

## Eden Slobin's Training on Opportunity Template

Step 1: Build Rapport Using FORM

Step 2: Take Down Their Guard

-Brennan said some really great things about you and I've been so excited to connect! I've been passionately building a business with Isagenix for the past 3.5 years and I can't believe I've already been able to pay off all my student loans, replace my bartending/waitress AND social work income, and move to San Diego. I'm really there though to learn more about you and to see whether or not this feels like a good fit, would it be okay if I asked you a couple questions?

Step 3: Confirm that they watched the videos

-What did you like most about the videos you saw?

Mary Evans Video & Start Video

Step 4: Why are they excited?

-What about Isagenix excites you?

Step 5: Identify the need?

1. How much additional income would make a radical difference in your life right now?
2. What an extra \_\_\_\_\_ allow you to do that you can't do right now? (*Response: great if I could show you how to create an extra 4,000 would you be ready to get started?*)
3. What else have you considered doing to earn that additional income? (*Response: I've considered and tried some of those things at one point too, but I was still trading time for money. What I love about this is that you increase the amount of money that you make while increasing your free time simultaneously. How cool is that?*)
4. We've designed a simple system that anyone can follow in order to learn how to create the \_\_\_\_\_ per month. With that in mind, how much time per week would you be willing to devote to creating that kind of income —at least at first?

Step 6: Tell a relatable story:

-you remind me so much of \_\_\_\_\_

tell their story and how isagenix impacted their lives.

Step 7: How It Works

“Let me explain how this works, simply put NWM is the distribution of world class products through word of mouth marketing. Most companies reinvest half of their revenue in advertising and shelf space, instead Isagenix generously rewards people who share the products. Our intention is to help you create a large base of customers who fall wildly in love with our products, some will share with a few friends earning just enough to get their products paid for, and others will go on to build large businesses along side you. When done properly, if you are willing to put in the work up front, then you can put yourself in a position to create true financial freedom. What's really unique is that you can start a business for just the cost of your own products which is just food and turn it into what you want!

Step 8: Make Sure They Feel Informed

“What are some of the questions I can answer for you at this point?”

- So do I just talk to my friends or just tell my friends and family?

- “As I mentioned before, we have a proven system to teach you how to do this, so on our next call or when you feel like you’re ready to get going, we will show you how one step at a time.”
- But I’m not any good at sales!
  - “I can totally appreciate that, but what I have to tell you is that most of the most successful people on our team, including myself, have had no sales experience what so ever. What’s really cool about NWM is that you can earn while you learn.
- Is this one of those pyramid things?
  - “No, pyramid schemes are illegal. Isagenix has been in business since 2002. A pyramid scheme is an illegal money operation where money exchanges hands and no product is ever delivered, but we have over 65 world class products and 600k customers world wide. Additional, another sign of a pyramid is where you get paid for the recruitment of other people and in Isagenix we only get paid when a product or system is sold.”
- I dont know if I have time to do this.
  - Well how much additional income on a monthly basis would make it worth your time?
  - Well, how much time do you think this needs?
    - “My friend Natalie built this when her son was napping and she was able to create an amazing income!”

#### Step 9: Make a Recommendation

- Would you agree that you are going to be most likely successful doing this if you are a product of the product?
- Great, if you could achieve any health goal right now what would that be?
- Perfect, would you like me to make a recommendation in how to get started?
  - Before I share with you what the cost of starting a business will be, here what I want you to keep in mind that you’re getting
    - Access to a multimillion dollar website
    - A system that is proven to create multiple six and seven figure income earners
    - All product and manufacturing is being taken care of for you
    - You’re getting a global staff of over 400 employees and the ability to do business in 16 countries worldwide and that number is growing.
  - “Based on the financial and physical goals you shared with me, there’s really only one way I would recommend you getting started...The reason I am going to recommend this pack, is because this is the number #1 pack that you are going to recommend to your customers. So with that in mind, this pack is going to give your customers and you the BEST product experience possible while also giving you the best bang for your buck. As a business person, this is also going to give you higher customer retention, 4x the amount in upfront bonuses and twice the amount of residual income on every purchase. It’s called the value pack and in it includes the complete 30 day system plus you get a box of

delicious chocolates, a box of meal replacement bars that you can have as snacks, it comes with whey thins which is a high protein savory chip which you can snack on without the guilt. It comes with a canister of greens which has over 30 different kinds of vegetables, herbs, and botanicals. It also includes a box of womens or mens vitamins that come in convenient AM & PM packs—it's like having nutritional insurance with this pack you're also going to get free membership saving you \$29, you're going to get 2 free membership coupons to gift to your first 2 customers, a \$75 event coupon, a \$25 coupon for ur second order, a beautiful stainless steal blender—its an absolute amazing pack and if this works for you and is within your budget it is hands down the best pack to get started with it. It is \$589 for your first 30 days, remember you're getting 2 meals a day provided for you and then after that you can drop down to more of a basic pack.. does that sound like a good fit for you?"

Step 10: Great let's get you started, where would you like your box sent?

If no, add to #GoodVibeTribe and proceed with follow up system!