



**Vista Group**  
**International**

*Vision Freedom & Imagination*

# *THE SCRIPT BOOK*

*Successful Script,  
Communication & Sponsoring  
procedure manual  
to help create instant and long  
lasting results!*

# **CONTENTS**

Why Use Scripts	Page 2
Warm Market Scripts & Approaches	Page 3 - 4
Contacting Social Media Leads	Page 5 - 6
Contacting Local Leads	Page 7
Contacting IWL Ad Pool Leads	Page 8
Presenting The Business/The Appointment	Page 9 - 10
Approaching Beauty Salon's/Business's	Page 11 - 12
Introducing The Investment	Page 13
Successfully Starting A New Consultant	Page 14 - 16
Coaching & Support	Page 17-18
Things To Remember	Page 19

## **BOOKS TO READ:**

THIS VISTA GROUP SCRIPT BOOK	by The Vista Group
DARE TO DREAM & WORK TO WIN	by Dr. Tom Barrett
THE NETWORK COACH	by Ed Ludbrook
GO PRO	by Eric Worre
SKILL WITH PEOPLE	by Les Giblin
ART OF DEALING WITH PEOPLE	by Les Giblin
QUESTIONS ARE THE ANSWERS	by Allan Pease

# Why use scripts?

- To help you increase your success ratios when prospecting and presenting the Opportunity using The Vista Group System.
- To become **Professional** and **Slick** at booking appointments local and online in the shortest time possible – ‘Say less to more people’.
- To avoid over selling the Opportunity and telling the prospect too much. We must remember that people pre-judge this opportunity, therefore telling them **ONLY** what is necessary to book an appointment or invite them onto the weekly webinar is paramount when you are inexperienced.
- To save your telephone time ‘Stick to The Scripts’ they are proven to work!
- Be focused on speaking to as many leads each day and each week to become competent at networking this Opportunity.

With your **Competence** comes your **Confidence**, **belief** in **yourself** and **Oriflame**.

## Practice, Practice, Practice

Build your Business by understanding the following ratio's:

### ONLINE

100 LEADS—30 APPOINTMENTS—3 START PER WEEK—EVERY WEEK.

### LOCAL

20 LEADS—10 APPOINTMENTS—1 START PER WEEK—EVERY WEEK.

### LONG DISTANCE

50 LEADS—10 APPOINTMENTS—1 START PER WEEK—EVERY WEEK.

You can increase on these numbers as time goes on and you build Momentum, then it becomes Easier and Easier and so very natural to you.

**Remember – it's all in the Numbers!**

## LANGUAGE IS IMPORTANT!

The WORDS you use must be **natural** and it is **paramount** that you are **upbeat** and **Enthusiastic**. You will note that we have WORDS in our Script like:

**Fantastic - Brilliant - Awesome - Wicked - Great - Fabulous**

If one of the above words doesn't come natural to you, choose another one. Just remember People like to be around happy enthusiastic people.... Make sure you are one of them. Be the chameleon in your communication.

## TOP TIPS FOR PHONE CALLS

Always SMILE when you're on the telephone. Keep a small stand-up Mirror on your desk, table or wherever you are making your calls. Just by looking at yourself while doing your daily calls will MAKE YOU SMILE.

Always SMILE and USE EYE CONTACT at an appointment.  
Ensure you do face to face appointments with ALL Local Leads

**REMEMBER, "PEOPLE BUY PEOPLE FIRST"**

You must also look to get your personality across in online message communication. This can be done with greater effect by using voice notes.

## **Warm Market Scripts & Approaches**

### **1. DIRECT APPROACH- Best Practice Pick Up the Phone**

Hi '*Friends Name*', I am just wanted to give you a quick call. I am really excited, I have recently started a new business with an amazing company called Oriflame. They are a 51 year old global cosmetic, beauty and wellbeing business, it's actually the number 1 in Europe with a €1.5billion turn over. I am sure you will love the products and could save you some money, maybe even earn some too. Would you help and have a look at it for me as I really value your opinion?

