

3-DAY TRIAL PACK!

TRAINING MANUAL



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Training Manual

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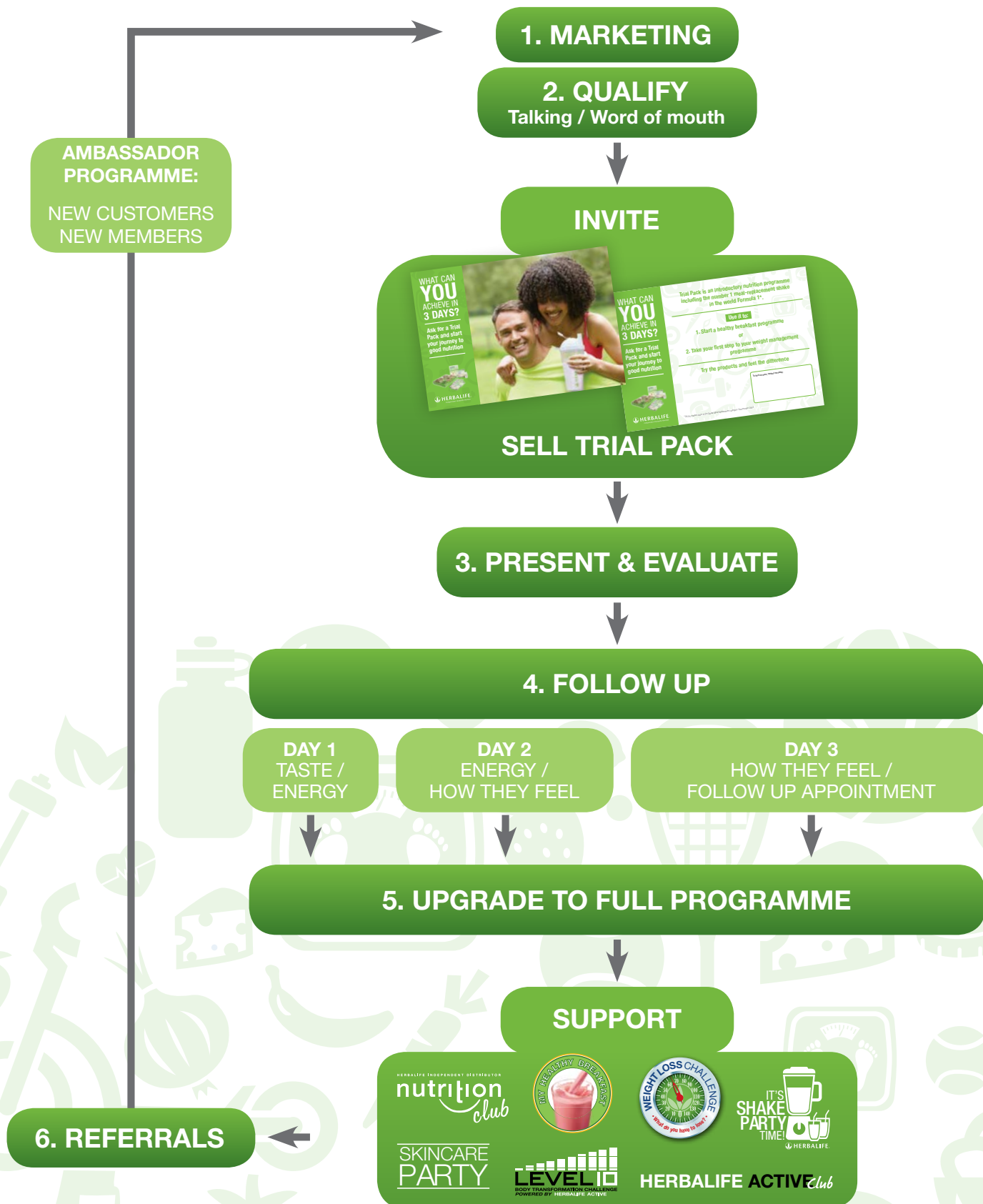
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TRIAL PACK – The business flow

There are different methods you can use to introduce people to Herbalife: Trial Pack is one of them. As with any other business method, Trial Packs can be used to help you build a customer base and start to develop a sustainable business.



TRIAL PACK – the essentials

A. WHAT IS A TRIAL PACK?

The Trial Pack is:

- ✓ A 3 or 6 day Nutrition Programme with the number 1 meal replacement shake in the world Formula 1*.
- ✓ A “door opener” that offers the solution for two key Customer and Member hurdles:

1. COST TO CUSTOMER

- The Trial Pack has a suggested selling price of £12 makes it affordable for new customers to try Herbalife products.

2. MEMBER CONFIDENCE

- Thanks to the lower price point, Trial Packs can be easier to sell.
- This can also help a Member build their retailing confidence.

