

Transcript from Convention Presentation 2003

Barbara Dawson Gold Director

Scripts for Using the Sensé Prelude

Welcome, to Prospecting with Product using the newest Sensé advancement “The Sensé Prelude!” As you’ve seen the Prelude is a beautiful addition to an already exquisite line of very marketable products. Well, marketing just got easier and prospecting can now go to warp speed.

I’ve asked several people to help me with some prospecting scripts but first let’s have a look at what makes the Sensé Prelude such an ideal way to take people to the next step in the prospecting process.

First of all, we all know that in order for anything to proceed in this business, you must build rapport. Rapport building is critical throughout your relationship with a new prospect, Associate or seasoned Distributor. Nothing will move your business forward better than building rapport.

For the first scenario, we’re going to consider your warm market, that is: family, friends, people you work with, people you know well. These people will be blown away by how healthy your skin

looks, when you start using Sensé on a regular basis. Day and night use of all the products and the Rice Bran Polisher and Nutritious Creme Masque two to three times per week is sure to create visible differences in your skin that others will notice! In fact..... don't be surprised when they walk up to you and ask: "Have you lost weight?" "Did you change your hair?" "Have you been on vacation?" "What's different? You look great!"

This is a great time to build curiosity and urgency for them to try your product. Let's look at what that might sound like. I'd like Elizabeth Ward to come up and do a little role play with me.

In this role-play Elizabeth is someone I've known for years but we don't see each other often. We've just run into each other at the grocery store and we've been catching up on family, jobs, recreation.... And the conversation turns to this:

Elizabeth: You know Barbara you really look great! You are just glowing. Have you had a facelift?

Barbara: Well, thanks Elizabeth, thanks for noticing. I've been using an incredible new product called Sensé Beautiful Science, it's nutrition for the skin. Have you ever heard of it?

Elizabeth: No, I haven't. Is it new?

Barbara: Yes, it was released in 2000 and I've been using it ever since. I combine it with a nutritional supplement that does amazing things for my skin.....and well look at me....you can see the results! If you are anything like me, I think you're going to be blown away too!

Elizabeth: OK stop teasing me.....how do I get my hands on this stuff?

Barbara: Well you can't get it in stores. You'd have to buy it through a distributor, like me. However ... I can give you a chance to try it for a week. This (*bring out the Sensé Prelude*) is brand new! I don't make a profit on this.....it is purely a way for me to get Sensé onto as many people's faces as possible. It's called the Sensé Prelude. Isn't it beautiful?

Elizabeth: Yes, it is. gosh, it looks expensive though....

Barbara: Well I've got some good news for you....
Imagine pampering your skin with this special spa experience for an entire week – for only *\$19.95 (US price). That's how much this Prelude costs – wouldn't you agree that's a bargain?

Elizabeth: Yea....

Barbara: I tell you what, if you're like almost everyone else I'm talking to about this.....you're probably going to call me at the end of the week and say "Barbara I'm almost out of this stuff...and we can't let that happen!"

So my commitment to you is that when you decide to purchase the full size products, I will deduct the entire cost of the Prelude from the price of the Deluxe Facial Care System. In other words ... you got your first week of Sensé free! How's that sound?

Elizabeth: Yea....that sounds great! ... Can I have this one, or do I have to wait?

Barbara: You knowjust go ahead and take this one.... Let's set up a time right now to get together next week....I can't wait to hear all about your experience. I have an opening Wednesday at 3pm or Friday at 2pm. Which works best for you?

Elizabeth: Friday 2pm

Barbara: Great.....that works for me.....I can't wait to see the changes in you.

Elizabeth: Thanks, Barbara. I've got to go right now and get this stuff on my face!

Barbara: Okay, see ya Friday.

The first script focuses on selling products – retail. There's great money in retail. When you arrive at the follow up, be prepared ... and not too surprised when they ask how they can do this too. You've been such a great model with how easy it is to share the product that they'll probably already be talking to their friends about it. Listen in the follow-up for clues that the business might be ideal for them. Do they need more money? Are they tired of their dead end job?

