

Product Orientation for the new Distributor “The Grand Opening”

When you sign up your new distributor and give them the Welcome handbook, tell them to call you when their product package arrives so you can come over for **the “grand opening”** of their business! If you do not live nearby, arrange a telephone call for the ‘grand opening’ of the package.

Walk through the various products they have received and orient them to the **product information booklet** where they can go to learn details about each product. Help them see how the product information booklet is organized and urge them to start reading and learning about one product a day. Show them what the **eBDS (BDS)** is and urge them to watch the two DVDs and listen to the two CDs within a week. (Be sure you remember what is included in each of these so you can discuss it with your new distributor once they have done their homework.)

Basic Product Knowledge

Guide your new distributor to become familiar with the products by doing the following:

- Listen to **Dr. Ladd’s CD** which was included with their Welcome Booklet.
- Read their Product Information Booklet.
- Become familiar with **www.bionutrition.org**. Sign up for \$39.95 per year. Note what disease states are covered.
- Order a **Comparative Guide to Nutritional Supplements** and have it on hand at all times when you are talking to prospects. Use this wonderful newly updated 3rd party reference guide to validate the quality of Usana supplements!

Be a “Prosumer” (pro-active consumer)

First, **write down your health state** as you begin using the Usana products—general health, health problems, energy level, sleep habits etc. Seal it in an envelope and don’t look at it for a month until you have finished your first cycle of vitamins! You are beginning to document your personal story! Then begin to take and use all of the products that came in your pack so that you have personal experience with them.

Nutritionals—orient your self to the basic of the Nutritionals by reading the Product Information Booklet and familiarizing yourself with the comparative Guide. You may also want to listen to the CDS **“Why supplements”** which you may want to pass on to someone who does not see the need for any nutritional supplements and the CD **“Commitment to Quality”**: for those who ask why Usana is better than other brands. You may want to take the online health assessment on the Usana website.

Macro-Optimizers—Add the macro-optimizers to your diet. Taste all the flavors and keep samples on hand.

- Do the Reset if you want to lost weight or stabilize your blood sugars to reduce cravings.
- Read “Releasing Fat” by Dr. Ray Strand and listen to the Releasing Fat CD.

- Familiarize yourself with the Glycemic Cycle graph on LeadersAreLearners and the 4 page Reset document put together by Dr. Ladd. McNamara.
- Watch Dr. Ladd's product Information webcast. The link is found on LeadersAreLearners.com.

Sense—Do a full facial using all of the skin care products. Watch the Sense DVD. Attend a Sense Health and Wellness Seminar to see how to approach certain people who may be highly motivated by leading with the Sense product line.

Your Preferred Customer List

There may be certain people your new associate knows who have health or skin issues whom they want to approach as customers only. Encourage them to list these people on the Preferred Customer list and rehearse with them what they are going to say when they invite them to hear about the Usana products. Discuss what type of presentation they should attend. Follow up by having a free information sheet sent to them from Dr. Strand which gives them specific information about what Usana products they need to improve their health. Be sure you do not make any product claims for a cure to any disease. If they are already taking medicine for a health issue tell them not to go off of it until they have met with their Dr. about it. Tell them to take a product information guide to their Dr. when they go for their next check up and to encourage the Dr to look up Usana in their PDR. If a person has not had a physical recently, encourage them to get a physical now so they will have a baseline to compare with as they start the Usana program.

Autoship and Placing extra orders

Go to www.Usana.com with them and teach them how to manage their autoship and place extra orders that they will place on their left and right for balance. Walk them through it and encourage them as they step out to do this part of their business independently.