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- ✓ *Treasure EVERY customer.*
 - ✓ *Focus on customer satisfaction and great Follow-Up.*
 - ✓ *Focus on customer results and retention.*
 - ✓ *Get referrals and start making other customers happy too.*
-

TIP: Only sell as many trial packs as you can follow-up on.



* Source Euromonitor International Limited; per meal replacement category definitions, 31.2% GBO market share, all retail channels; Packaged Food 15ed; retail value sales at rsp.

TRIAL PACK – the essentials

B. WHAT IS INCLUDED IN THE TRIAL PACK?

Trial Pack contains:

- ✓ X Formula 1 sachets
- ✓ X Thermo Complete tablets
- ✓ Herbalife information flyer

C. HOW TO ORDER

3-Day Trial Packs are available to order through the product catalogue on MyHerbalife.com.

Look for **SKU 0390 or 0391** and order your Trial Packs.

TRIAL PACK:

- Is a compliant sample pack that Members can use to introduce Herbalife to customers. In markets without Trial Pack, the Formula 1 sachets SKU could be an alternative option;
- It is intended for **SELLING to customers**, not giving it away for free.



SKU	Product / Type	Product Label	Volume Point	Earn Base	Base Price	Quantity
● 0391	6x F1 Vanilla Sachets, 8x Thermo Complete Tab		10.70	£10.58	£11.59	<input type="text"/>

● Available
 ● Unavailable
 ● Available for Backorder

[Recalculate Volume](#) [Add to Cart](#)

[Weight Management > Programmes](#) [Show All Page 1 of <1>](#)

STEP 1: Marketing – Getting the word out...

KEY FOCUS:

Marketing: – Circle of Influence (people you know):

- **Existing customers** – Ask your existing customers if they know anybody who would like to try your 3-Day Trial Pack;
- **Former customers** – Let your former customers know that if they are ready to get started again they are welcome to get the 3-Day Trial Pack and feel the difference again!
- Badge tapping – wear the badge
- **Facebook** – Use Facebook to get the word out to your friends and family.
- Get into conversations and talk about the Herbalife Trial Pack.

Remember: Before anything else, achieve your 'Level 10', and become a product of the product:

- Keep track of your own electronic scale measurements every week
- Continue with your Herbalife programme of products and meal plan to hit your target
- Drink at least 2 liters of water a day
- Exercise daily
- Promote and live the HEALTHY ACTIVE LIFESTYLE!

Example conversations:

“Do you know about my badge?”

“How would you like to try the world’s Number 1 Meal Replacement Shake: Formula 1?”*

HOW TO APPROACH AND HOW TO MARKET THE 3-DAY TRIAL PACK:

- People who are serious about losing weight
- People who understand what they have to do and what is expected of them (i.e., to call or text you the morning that they start)
- People with realistic expectations
- Either you or the customer should take their measurements prior to starting the Trial Pack, and after completing it, to compare their results
- Remember: do not promise any weight loss: focus instead on how they are likely to feel in just 3 days, thanks to the Trial Pack
- It’s always better to under promise and over deliver! Let them know that if they do well, you will be excited to coach them as a full customer
- Referrals are key to building your business, so ask if they have friends who might want to partner with them

STEP 2: Qualify Leads

KEY FOCUS POINTS:

- Explain “Low COST – High VALUE”
- Explain that the whole purpose of a ‘Trial’ is to see if they can do the programme and show them that it works
- By trialling the programme, it offers the chance to ‘like’ the products and potentially increase the likelihood of them upgrading to a full programme of products.

Example conversations:

“If you get started on a trial I will work closely with you over the next 3 days to help you get great results.”

“If you follow the plan and do well I would love to take you on as a full client”

STEP 3: Wellness Evaluation – Weigh & Measure

Set up a ‘weigh and measure’ meeting

It is recommended to get these before they start new programme

KEY FOCUS POINTS:

- Learn how to do a Customer Profile.
- Work with your mentor to help you with your first few so that you can have hands-on training and learn to create value.
- Be sure to let them taste a great tasting shake.
- Get as many stats as possible: this will help you create the customer profile and discuss a product programme after the trial:
- Weight, body fat, etc.
- Full electronic scale measurements if possible

The more stats you have, the easier it could be to show them the positive results they have achieved after their trial.

Key points at this stage:

- Book a “weigh & measure” meeting
- Get as many different ‘before’ measurements as possible
- Schedule your Day 4 follow-up meeting before they leave or hang up the phone

STEP 4: Follow-up

Follow up every day over the next 3 days.
Keep it brief, simple and positive!