#### **GREAT....**

- Can I come and see you for a coffee and show you....
- Share your Personal beauty Store....
- Would you join us and a few friends to have a look at our house...
- Would you be able to join me online for 20 minutes...
- Would you take a look at our website...

### **2. EMAIL/PRIVATE MESSAGE**

#### **Subject: Please Help**

Hi '*First Name*'

I hope you are well. Please would you do me a favour?

I'm really excited about my new business and would appreciate it if you would take a look at our short opportunity video and see if you know anybody who may be interested in joining me? I am sure you will love the products and could save you some money, maybe even earn some too.

Please go to: *web address (personal beauty store)*

Thanks for your help

*Your Name & Contact Number*

### 3. TEXT EVERYONE IN YOUR MOBILE PHONE

Hi it's '*your name*', Do you know of anyone who would be interested in an extra £300-£500 per month in their spare time

FOR THOSE THAT REPLY 'doing what' or similar, then send:

- Can we come and see you for a coffee and explain....
- Arrange to call and share.....
- Would you join us and a few friends to have a look at our house...
- Would you be able to join me online for 20 minutes...
- Would you take a look at our website...

### 4. ALWAYS FOLLOW UP/THROUGH

Success for you in all communication comes with the 'follow through'. After all communication, conversations and presenting of the business. It is always advised to contact everyone back and ask ' So did you have chance to consider/look at the website, like most people would it be something you're interested in?"

**YOU ARE LOOKING FOR CUSTOMERS & CONSULTANTS.** So always offer the chance by asking the questions;

- Would you like to join the team?
- Would you be interested in hosting a party for me online or offline?
- Would you be interested in benefiting from personal discounts?

# Contacting Social Media Leads

The objective here is to communicate with your social leads, ensuring you build rapport and get them to look at the business. For those that do, you have an opportunity to get them into your team. So at this point you will have already been advertising, you will have commented something warm, exciting and upbeat on their comment asking them to PM you.

So replying to PM's on Facebook/Instagram:

## **TEXT:**

### **First message;**

Hi (firstname), Thank you for messaging me and showing an interest in our business 😊 We are looking for the right people to join the team, working flexible part or even full time hours. Originating from Sweden the company is called 'Oriflame' and is the Number 1 direct Beauty & Cosmetic company in Europe. This is a work from home business opportunity that has been succeeding for over 51 years and has a 1.5€ billion annual turnover. With over 1000+ top quality products in the beauty, cosmetics & wellbeing arena 😊

The commission is fantastic at 20-30% of all customer orders. To join us it is a small investment of just £39, with that you get your hands on our fast start business kit, your own personal beauty store, access to our online business site and ongoing training and support.

Would this be something that you would be interested in? There is also an opportunity to grow a team and earn a great income from. Would you like to have a look at our website?

**Second message** when they ask for more info;

Ok great here is the link to our information website:

*Send them a link to your affiliated Oriflame JOIN US page*

Message me as soon as you have looked and we can take the next step, it'd be great to have you on board 😊

**FB VOICE NOTE (less than 1 minute):**

**First message text;**

Hi first name

**Record/forward Voice Note saying;**

Thank you for showing an interest in our business and sending me a message. Let me give you a quick overview about the company. Oriflame is a 51 year old global business, we work in the Beauty, Cosmetic and Well-being industry operating in 64 countries with a 1.5 Billion turnover. So a huge company with a strong track record. We are looking for online and offline consultants to find and develop a customer base, we have a very simple system that allows anyone to follow and build a social media business and also a local business should they wish. We are also looking for team leaders to help us with recruitment, development & support, so we also have a superb career path for the right people. Would you be interested in looking at our information website?

**NOTE;** *if you record one voice note as above without using name or date, you can forward it from one prospect to the next inside messenger.*

**Second message** when they ask for more info;

Ok great here is the link to our information website:

**\*\*JOIN US LINK\*\***

Message me as soon as you have looked and we can take the next step, it'd be great to have you on board 😊

**Follow up text; (if they don't come back to you first)**

Hi first name, did you get chance to look at the information? 😊

**Numbers & Consistency will enable you to find the few through speaking to the many!**

# Contacting Local Leads

The objective here is to book a face-to-face appointment/interview, which is what everyone expects when responding to recruitment advertising. Remember 20-10-1. **Twenty** local leads to make **Ten** appointments to register **One** new distributor. Be prepared, know when you're booking your appointments, SMILE & RELAX.

