

3 Simple Keys to...

Boost your *Impact* & *Stand Out* in the Marketplace

1. People are buying a solution!

**"I thought I was selling Sunrider's excellent products until I realized....
that people are not buying a product, they are purchasing a solution"**

People want one thing most of all....solutions to problems that either make them look good, feel good, or help them achieve their goals.

- **A great camera salesman doesn't sell just cameras; he sells creating lasting memories.**
- **A good car salesman doesn't just sell cars; he sells the comfort, the look, the service, and the statement the car makes.**
- **We don't just sell ESE, our nervous system food; we're offering them sleeping like a baby, calm and free from anxiety, able to focus.**
- **We don't just sell NuPlus; instead, we offer new, stronger cells for every part of the body, happy food, and satisfying cravings.**
- **"We aren't just providing a business opportunity; we're providing the freedom to escape a stressful job, secure private education for their children, or simply have their desired products paid for."**

When we provide solutions to their problems, we become trusted guides and foster lifelong loyalty.

First, we identify their primary needs and challenges, document them, and ensure that our suggestions clearly demonstrate how these products can address their issues. We then follow up to confirm they are effectively experiencing solutions to their challenges. We serve as solution guides.

2. Consider our prospects and Sunriders as clients instead of customers.

A Customer is a person who just purchases a product or service.

A client, is a person who is under your protection and care.

That's what a Sunrider Sponsor does.

- **We need to think of our clients as dear, valued friends.**
- **A client is someone you don't ever let go**
- **You never drop them for any reason**
- **You take care of them**

One of the biggest mistakes—perhaps the biggest mistake in any business—is falling in love with the wrong thing. We often become attached to our product, service, or company. Yes, we do love those things, but we should love our clients more than our products, services, or company. This means taking responsibility for their well-being and placing their best interests ahead of our own.

We want our prospects and clients to see us and our business as providing a unique benefit or advantage that no other competitor or individual can offer.

By becoming dependable advisors and genuine friends, we will earn their trust and make our relationship more fulfilling than they imagined. We no longer have customers; we have clients, and we take care of them!

3. Change one word in our mindset: 'Sell' to 'Serve'

4.

**Instead of thinking, “I don’t want to sell to my friends,
I don’t want them to feel I’m pushy; what should I say to get them to buy?”
Change your mindset from thinking *Sell* to *Serve***

It’s not what we say they remember; it’s how we make them feel. We can create value by providing exceptional service. The more value and service we provide, the more we will be valued.

We want our prospects and clients to see and feel that we offer superior benefits or advantages that no competitor offers. We strive to exceed their expectations. We go the extra mile!

- **Maybe it’s giving added value with a three-way call with our upline.**
- **Perhaps it’s sending them some product when they couldn’t get it and needed it.**
- **Or we send them an SR gift when they haven’t ordered for a while to help them get started again and remind them of what they have been missing.**
- **We help them resolve issues together rather than just sending them to the company for answers.**
- **We give exceptional follow-up. We MAKE SURE they are LOVING their foods and are having success.**
- **We give them ideas about sharing with or supporting a friend.**
- **We also ensure they don’t leave money on the table just because their monthly totals are below a few dollars.**
- **Or maybe it’s a note of gratitude, encouragement, or remembering their birthday.**
- **We offer hope, assistance, and a vision for their future; we never engage with negativity just because things aren’t going perfectly.**

Our focus conveys to our clients, "You matter. Your well-being is important to me." The more value and service we provide, the more they will value us and the more we will stand out in the marketplace.

Become a change agent; don't just live your life; become a creator of value for everyone in your life.

Once again, people may not remember what we say, but they do remember how we make them feel. The good news is that we can stop focusing on selling and add more value to everything we do by providing outstanding service!

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