KEY FOCUS POINTS:

- Depending on the type of programme explain which meals they are recommended to replace and how to prepare the shake
- A good quality follow-up during this period could make the difference between a new customer and a lost customer after the programme
- Use this time to find out as much as possible about the client's objective and address any issues they might have during these days

FOLLOW-UP KEY POINTS:

- Talk every day with the customer
- Keep it brief and simple
- Find out client's objective
- Address any issues they might have during these days

Example conversations:

"How did you make your shake today?"

"How much water did you have?"

"How do you feel?"

Work flow example:

3 Day Weight Loss Programme



For a 6 Day Weight Management / Healthy Nutrition Programme, follow the same steps as above but on day 4 or 5 contact customer to see how they are feeling and set up the follow up appointment.

STEP 5: Wellness Evaluation – Weigh & Measure

KEY FOCUS POINTS:

- Full set of measurements
- Highlight positives and the potential positive results from the trial
- Congratulate & celebrate
- Use the customer satisfaction questionnaire to find out the overall experience and to draft client's profile
- Recap the client's objective and offer a full programme of products
- Make sure the customer has realistic expectations

Remember:

As a Member, treat the Trial Pack as a 'door opener' and use the Trial Packs to lead customers to discover and purchase full programmes of products.

Your goal is to sell each customer the full programmes of products

Example conversations

"You've achieved great results! It's clear that Herbalife works for you!"

"When would you like to get started on your full product programme?"

"What flavor and how would you like to pay?"

STEP 6: Get referrals

KEY FOCUS POINTS IN:

- You should always be thinking and asking about referrals e.g. *"Who do you know...?"*
- Use this as an opportunity to ask the customer if they would like to share the benefits of their results with friends/family
- Generating referrals is a fantastic way of tapping into your customer's 'circle of influence'
- Offer referral incentives e.g. free facial.

REMEMBER:

- During the follow-up, be sure to highlight the positives.
- Congratulate and celebrate ANY success.
- Ask the customers if they would like to share these benefits / results with their friends and family.

Example conversations

"Who do you know who would like to get results like this?"



HERBALIFE.
Independent Herbalife Member

3: Aspirational Ratio Goal

a. WORKING TOWARDS 10:5:1

● 10 Wellness Evaluations

- If you sell 10 x Trial Packs and are 100% committed in performing great follow up
- You have the chance to convert your 10 Wellness Evaluations into full customers. Aim for 5 Full Customers out of your 10 Wellness Evaluations.

● 5 Full Customers

- Treasure every customer and aim to upgrade them to purchasing a full product programme
- Every customer, if treated correctly, is a potential Member in the future. Treat them well and you might just end up with a new Member in your team

● 1 New Member

And remember, selling one time to a new customer is a great achievement. Working on your follow up skills will help you receive repeat orders every month, and maintain a stable business.

The details to think about:

- How many people do you need to speak to in order to get to 10 wellness evaluations/trial pack sales? 20-30? (Many people will say 'no' – that's normal)
- What products will you need to sell in order to achieve the assumed average VP per person?
- For example, during one month where 600 VP are accumulated, the products retailed to 6 different people might be:

- 10 x Trial Packs = 107.0
- 6 x Formula 1's = 143.7
- 6 x Instant Herbal Tea 100g = 209.7
- 6 x Herbal Aloe Concentrate = 149.7
- TOTAL VP: 610.1

Aspirational Guide – 10:5:1 Ratio

b. HOW TO USE 10:5:1 TO BUILD YOUR ORGANISATION

Three Stage Process:

1. Do it yourself first

- Initiate retail conversations with Trial Packs
- Follow up process
- Start to create cash flow, feel happy and confident

2. Teach what you do to 10 Members

- Start to create a healthy multi-level customer structure
- Support your team as they begin to potentially starting to create wholesale commissions

3. Teach your Members to teach their Members

- A multi-level customer structure throughout your organisation
- Support your team as they begin to create Royalties

10:5:1 is just a gauge for you to aspire to, and optimise your thinking on what is required to do so.





Training Presentation



Trial Pack manual



Animated video



Button

TRIAL PACK CUSTOMER SATISFACTION QUESTIONNAIRE. Includes fields for Name, Age, Gender, Height, Weight, Email, Telephone, and various satisfaction questions.