## BOOKING THE APPOINTMENT

Hi is 'THEIR NAME' available please?

Hi, it's 'YOUR NAME' from Vista Group International. You recently responded to our online 'or' local advertising regarding the Retail Distributor & Team Leader Roles we have available. Is it Part Time or Full Time you're looking for 'THEIR NAME'??

FANTASTIC. We are looking for Consultants to work with us in the growing Home Shopping Market online & offline. The next step is for us to meet up for an informal chat, and then if you suit us and we suit you we can go from there. I'm in the area on Thursday 'THEIR NAME', would you be available at either 2 or 3 pm and I will come to see you for a quick 20 minute chat?

Okay Just to confirm your Address then 'THEIR NAME'.....

FANTASTIC 'THEIR NAME' I will look forward to meeting you on Thursday at 3pm. Have a great day.

*Whatever they have responded to... 'THEY ARE LOOKING'.  
Be confident and understand we have the best opportunity for them to stumble across. Keep to the script, book your appointments standing up and understand, by taking control of the conversation with the script it will take you less than 1 minute 30 seconds to book an appointment.*



# Contacting IWL Ad Pool Leads

With these recruitment leads we know that everyone has been sent a link and watched the opportunity video. So let's get on the phone and get them started or online to discover more with our online presentation. Remember 50-10-1. **Fifty** national leads to make **Ten** online presentations to register **One** new distributor.

## THE TELEPHONE SCRIPT

Hi is 'THEIR NAME' available please?

Hi, it's 'YOUR NAME' from Oriflame. You recently responded to our online recruitment advertising, is it convenient to chat?

Can I ask is it Part Time or Full Time you are looking for? Are you over 18 'THEIR NAME'?

FANTASTIC. Have you visited the Oriflame website we sent you too? We also sent you an email & text to the information site, have you looked?

**NO-** *Ask them to watch and re-contact you when they have, if they do not have/recall the email, resend it from your own email address in case the auto responder was undelivered.*

**YES-** *Great, what was it you liked best about our business and the opportunity 'THIER NAME'?*

### **THEN:**

- *Discover what it is they are looking for*
- *Present the business opportunity*
- *Copy what your sponsor has shown you*
- *See next section for guidance*

# Presenting The Business/The Appointment

## Top Tip 1:

### **FIRST IMPRESSIONS COUNT**

60-80% Of First Impressions is down to the way you look, appear and behave! So Dress For Success, Smile & Have a Warm Introduction with a Strong Hand Shake (just a slight squeeze more than them).

Looking Good and Smiling actually will empower you from within too...you will feel more confident!

Look to Mirror your prospect, what I mean here is with Body Language, Tonality, Terminology and have an inch more enthusiasm than them.

## Top Tip 2:

### **PEOPLE DON'T CARE HOW MUCH YOU KNOW UNTIL THEY KNOW HOW MUCH YOU CARE.... PEOPLE JOIN YOU!**

It's important here that you spend some time finding out about your prospect. This is so important for you to find out and discover exactly Who They Are? Why they have responded to your Marketing? What's Important to Them?  
Show A Genuine Interest!

Our Business Is all about Relationships and this is where it will start?  
So take the time to discover, using the below questions and you will find out so much!

Everyone Loves to Talk about...THEMSELVES, so by doing so you are creating a Rapport.... And this is why people will join YOU!!

### **Questions to Ask to get to know your prospect:**

- How long have you lived here?
- So you must know the area well then?
- What do you do for Work, How Long Have you worked there?
- What is it you enjoy about your job?
- What have you done in the past?
- So WHY did you respond to our advert (name)?
- What is it you're looking for right now?
- What difference would the extra income make to you?
- Why is that important to you?
- What is your number 1 Priority in life?

