

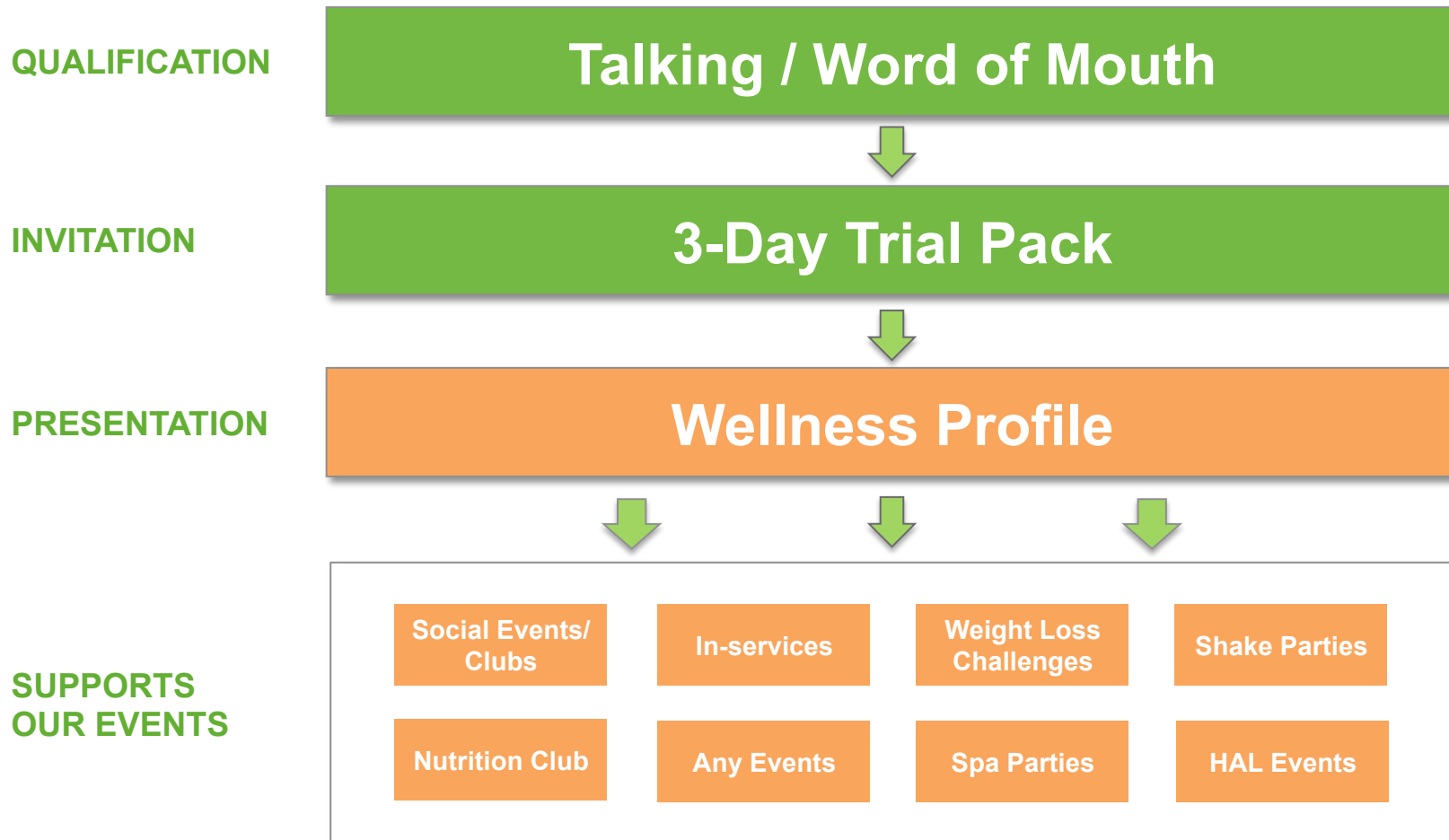


# 3-Day Trial Pack

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 **HERBALIFE®**  
*Nutrition for a better life.*

# 3-Day TRIAL PACK: “Great DOOR OPENER” or “Fall back” to try our products



# What Are 3-Day Trial Packs?

- **LEGAL** sample packs that Members can use to introduce Herbalife to customers. They are simple, quick & low in cost.
- All the Labeling Requirements are met.
- **Each Pack contains**
  - 6 F1 Cookies 'n Cream + PDM On The Go packets (17 g protein per serving)
  - 2 Total Control<sup>®</sup> packets

# Addresses 2 Common Customer / Member “Issues”

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## 1. Cost

- Low cost for Members to buy
- Low cost for customers to buy

## 2. Confidence

- Any Member can promote, sell and follow up on a 3-Day Trial.
- Anyone serious about losing weight can stick to 3-Day Trial.

