

When a prospect asks, "What is USANA?"... Remember, it IS important to answer their question, BUT it is also just as important to give them ONLY enough information to keep them THIRSTY for attending an in-person or group PRESENTATION where they can hear all of the information they need AT ONE TIME in order to make an educated business decision. The following are some of the most popular and current USANA HOT POINTS I'll answer with when I am asked the question, "What is USANA?"...Then immediately move into setting the appointment!

- ★ Rated #3 out of the 100 hottest growing companies in America in Business Week Magazine – a top 10 company 2 years in a row!
- ★ Featured in the top 20 companies THREE years in a row in Forbes Magazine's annual list of the top 200 Best Companies!
- ★ Publicly Traded on the NASDAQ stock exchange!
- ★ 19 Record Quarters of growth!
- ★ Massive International Expansion plan...right now in 13 Countries, including Mexico!
- ★ Paid out more than \$800 Million dollars to associates on their checks!
- ★ Listed in The Wall Street Journal's "Smart Money Stock Screen/Efficiency Experts" (April 20, 2006)!
- ★ Featured multiple times in Investor's Business Daily!
- ★ Featured on CNN Financial News network!
- ★ Industry trade magazine ranking USANA the #1 Home Based Business (or Direct Marketing in North America 8 years running + the #1 rated compensation plan in the industry!

Similarly, if asked by a prospect the following questions, "What is THIS?" or "What is The Next Trillion Dollar Industry?"... it IS also important to answer their question, BUT it is also just as important to only give them ONLY enough information to keep them THIRSTY for attending a PRESENTATION where they can hear ALL of the information they will need AT ONE TIME. Then they will be able to make an educated business decision versus a decision based on giving out limited USANA specific information over the phone. The following are some of the most popular and current INDUSTRY HOT POINTS... Then immediately move into setting the appointment!

- ★ We are an industry growing by 50,000 people worldwide weekly!
- ★ It's an industry where you can start part-time or full-time with the potential of an unlimited executive income, ultimately enabling you to fire your boss if you have a job!
- ★ It's an industry where you could potentially earn enough to go into "early retirement" or develop an incredible stream of income!
- ★ We represent a premium pharmaceutical grade product lines in the ever-booming healthcare industry!
- ★ You can work from home or a mobile office!
- ★ Launching Texas right now!
- ★ Potential to either earn a strong part-time income or earn an Executive income working from home!

When in a conversation with a prospect and you are attempting to discover, communicate, or "fish" for potential HOT BUTTONS, keep in mind that the 2 BIGGEST HOOKS for the vast majority of the masses (whether they were for you or not) in drawing people into the Network Marketing industry are BIG MONEY & FREE TIME!

If for some reason you get stuck on someone asking you what the products are or what makes us different, the following are helpful points without going into too much Then immediately move into setting the appointment!

- ★ Our products received highest ranking for a nutritional supplement in North America out of over 1,500 products researched (Comparative Guide to Nutritional Supplements)!
- ★ First and only company to offer a \$1 Million dollar Athlete guarantee!
- ★ First complete line to be featured in every hospital and clinic in America in the pharmaceutical Physicians' Desk Reference!
- ★ We guarantee the quality and safety of our products, making it the company that world-class athletes trust with their health!
- ★ We received NSF International certification for successfully meeting all listing criteria for Dietary Supplement Standards!
- ★ Manufacturing facility received dietary supplement Good Manufacturing Practices registration by NSF International!
- ★ Selected as official nutritional supplement supplier for Sony Ericsson WTA Tour (Women's Professional Tennis) & the official supplier of US & Canadian Olympic speed skating teams!