## Top Tip 3:

Use **F.O.R.M** to help with asking questions  
**FAMILY OCCUPATION RECREATION MONEY**

**ALL THESE QUESTIONS AND MANY MORE WILL HELP YOU TO DISCOVER ABOUT AND SHOW AN INTEREST IN YOUR PROSPECT, A POTENTIAL TEAM MEMBER.**

**You will feel and find the time to say...**

Well 'THEIR NAME' that's fantastic to find out about what it is that drives you and what is important to you. What I would like to do now as I mentioned earlier is to give you a quick run through of how our business works and the kind of people we are looking for today. I do feel though that you would fit well into our Winning Team and that the business will allow you to...

- **REVIEW WHAT YOU HAVE DISCOVERED ABOUT THEM...**
- **THEN SHARE THE BUSINESS OPPORTUNITY...**

**Top Tip 3:**

**RELAX, HAVE FUN & LEAVE A LASTING IMPRESSION**

It's important to understand that you know 100% more than your prospect about this superb business. The key is to enjoy meeting someone new, finding out about them... through talking about them you build a rapport and remember People Join YOU!!

As you discover about people and show a genuine interest you will see how our business can make a difference to them and you will know in your heart that you can support them to succeed.

Love what you do and it will shine through!!

Always REVIEW the appointment asking them if they can **see** themselves working with us, if they **understand** how it works and how would it **feel** to achieve 'Their Priority'.

**This way you connect with Visual, Audio & Kinaesthetic People**

**ESSENTIAL BOOKS TO READ:**

***Questions Are The Answers by Allan Pease***  
***Skill with People by Les Giblin***  
***Listening for Success by Steve Shapiro***

# Approaching Beauty Salon's & Business's

This is an amazing opportunity to find customers, partners & consultants. Beauty salon's & business's sell quality products to their customers already. You have the opportunity to professionally approach EVERY beauty business in your area, 1 at a time to discuss them becoming a partner & consultant with Oriflame.

## INITIAL APPROACH

Be organised, dress for success, always be professional and be a product of your product. When entering the Salon, ask to speak with the manager/owner. (Do your research online, you should be able to discover their name/s). If they are not in, leave a business card briefly introducing yourself and say you will pop back another time (ask when is best).

*Maybe it's them, or they come over and meet you:*

*Introduce yourself with a big smile and a nice 'mirrored' handshake saying:*

Hi First Name, I am Your Name from Oriflame, a Global Cosmetic & Beauty company. We are looking to establish new relationships with our brand, gain product reviews and develop new partnerships locally.

**SHOW AN INTEREST IN THEM AND THEIR BUSINESS NOW, ASK QUESTIONS- Be genuinely interested and it's easy!**

So 'first name' we have some special offers and samples for local salons, along with some amazing potential discounts on our range. As you can see, we are a Swedish company so everyone immediately thinks of youthful, clean, healthy glowing skin and hair, which is exactly what our product range is!

Would you be interested in looking at some samples, a catalogue and taking some time to professionally review our range?

' At this point you can show some samples (even ask what would they prefer samples of). ***I would recommend samples saying 'Our Skincare Range is Exceptional, let me leave you some samples along with the Novage 'specific' catalogue'***. The chances are they will be busy, so leaving them a catalogue and some samples is key. Simply let them know you'll pop back in a couple of days'

## **THE FOLLOW UP**

I would suggest you diarise to pop back in a couple of days. You may even have organised a time to pop back. This is where you will have the opportunity to discuss them being a customer or partner.

Usual friendly greeting and pleasantries. Then get straight to the point:

- How did you find using the products, what did you like?
- Would you be interested in learning more of the benefits of being a partner with us, the offers and discounts available?
- Always ask, if they haven't- Would you like to place an order?

This all opens up opportunities, relationships and is planting seeds for the future too. You may find some salon's to be already committed to other brands, though will use the products themselves before being able to commit to stock ours in the future. Know your discounts and simply open doors.