# Order on MyHerbalife.com

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- SKU # 017A
- Set of 10
- Suggested Retail – \$119.50
- Volume Points –100.50

# 10 x 3-Day Trial Packs

- Cost for 10 3-Day Trial Packs: \$119.50 Retail Price 100.50 VP
- Even if only 5 upgrade to Quickstart + PDM programs your potential profit is \$191.70-\$383.40 (based on SRP).\*
- 4 QS + PDM programs sold = 539.40 VP = Senior Consultant and potential 35% profit!

\*Does not include expenses, including shipping and cost of 3-Day Trial Packs.

# Goal-Setting Approach

- 10 Wellness Profiles
  - 10 3-Day Trial Packs Sold
  - 10 Follow-up Appointments
- 5 Full Customers
  - Treat every customer like treasure. Every customer, if treated correctly is a potential Member!
- 1 New Member

\* This is an example only. Your individual results may vary.

# 3-Day Trial Pack - Process





# IMPORTANT!

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- The 3-Day Trial Pack is not a gimmick or tactic that you post about once!
- It's a long-term marketing and business building strategy.
- **Simple: Duplication = Strong Business!**

# 3-Day Trial Pack - Process

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1. Marketing
2. Wellness Profile
3. 3-Day Trial Pack
4. Follow-up Appointment
5. Referrals

# (1) Marketing

Key FOCUS points in this stage:

- Getting into conversations

## Conversation Examples:

“Do you know about my button?”

“How would you like to try the world’s No. 1 meal replacement shake, Formula 1?\*”



*\*Herbalife has 28.5% market share of the meal replacement category.  
Euromonitor 2012*

# (1) Marketing

- People you know (Facebook)
- People you don't know (Facebook)
- Existing customers – referrals
- Old customers
- Button, flyers, posters, biz cards, car signs, etc.



# IMPORTANT!

- It is against Herbalife Rules to display / promote any price information to general public.
- This includes on  & 
- You cannot say:
  - Only \$X
  - 1st 3 are FREE
- You cannot specify weight-loss amount!
  - For example: Lose 3-6 lbs. in 3 days!

- People you know
  - Your wall
  - Your page
  - Your friend's wall
  - Your friend's page
  - Private message
- People you don't know
  - Community groups
  - Selling groups
  - Company walls
  - **Avoid FB PPC Ads!**

If you get 2-3 people, or more, from the same family / group, create a mini Weight Loss Challenge!



Always include a testimonial picture and the weight-loss disclaimer. Use new pictures every time. Use your own customers when they have given you permission!

- 10 people
  - Sense of urgency!
- Various contact methods
  - Comment
  - Inbox
  - Text
  - Call
  - Website

# Uniform Message

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We will have a button, flyers, posters, etc., so we can all have a uniform message to take to the marketplace.

**Button:** Ask About My 3-Day Trial Pack.  
**START LOSING WEIGHT!**



# 3-Day Trial Pack - Process

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1. Marketing
2. Wellness Profile
3. 3-Day Trial Pack
4. Follow-up Appointment
5. Referrals

## (2) Wellness Profile

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- Product samples
- Wellness Profile
- Discuss goals
- Full weight/measurement readings
- Schedule follow-up appointment

## (2) Wellness Profile

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- Just because the set of 10 3-Day Trial Packs is only \$119.50 Retail Price and 100.50 VP does not mean that you do not need to do a Wellness Profile!

## (2) Wellness Profile

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### Key FOCUS points in this stage:

- Get as many stats as possible, this will help you create the customer profile and discuss a product program AFTER the trial:
  - Weight, body fat, measurements, etc.
  - Full electronic scale measurements if possible
- The more stats you have, the easier it can be to show them positive results.

## (2) Wellness Profile

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### Key FOCUS points in this stage:

- Explain “Low COST – High VALUE.”
- Explain that the whole purpose of presenting a 3-Day Trial Pack is to see if they like the program and if it works for them which can potentially increase the likelihood of them upgrading to a full program of products.

## (2) Wellness Profile

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Make sure they are...