Remember that your ideal outcome is to find business builders – people who want to do what you do and create their own financial independence.

Why settle for a customer when, with just a little more enquiry and effort, you might end up with a brand new business associate?

Let's consider another way to Prospect with Product.

The next scenario is again, with someone you know; maybe an acquaintance or friend that you talk to after this incredible convention. Let's suppose that you are at a monthly meeting where you meet with friends, people you know through church, or perhaps a chamber of commerce function ... something that you attend regularly. You engage someone in a conversation and you build rapport. (F.O.R.D. i.e. Family, Occupation, Recreation, Dreams)

Find out what's happened in their life since the last time you met...

and then they will likely inquire about what's new with you. It's just human nature! Because you've done such a great job of listening to them, being interested – not interesting... they are open to hear you. We are going to prospect with product.

Notice that what we are doing is creating such a sense of excitement in them about the product and potential in the marketplace, that they fall in love with the product and fall in love with the possibilities of doing business with you and this company USANA.

It goes something like this:

Marc: So, Barbara, how's life treating you? Didn't you just come back from a trip?

Barbara: Yes, I did. I just returned from an international convention with USANA Health Sciences, the company I represent.

Marc: Oh great (sounds like fun)!

Barbara: It was a great convention, there were over 6000 people there ... our biggest convention in the history of our company!

Marc: Wow.....

Barbara: lots of education and new business tools to help us share what we've got with others....in fact one of the most exciting things that's happening is ... we just opened South Korea, we're just about to open in Singapore and now we're preparing to open in Mexico the first quarter of 2004. That's great news for me..... being in New Mexico, where 1/3 of the population is of Mexican descent.

Marc: Really?

Barbara: I'm so excited – we've got a ground floor opportunity with this launch. Mexico is the 4th largest country for network marketing and it's in our backyard! I'm perfectly positioned to grab market share in Mexico and I'm looking for a few good people to take with me on what I think is going to be a wild ride!

Every time we launch into a new country millionaires are made. I want to be one of them, and I want to take some people with me. Do you know anyone with an entrepreneurial spirit who's yin' to break out and do something more with their life!

Marc: I might know some people, but wowo.....wo.....first ... what about me? I'd like to hear more about it. I have relatives in Mexico who I go and visit once a year. What kind of products do you market?

Barbara: We are in the anti-aging health and wellness business. As you know baby boomers are doing all they can to stay looking young and healthy. In the words of our founder ...Dr. Myron Wentz..... we don't want to end up "Living too short and dying too long."
Marc, I've got a question for you....do you think when most people use a product they're expecting an immediate benefit...they're hoping to see a visual difference?

Marc: Yes....they do and I'm one of em....

Barbara: Let me show you just one of the tools that we use to introduce people to our awesome product line. This ... (*pull out the Prelude*) is called the Sensé Prelude. Also known as Nutrition for your Skin.

Marc: Hmmmmmm (*sounds intrigued*)

Barbara: If you'd like to feel the difference just one week of great skin care can make, you've got to experience this..... I'll also give you a little information about our company which has become the talk of Wall Street. (*Passes her card*) Here's my web site. You'll find some great information there not just on these phenomenal products but also on the trends & timing that are driving these products into the marketplace.

This week.....while you're using Sensé, take the time to really do your homework and check out USANA. If you are anything like me, the more you look the more you'll like. How does that sound?

Marc: That sounds great! I get on the computer all the time. Now, I haven't used a lot of skin care in the past. What do I do with this?

Barbara: It's really simple. All the men I know who have used the Prelude have found it really simple and enjoyable to use. The directions are in the bag. And Marc, remember women do not have a monopoly on great skin products.....You'll be fine.....my number is on the card if you have any questions at all!

Let's set up a time to reconnect and follow up on the information you see on my web site. What's next Thursday looking like for you?

Marc: It looks good if we can get together for lunch.

Barbara: You're always thinking about food....

Marc: *laugh*

Barbara: Lunch is great. Let's meet at 11:45 and beat the crowd.

Marc: Okay, see you then. Thanks!