# Introducing the investment

I will be very honest here, this is all about you! Firstly they do have to be the right person, they must have connected with you, trust you and also THEY MUST see the benefits of working with us 'SEEING IS BELIEVING'. How you present the opportunity in authentic conversation is what will enable them to see how great this business is. So then introducing the investment you do with strength & confidence! Why should you find this easy:

1. This business is a superb opportunity
2. It is a small investment of £39 for a premium starter kit (and any add ons for example Skincare set or catalogues)
3. The average person will spend £100-200+ every month on going to work related costs- before they get paid
4. We will help them and support them to get in profit within first 5-10 days
5. Working with us IS JUST A BETTER WAY

## **So, how I would present the investment:**

Speaking with you I believe 'firstname' that this would be a great opportunity for you and it would be a pleasure to welcome you to the team and help and support you off to a successful start. All we need to do is get you registered with the company, to do so there is a small investment of just £39 as a commitment from you. With this you get your hands on our fast start premium business kit, your own personal beauty store, access to our online business site and ongoing training and support. All I need is your details, and I can get your registration started now, how does that sound?

*ANY OBJECTIONS WILL GENERALLY ASSOCIATE WITH THE 5 ABOVE POINTS! So you can the above facts if need be :)*

**Numbers is the name of the game!**

# Successfully Starting A New Consultant

Helping, supporting & guiding a New Consultant off to a Successful start is **your NUMBER 1 priority**. It's essential to get it right and follow this step-by-step guide to give knowledge, confidence and support. Remember We Manage Their Start & Lead them. Follow the step by step 12 Week Fast Start Plan!

1. Gather their details, register them online and ask them to activate email and make initial investment. *(If they register through Personal Beauty Store- below is still the steps forward)*
2. Ring them immediately/arrange appropriate time for a phone call to get them started.

*On this call YOU must discover 'why' and establish the start of their new business with planned daily guidance from you. These are the questions and statements to use;*

- I am really pleased you made the decision to join the team 'first name', may I ask what was the reasons you decided to join us?
- That's fantastic, *(repeat what they said)* **'for example'**; so you love the product range, have a good vibe about the company and need an extra income. Can I ask you 'first name' what monthly income do you need to earn? (if they don't mention income- you still need to)
- Okay 'first name', £350 extra each month is what you need, can I ask why is that important to you?
- One more question that's important to us, how would it make you feel to earn that extra £350 EVERY month 'First Name'?
- Then you would say- This is fantastic first name, I am really excited to have you on board. You have trusted me to join the business and I am going to support you to succeed and earn that £350 every month. Let's get you started...

**REMEMBER THIS-** People do not care how much you know until they know how much you care. This exercise **MUST** be done with **EVERY** new team member.

3. While on the phone Add them to Facebook Support & Image Groups, explain what they are & post a welcome Message
4. Now, ask the to open another browser and take them to the resources site:

resources: [www.vistagroupresources.co.uk](http://www.vistagroupresources.co.uk) password; letssucceed

I tend to send the above link & password through fb messenger while I am speaking to them. Now briefly talk them through what the resources is. Then take them to the Getting Started Online and set their online business up with them one step at a time.

Mention you will take them through the catalogue getting started when their catalogues arrive. For now let's share your business online and using the Personal Beauty Store.

6. Make sure they have set up their group effectively and start helping them build the group, making sure they have a plan to fill the online daily strategy.

### **So what is important for you to do??**

Build Rapport - Questions will give you The Answers.

Remind them of why they said they joined the team

How committed are they to doing that?

Show them how to get off to a successful start.

7. Launch an online event with them. Even discuss a home party and see if they would love to do something like this. **ALWAYS SELL THE BENEFITS**-they're relying on you to guide them, do it right and they'll follow you.