Customer satisfaction questionnaire

4. Tools and assets

Log on into MyHerbalife.com and download the assets you need for integrating Trial Pack into your daily business:

- Training presentation
- Trial Pack manual
- Trial Pack training videos
- Animated video
- Invites
- Customer satisfaction questionnaire
- Roll-up banners
- Button
- Stand artwork
- Facebook posts



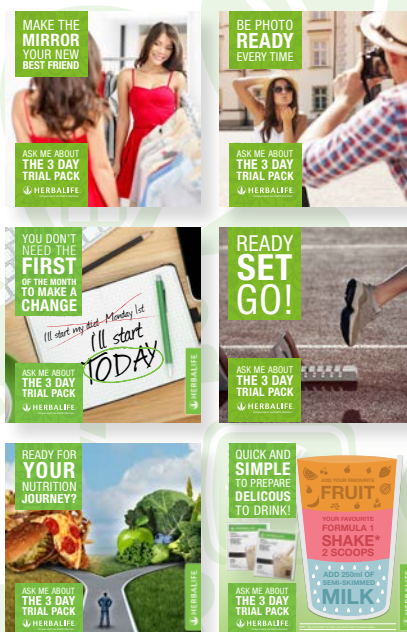
Invites



Stand Artwork



Roll up banners



Facebook Posts

Notes

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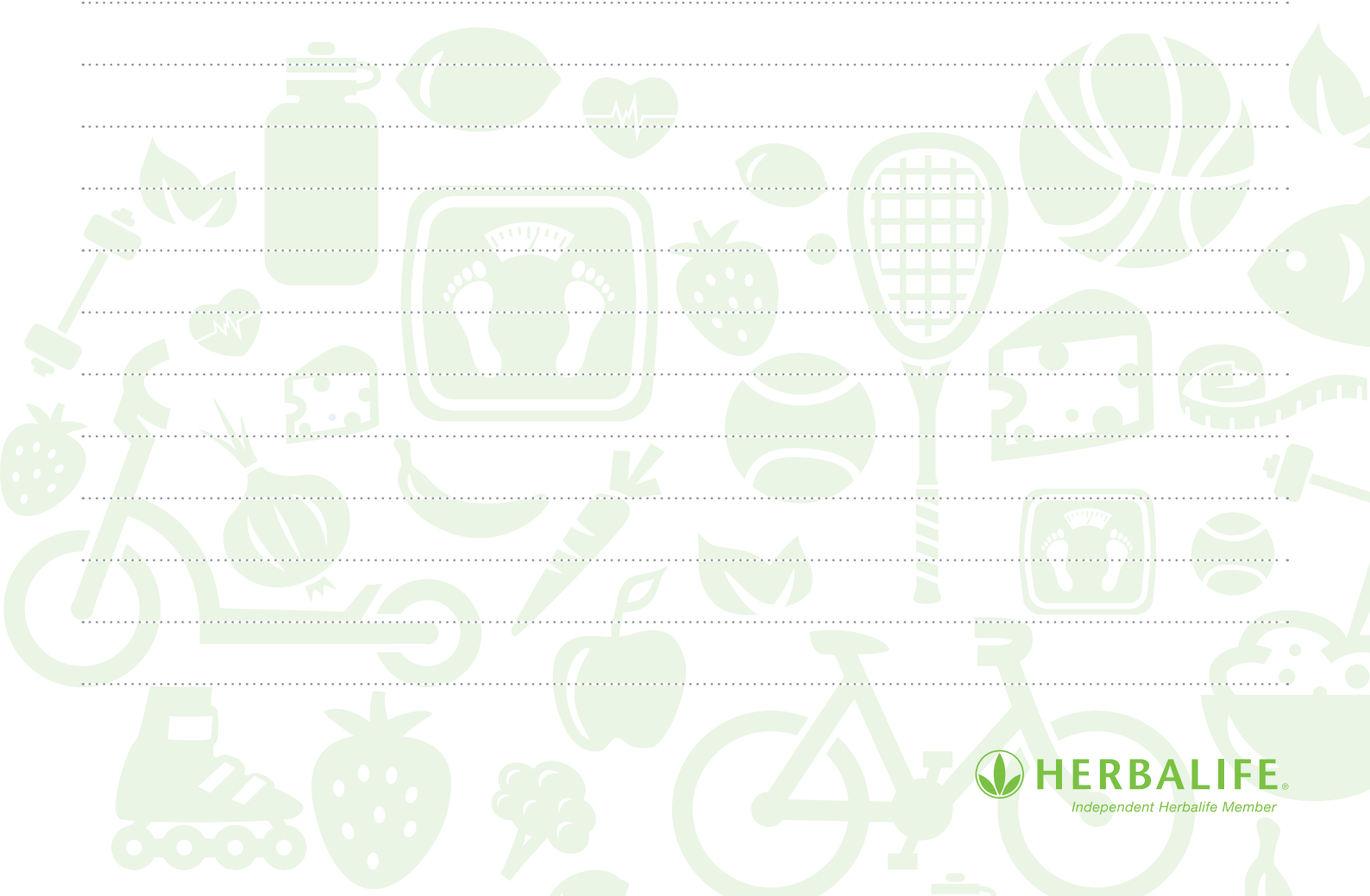
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Notes



EXPERIENCE THE HERBALIFE **3-DAY TRIAL PACK**

A GREAT INTRODUCTION
TO HERBALIFE NUTRITION

