

Strategy Meeting #1 Basics

Preparation:

- Ideally, you would like your new distributor to have their **Vision Statement** written and their **two lists** filled in, but often it is a challenge for people to get all this done on their own. If you sense a person is having trouble with this tell them to answer the questions on the Vision page in the handbook and that you will help them get their Vision statement started when you meet. Also tell them that if they don't have their lists completely filled out, to get as many names on there as possible, and that you will help to jog their memory to add names when you get together. Remind them not to talk to anyone on the lists until they have met with you!
- Encourage your new distributor to listen to the **two CDs** that you gave them with their handbook. Explain how much they will be inspired that they can do it when they hear Lynn's story and that they will gain some excellent product knowledge when they listen to Dr. Ladd's CD.

Business Orientation Strategy Meeting

- Review their **vision statement** answers. Give them examples. Refer to the Vision page in the BDS. Guide them to do a "first draft" of their Vision statement. Explain that their vision will change and develop as they understand the business more. Encourage them that there is no 'wrong or right' in a vision statement, that it is a personal thing. Help them understand that it needs to be from their heart, evoking emotion when they review it each day. That way it will spur them on to build their business even when life is busy and they have a discouraging day.
- **Make plans to "show the plan."**—Get out your calendars and go through the people that they already have on their list setting two on ones, in person meetings and webcast plans for each one. Add to their lists. Refer them to the memory jogger in the BDS. Give them "homework" to add more names to both lists. Guide them when a person needs to be moved from the PC list to the Business partner list so they see the whole picture and can decide for themselves.
- **Inviting People to see the plan**—Go through the Tim Sales/Michael Oliver basics on inviting. Practice with them. Explain the 4 basic objections to them so they will be ready for them. Offer to do a "Personal Calling Party" with them where you will be available in person or by phone to coach them as they make each call. Discuss particular approaches for certain individuals and rehearse it with them. Use their excitement, but guide them, to protect them against those who would discourage them.
- **Talk about Expectations**—Help them to understand that network marketing is a process and they are in control of how fast it happens based on the amount of time they can spend working their business. Tell them you will help them at whatever pace they want to work.

- **Explain about Platinum Pacesetter and Pacesetter benefits---** encourage them to shoot for this goal. Help them see the need for showing the plan to the folks on their lists can take them there.
- **Set Goals in order to bring their vision into reality—**Go over the activity tracker with them and help them set weekly goals in each area that match with their vision. Give them several copies and set a plan of action to touch base with them each week to hold them accountable for moving forward in their business as they add Usana into their life.
- **Training opportunities—**Talk about our weekly training calls, one on one training, in person training meetings, web training and big events. Help them to decide what is the best way they can work this into their life. Talk about commitment to attending convention and celebrations from the beginning, to help set their expectations.
- **LeadersAreLearners.com—**Orient them to our team website. Help them understand the resources that are there. Tell them they can get started looking through the information there and ask questions if needed. Explain that the training they will receive will focus on different items from this site each week on our training calls and in our in person training.
- **Order the Basic Tool Kit from unitogether:** Make sure they know how to order the basic LAJ discounted tool kit that is mentioned in the handbook. Talk about the value of each item in it and help them understand how the 30% discount is an excellent deal.
- **Set a date for future Strategy meetings—**This can be in person or by phone. Particularly when they sign up their first people explain that you will need to guide them with information about placement for maximum business benefit.