**TOP TIP FOR KIT ISSUE:**

It's essential you know their REASON WHY & WHY that is important to them. It is also important to give them a clear, precise and specific plan. Something we use is this:

**TRUST  
SYSTEM  
PLAN**

Once you have finished running through The Resources site etc, it is time to do them a plan to achieve THEIR WHY! At this point stop look them in the eye and say:

I am really confident NAME that you will succeed in achieving (their WHY), providing we can focus on 3 things; you have trusted me to join the business and you're going to need to keep trusting me even when my advice may seem crazy. The system works providing you work to the system and it is important that you follow a plan. So providing you stick with the plan, follow the system and trust me **you will** succeed... **CAN YOU DO THAT & TRUST ME NAME????**

8. Speak with them regularly, at least daily.....

# Coaching & Support

*Coaching, support & leadership is what we get paid for. Our mission is to focus on guiding people to succeed, ensuring we guide people to become independent and confident in their success. Daily contact, care & communication is essential in the beginning.*

## KEY AREA'S OF FOCUS AS A COACH

1. The first 24-48 hours from registration to getting them started, here you have a chance to build rapport and show your support, it's important we keep New Consultants excited and guide them to set up all online facilities and social selling. It's when we can discover more about goals, ambitions and on the Initial Training we PLAN the first 2 weeks like a military operation.
2. USE our NEW TEAM MEMBER COACHING FORM (see on following pages). This outlines areas of focus; it gives ideas and coaching tips to ensure we help people get it right. Print these off for each New Distributor and keep in a **Coaching Folder**.
3. THE COACHING FOLDER - this is simply a ring binder where you can keep all required coaching information- This Script Book, Each New Team Member Coaching Form, Excel Team Tracker, Sales Aid codes etc.
4. Daily Telephone Calls for first 7-14 days. Keep them short, fun and focused. As a coach your focus is to:
  - Guide your team to follow the system.
  - Inspire them to do more and believe more with you.
  - Keep it Fun and Exciting.
  - Turn every negative into a positive.
  - Keep the calls fun, short and relevant.
  - Tracking success and adjusting to meet goals.

## Coaching & Support continued

5. Activating New Consultants is immediate with starter kits and catalogues. Then showing them the ropes and ensuring they are following the system, as well as planning the coming week is essential. In fact, once you have placed the first customer orders, it is important to get them into a weekly routine of placing an order, so every week your Coaching Focus would be to congratulate them for this week and plan for the coming week.

6. End Of Campaign/ Final Order Call. You will have already advised and supported them to PUSH for Bonus and place final campaign order. Once done congratulate and recognize all successes. On a following page you will have an idea of what to follow, as the focus is to help people see more, believe more and achieve more with your guidance.

**You can find a helpful coaching form and tracking form on the resources site. Seek support and guidance from your sponsor.**

# Things to Remember

## HAVE REGULAR CONTACT

Keep your team member on course and check that they following the Daily online strategy and are using their Daily Trackers.

Make sure you know what they are doing and that you have regular coaching calls.

Make sure the only reason that they don't hit bonus is because they have not done enough...

- *Not because you didn't help them Track!*
- *Not because you didn't inform them of what they need to do! (and not just in the last few days of a period)*
- *Not because you didn't believe in them!*

## CREATE EXCITEMENT

Keep them Focused on what they will get:

- A Customer Base.
- A Bigger Income (how much - Money talks)
- Getting All Welcome rewards
- Whatever Promotion they can qualify for.
- That free holiday.

**Take control of the coaching call and have an agenda before you pick up the phone. Don't be afraid of making the call.... It's your responsibility - get used to it!!**

You know, such calls won't ever be a problem if you Care Enough! However if you look at your Consultants as 'Your Meal Ticket', such calls will be difficult. It's called 'having a Conscience'

## USE FEEL, FELT, FOUND

I understand how you **FEEL; I FELT** the same when I was building my customer base. What I **FOUND** was, if I concentrated on the Activity i.e. how many catalogues I was putting out and collecting in, that the results took care of themselves... It became so simple in the end....And I just Love It Now.

**Always listen.... Don't interrupt... and think before you answer.**

We have two Ears and one Mouth for a reason, that's for sure.

## BABYSIT YOUR NEW CONSULTANTS

What is natural to you NOW—once wasn't. Remember the simple things.