So what we've done so far is to consider the warm market. People we know. But what if you've already talked to everyone you know and they are all taking these great nutritionals and using the Sensé skin care? Now what?

Well, we have to find people we don't know ... yet. There are lots of ways to meet people. The best way is to do what you love. Go to things you have an interest in. Become more social – be audacious and get out of your comfort zone. Little steps will go a long way to create long-term friendships. Elizabeth I know you're a dog lover. Let's suppose you are at a dog show. (You raise pure bred Jack Russell Terriers?!) Your hottest competition and you agree that when the Dog Show is over, to go for a nice glass of iced tea and talk dog genealogy! In the process you've built rapport, asked lots of questions and have found out that the money it takes to raise puppies and go to Dog shows is stretching Elizabeth to her limit even though it's her favorite thing to do. You discover through your conversation that she has a real entrepreneurial spirit, loves winning, and has a genuine interest in feeling & looking as young as possible for as long as possible. You now have an opportunity to open the conversation to what Sensé Beautiful Science and the new Prelude has to offer her. It might go something like this.

Barbara: Boy, Elizabeth, it sounds like you love doing what you do, but what I'm hearing is that you could really use an additional stream of income to do more of it. Is that right?

Elizabeth: Amen! I wish there was something I could do in my down time to generate extra money that wouldn't take such a bite out of my time like a full time job would.

Barbara: Well, I don't know if this will spark an interest or not... but I'd love to share with you how my family generates enough additional income to raise puppies without breaking the bank. Elizabeth, I know we don't know each other that well....but you strike me as an open person....someone who likes to learn new things...is that right?

Elizabeth: Yea....I'm open. What do you have?

Barbara: I'm part of the launch team for an amazing line of skin care ... it's called Sensé Beautiful Science. It's just one of the anti-aging lines of products our company, USANA Health Sciences, manufactures. Here's a sample of the products ... it's called the Prelude. Most people are so blown away with the results after using these products for just a few days that they don't want to go another day without them. The Prelude is brand new and I'd love to share it with you at my cost. One of the reasons I am able to do this....is because this little Prelude makes sharing my business so easy, convenient and portable, that I can't keep them in stock. So how would you like to send your skin on vacation for a week?

Elizabeth: Well, actually I think I would. Wow....the packaging is beautiful. Did you put this together or is it something the company did?

Barbara: USANA has just created this packaging and this special promotional offer. You get to experience all of the Sensé facial care products and pamper your skin for an entire week for only \$19.95. I figured out that equates to 5 cappuccino's from Starbuck's, a forgettable book from Barnes & Noble (soft cover) and maybe a movie, popcorn and a drink for ONE.....

Elizabeth: laughs...

Barbara: So I think the Prelude's a great value!

Elizabeth: Yea...sounds like it!

Barbara: While you are driving back home this evening, I'd like you to listen to this audio tape. I think you'll really enjoy it. It's called The Business of Beauty. It's absolutely fascinating. Did you know currently the personal care industry rakes an estimated \$70 billion dollars per year globally? This is big business! This tape will explain why I'm not sleeping much these days....I'm just so excited! It's an easy listen but jam packed with information. Do you have a tape player in your car?

Elizabeth: Yes I do. It sounds like this might be just the thing to help on the drive home. Is there anything else I need to know?

Barbara: Well I've got some good news and some bad news. The bad news is that I only have **one** Prelude left.....and the good news is I only have **one** Prelude left! Everybody I meet wants oneso hurry and take this one with you.....and start using it tonight! You've got to experience this! Prelude really means – something great to come. And wow is that ever true in this case. In fact as amazing as these skin care products are they represent only ½ of the equation. Just wait till we get back together in a week and I fill you in on the rest of the story. Imagine a line of inner & outer nutrients, working together in harmony to turn back the clock on the appearance of aging.....it sure beats cosmetic surgery! At USANA, we are the experts in how to keep our cells in optimal condition. That's why these products make your skin so incredibly healthy... they are nourishing your cells which creates a glow ... in fact caring for the cells....well that's our niche... it's what we've been the experts at for over a decade. I'm so excited! I hope I don't blow you away, but just imagine what could happen if this **was** for you. Imagine doing the things we've been talking about ...like being with your family, your beloved dogs and traveling wherever your heart desires. It'd be great to work with you and help you create that permanent, recurring stream of income that I know you're looking for. You have to admit it's worth some serious thought? Agreed?