- Serious about wanting to lose weight.
- Understand what they have to do.
- Understand what's expected of them.
- Have realistic expectations of products.

## (2) Wellness Profile

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- “**When** you get started with the 3-Day Trial Pack I will work closely with you over the next 3 days to support you.”
- “If you follow the plan and do well **I will consider** taking you on as a full client.”

All you need to do is take the samples for 3 days in a row. You will make your shake twice a day, eat one main meal and drink a lot of water. Once you do that, you will know if this is a product that you would like to work with. Do you think you would like to do that? Great, I invest my time in my customers and their success, so I only take on people that are willing to follow the program. When you take the products for 3 days and see that you would like the products, and I see that you are willing to follow the program, I may offer you the opportunity to work with me to reach your wellness goals.



# IMPORTANT!

- Begin the “referral” process now!
  - “Who do you know...?”
- Ask them if you can post and tag them on **facebook** that they are starting with the 3-Day Trial Pack.
  - Makes them accountable
  - Advertises your business to all of their COI
- Offer referral incentives.

# 3-Day Trial Pack - Process

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1. Marketing
2. Wellness Profile
3. 3-Day Trial Pack
4. Follow-up Appointment
5. Referrals

## (3) 3-Day Trial Pack

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Key FOCUS points in this stage:

- Follow up EVERY day!
- A good quality follow-up during this period could make the difference between a customer and a lost customer.
- Use this time to find out as much as possible about the customer's objective and address any issues.

## (3) 3-Day Trial Pack

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- Contact every day!
- Usual questions...
  - “How did you make your shake today?”
  - “How much water?”
  - “How do you feel?”
- Address any issues...

# 3-Day Trial Pack - Process

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1. Marketing
2. Wellness Profile
3. 3-Day Trial Pack
4. Follow-up Appointment
5. Referrals

## (4) Follow-up Appointment

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### Key FOCUS points in this stage:

- Take a new full set of stats.
- Remind customers of their initial measurements – CELEBRATE results.
- Identify weight-loss & nutritional goals.
- Congratulate choosing to change nutritional habits.

## (4) Follow-up Appointment

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Key FOCUS points in this stage:

- Recap the customer's objective and sell suitable products.

### Conversation Examples:

“Great you are feeling good, obviously Herbalife works for you.”

“When would you like to get started on your full program?”

“What flavor and how would you like to pay?”

## (4) Follow-up Appointment

- “Can I just have a F1 shake & Total Control®?”
- NO!
- The 3-Day Trial Pack is just that, a trial, to make sure you like the shakes and to give your metabolism a boost. Those 2 products are simply part of a long-term solution for sustained, healthy and permanent weight loss.



# 3-Day Trial Pack - Process

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1. Marketing
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# (5) Referrals

## Key FOCUS points in this stage:

- 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.
- Offer referral incentives.

### Conversation Examples

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

## (5) Referrals

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- “Who do you know who would like to get results like this?”
- Ask them if you can post their results on **facebook**
- Referral incentives – products, branded clothing, tab boxes, etc...

# 3-Day Trial Pack – 3 Stages



# 3 Stage Process

- 1) Do It!
  - 20-40 3-Day Trial Packs' follow process can lead to 20 personal customers.
    - Potential profit of - \$1533.50\* / Month (1-3 month plan)
- 2) Teach it to 10 Members.
  - 10 Members x 20 customers + 20 personal customers
    - Potential profit of - \$3067.00\* / Month (6-18 month plan)
- 3) Teach them to teach their Members.
  - (3-5 year plan)

\*Quickstart + PDM programs purchased as a Supervisor. Does not include expenses, including shipping cost of 3-Day Trial Packs.

# 3-Day Trial Pack Take Action



# Take Action!

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- Order **10** 3-Day Trial Packs!
- Find **10** serious people!
- Do **10+** Wellness Profiles!
- Sell **10** 3-Day Trial Packs!
- Follow the process!
- Repeat & Teach to Your Team!

# How This Technique Helps

1. Builds Confidence
2. Creates Activity
3. Builds Stronger Belief
4. Creates Excitement
5. Engages people to:
  - Use more products
  - Wear the brand
  - Talk to more customers
  - Start inviting / talking business presentations
  - Attend more meetings





# Potential Results...

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- Grow
- Duplicate your efforts & teach your Members
- Come Alive!
- **DREAM AGAIN!!!**

3-Day Trial Pack  
Let's Go America!

