

By asking questions, we put the true power of the decision into our prospect/partner's hands. This allows us to focus on taking a Consultative approach, so we can discover what their true needs and desires are. When we're asking questions, with a true desire to learn about how we can SERVE them...we're never selling.

Note: This is just a framework and suggested line of questioning. Every situation is different. In the words of Anthony Robbins, "Let your prospect determine your presentation."

YOUR JOB IS TO LISTEN SO HARD IT HURTS!!!

**Pro-tip: Use the 3-second count to make sure they're truly done talking. Count in your head "1-Mississippi....2- Mississippi....3 Mississippi."*

Step 1: Connect & Build Rapport Quickly Using F.O.R.M

**"(F)Where are you from name? Are you married/have kids, etc?
(O)How do you and _____ know each other? What kind of work do you do?
(R) What do you like to do for fun?
(M) What are you passionate about?"**

Pro-tip: Find common things of interest with them

Step 2: Take Down Their Guard

"I'm excited to connect with you. I've been using and passionately sharing Isagenix for _____ weeks/months/years and am simply here to serve you in this conversation. "

Step 3: Edify / Identify Their Goal

If you know their goal:

"Name told me that your goal is _____, I love that! You remind me a lot of _____ (enter in the name of a community member

who they remind you of) he/she was a _____ (stay-at-home mom, stressed out corporate employee, etc) just like you and in just _____ (enter time) was able to achieve _____, _____ and _____ using our _____ system (enter weight loss, performance, wealth creation, etc)."

If you don't know their goal (examples):

"What has us on the call today?"

- "What did _____ share with you that has you excited?"

- "What are your goals?"

- "Who else in your life has watched you struggle with achieving this goal?"

- "How much money have you spent to achieve this goal?/ What programs have you tried in the past?"

- "Imagine you could have (restate their goal)"

- "How is it going to feel when you achieve that goal?"

- "Do you have any health challenges or are you on any medications?"

"If you had a magic wand, how much weight would you want to lose?"

"If you had a magic wand, how much additional income would you want to create on a monthly basis?"

Step 4: Elicit An Emotional Response (by asking more questions!)

"Curiously, on a scale of 1-10, with 10 being totally committed, how committed would you say you are to achieving _____ (enter their goal)?"

"If you achieve your goals, what are some things you'd be able to do differently, which you can't do right now?"

“Why is this so important to you?”

Pro Tip: The 7-Deep Technique - Ask “Why is it important to you that you _____” 7-times to discover their deep WHY.

Step 5: STORY TIME

Tell ANOTHER story about someone in the community (can be ANYONE, including YOU) that they remind you of. 30 Seconds TOPS!

Pro-tip: Know the stories so well that you keep this part brief and keep the conversation flowing.

VISUALIZATION

“If you were to replace two meals that you currently eat, with Isagenix meals in order to hit your goals, which two meals would they be for you each day?”

**This gets the customer to see that it's very flexible. It doesn't matter what their answer is because Isagenix is flexible. They can swap out those meals for shakes any way they want.*

**Get them to visualize replacing meals. When they visualize themselves doing something, it takes them further into being sold already. You're already doing a lot of the closing with this visualization.*

“What do those meals consist of today?”

**Don't skip this step-you want them to start building value in the meals that they're already spending money on*

“Great. What do you think each of those meals typically costs you each day?”

**Make them come up with a number. If they say, “not much” or “I don't know” that is not an answer.*

Say:

“Do you think its maybe \$3, \$4 (give a guesstimate based on what they explained for their meals)?”

***Put a number out there if they won't give you one.**

***Then add those meal costs up:**

“So it sounds like you're already spending maybe \$____-\$____ a day (whatever it adds up to) which is about (\$____) a month on the meals that you're going to be replacing with Isagenix. These systems could definitely fit around that.

Would you like me to make a recommendation for how to get started?”

“The way most people start with this lifestyle is called the Value Pak. The reason most people start with the Value Pay is because it is going to set you up for the best success for your first month. We really want to get your body balanced, cleansed at the cellular level, and get you really feeling your best.

