You don't want to waste your time selling Resolution to someone who is not looking to lose any!

Many times the best business builders will start as customers and giving people the opportunity to experience our great products first makes it easier in the end to convert them from customer to consultant. Here are starter scripts you can use to boost your customer base.

Sample Starter Script #1: (Warm market)

Hello this {insert your name}. How are you today? I just got my hands on a product that helps people detox their body, lose weight weight, as well as helps them promote a healthier lifestyle.

I'm starting my own business and I need a HUGE personal favor. I would like to send you some information and I would like you to go to my website and support my business.
Can you go to my website now?

Response:

Yes. (walk the person through the product line)

No. I would like to come by and drop you off a sample that you will love and talk about how you can help me with your crusade to live a healthy life.

Sample Starter Script #2 (Warm market)

Hello this (your name)_____I just started a new business and I'm so excited and need your help (**wait for them to respond**).

I just sent you an email that talks about a product you will really love and I would like for you to open that email and also look at video I attached {URL to product video of choice}

Then ask..... When can you look at this video?

Sample Starter Script #3: (Warm market)

Script #3 (Social Media) Note: Share don't sell on social media! Start a conversation and build rapport.

POST: I just lost {number} lbs. with my laso Detox Tea and HCG and I feel amazing ! I have {number} more lbs. to go!!)

Also add your link to your website or lead capture page

Next day or Post #2: I woke up this morning feeling alert and AMAZING! I loved the TLC products!!(**Post pictures**)

Sample Starter Script #4: (Social Media)

Step #1: **POST** If your ready to shed those unwanted pounds I can show you how you can lose 5 pounds in 5 days. Want to know the secret? Inbox me!

Step #2: When they respond, reply with this:



Hey (name)

Thank you so much for reaching out regarding our product. I have to say my inbox is OVERWHELMED with so many people like you that are asking me about our amazing product so to make sure I can give you a good overview of what our product is and how it works.. Let's do this really quickly and chat afterwards..

Go here and watch this brief video or listen to this brief call {insert to video URL/call number}. It's going to show you how our tea works and how people are able to lose this weight so quickly while getting healthy...

Then let's talk afterwards about getting an order in for you to get yours ASAP!

I'm so impressed by this seriously, so let's talk after you watch the video.. I can't wait for you to experience this weight loss magic girl..

(Your Name)

Step #3: Follow up with them within the hour and say:

Hey (name)... I've gotten such a crazy busy response so I wanted to make sure I didn't forget about you. Have you had a chance to look at the video?

Let me know so I can answer any questions you have!