Elizabeth: Absolutely! Here's my \$20 ... keep the change.....I'm going to hit the road. I can't wait to put the tape in the car and hear more. I also can't wait to get home and get these products on my face!

Barbara: Okay. But before you go let's set a time next week when we can talk on the phone. I know you are going to have questions and I want to hear all of your impressions of these beautiful products and the information on the tape. What's your week looking like?

Elizabeth: It's open after Wednesday.

Barbara: Okay, I'll call you on Thursday, how does 9:00 a.m. sound?

Elizabeth: That'll be great! Looking forward to talking to you then.

Barbara: Enjoy!

That's turning an acquaintance into a possible business associate. Again, relate, relate, relate Listen, listen and then listen some more. If you'll do this, you'll find all kinds of places to talk business and product.

Let's look at one more way to move this business forward in an area where you don't know people. Let's look at retailing, using the Prelude as the door

opener to creating a long-term customer and who knows ... maybe a business associate in the future.

Let's suppose you are at a neighborhood picnic and one of your new neighbors just moved to Albuquerque from North Carolina!

She's in her mid to late 50s and she's complaining about the hot, dry summer we're having and how the change in weather and the absence of any humidity has really wreaked havoc on her skin. After spending time building rapport and hearing her repeat her complaint about the DRY weather, your conversation might go something like this:

Barbara: Elizabeth.....this may sound a little strange but I want you to feel my face!

Elizabeth: Wow! How do you keep it so soft in this desert heat? What are you using?

Barbara: I'm so glad you asked 😊. It's this amazing skin care line specially created for my age group called Sensé beautiful science. In fact, I'm part of the launch team here in New Mexico helping to spread the word about these awesome.... products. Let me show you what we're doing..... for \$19.95 you get to experience the Sensé Prelude....it's a full week's supply of each of the facial care products..... but that's only ½ the story. Sensé is a cutting edge anti-aging regimen that consists of not just topical skin care products

but specially chosen beauty nutrients that you take internally to help turn back the clock on aging!

Elizabeth: Wow.....that sounds really cool!

Barbara: You get the chance to try Sensé in the privacy of your own home....for an entire week....but I have to warn you.....you may have to control yourself from touching your face all the time ... it'll feel so soft! When we get together in a week...I want you to give me your honest opinion of the line.....in fact I'm looking forward to getting your feedback. At that time, I'll share with you the rest of the Sensé story.....and based on what nearly everyone else has told me....you're going to be blown away! Of course I can't promise you anything.....however I'm confident you are going to see and feel results and you're going to love the way your skin feels.

Elizabeth: Oh! This sounds great! It sounds just like what I've been looking for!

Barbara: Next week.....when we get together and you're thanking me profusely for these amazing products.....my commitment to you is ... I'll deduct the entire cost of the Prelude off your purchase of our best selling package "The Deluxe Facial Care System" How's that sound?

Elizabeth: It sounds great! I can't wait to try it. (*Elizabeth stuffs the \$20 into Barbara's hand*) I'm so glad we talked!! Oh this is great, there are even instructions. Boy my skin is screaming for this stuff. Thanks I can't wait to get together next week.

Barbara: What's your schedule looking like? Does Wednesday morning or Thursday afternoon sound better?

Elizabeth: Oh lets get together on Wednesday.

Barbara: Okay! I'll come over then, about 9:30?

Elizabeth: Perfect!

Now you may feel like these are too easy. That people would never say these things ... but all of these scenarios do happen, have happened to me and some of my downline and they will also happen to you if you will get on the court, play the game, and keep showing up for the action. Be prepared and have the Prelude with you all the time. It's an easy and effective way to introduce people to our product and our business.

Barbara Dawson

September 2003