This pan includes my favorite AM and PM vitamin packets, they're convenient and provide total nutritional support and feature a complete spectrum of extremely high quality supplements- they're a game changer, these vitamins I'm telling you are the best thing going. This package includes 58 meals, all of your deep cleansing, a box of bars which taste like candy, snacks, a canister of greens which has over 30 different kinds of vegetables, herbs and botanicals, it tastes great on its own or can be added to your shake, you'll also get a box of e shots which are healthy energy drinks, they give you a focused, sustained boost, without the crash, a beautiful stainless steel travel blender, a \$75 Event Coupon, a \$25 coupon off your next order, free membership saving you \$29, and TWO family and friends coupons saving THEM \$29 each also, when we help get them started.

You literally are only going to have to buy one meal a day for the month. We're going to coach you on that and you're going to have tons of recipe ideas from the group.

Honestly, this package is literally the best. It breaks down to \$20 a day, which might seem like a big investment at first, but really it's just re-distributing grocery money you were already going to spend and investing it into your health.

Now looking forward for your NEXT month, don't be worried that you have to make the same investment the next month, I will be there to work out a maintenance or a plan with you come month 2, month 3, 4..that works for you long term.

If you really want to do it right, and it works within your budget, this is hands down THE BEST recommendation."

Say all of this before they respond. Nine times out of ten, they will just say, "Okay." If there's any push back, present the premium pak.

"There is a \$14/day pak that will still set you up for success. It does NOT include the vitamins or greens, which I think are vital for that first month, because I personally love them so much. It does have everything else including your two meals per day, your cleanse items, the snacks to add in between your meals and includes free membership, healthy energy shots, an Isa Blender Max, and a \$25 event coupon. You will only have to worry about one meal per day with this one as well. This is \$399 plus tax and shipping."

**if neither of these is resonating with them, present the Basic Pak:*

The \$10/day pack is a super bare bones system but still gives you the products you need to have a good experience. It's \$269 + \$29 membership which gives you wholesale pricing for the year, plus tax and shipping. I would also recommend adding the IsaDelight chocolates to this order because they are necessary for cleanse days and they are not included."

**if interested in the business, add the business builder pack to the options:*

“or \$40/day to invest in your business”

“For \$40/day you are getting an amazing array of almost everything the company has to offer. This is more than enough for the month and then some with the opportunity to share many of the products with others. This is an awesome choice if you are interested in adding an extra stream of income with Isagenix.”

Which sounds like the best fit for you?”

Step 6A: Make Sure They Feel Informed

“Are there any questions I can answer for you?” OR “What are some other questions I can answer for you.”

Step 6B: "Who do you know?"

"Curiously, who are two people that you know would for sure wanna do this with you?

You're going to have double the results when you do this with friends because accountability is everything. Who complains to you about how they feel, who needs this?"

(let the answer)

"The reason I ask is because Isagenix doesn't spend any money on advertising and instead rewards its customers for our referrals. So when you help **friend name 1 and **friend name 2** get started you'll earn anywhere from \$150 - \$450 back right away which will help pay for this investment you're making.**

How awesome is that?"

Step 7: ASK For The Order

“Do you feel like you have enough information to get started today?”

**Pro Tip: Ask for the order then ZIP IT.*

If They Say: "I have to think about it" or "I have to do more research":
(The goal of this this language focuses them and commits them to getting on another call)

You: **“What specifically would you like to research? or “What specifically would you like to think about?”**

Them: “I would like to research the science behind the products?” or “I would like to think about if this system will fit in to my busy schedule”

You: **“Awesome. Why don’t we do this, we have a secret group on Facebook that I’d like to add you to that you can do your research in a focused way. I want to be mindful of your time, knowing that there is so much great information out there about Isagenix, I don’t want you to get lost in internet land. So, what I’ll do is add you to the secret group on fb and I’m going to tag you with an article regarding “insert topic”, how does that sound?”**

Them: “That sounds great, I would really appreciate that.”

You: **“Awesome, when do you think you'll have a chance to review the information regarding the clinical studies?”**

Them: “Well, I can review them tonight when I get home from work.”

You: **“OK, sweet, so if we were to schedule a call for tomorrow, you’ll have had a chance to review the article and we can answer any further questions that you have?”**

Them: “Yes.”

You: **“When are some times that work best for you tomorrow?”**

Them: “I can do this same time.”

You: **“Fantastic, I’m going to go ahead and add you to the group. Make sure you look at what I tag you in and we’ll just plan on talking again tomorrow at insert time.”**

Then add them to Good Vibe Tribe on FB.