

Wellness Consultation-RX for A Healthy Life

Goals:

1. Enable a NEW business builder to successfully conduct a nutrition 1:1 via:
 - a. Simple copyable 35-45 minute presentation giving the client the chance to talk...
 - b. Client's self-discovery that he/she wants the RX for Healthy Life Collection

Elements of the presentation:

1. Client introduces self
2. Presenter gives her/his 2-minute story
Says: Today we'd like to focus on you- your current health & your health wishes
I'd like to ask you some questions and then we can outline a program that would guide you to better health
Would that be of interest to you? Everything we talk about here is confidential with me...
3. Client takes Vitality Quiz- copy found in Shaklee product Library
 - a. Presenter takes notes on the Lifestyle Check Up Sheet. DO NOT ask the client to write it down. This is their opportunity to be heard. You are the counselor taking a diet history.
 - b. Client's Top Three Health Wishes—See Lifestyle Check Up Page for all below:
 - c. Any major current health challenges
 - d. Diet intake- *Remember whatever they tell you- resist the temptation to give suggestions- this is about self discovery and acceptance. If you begin giving suggestions too early, your client will become defensive and she/he will shut down and tell you what you want to hear.*
 - e. Ask- Are you currently taking any medications? Just ask "Are you on medications for high blood pressure, high cholesterol, depression or anxiety, thyroid condition or any other?"
 - f. When you have asked all the questions of them, ask this: As you've been talking is there one thing you might be open to doing that would improve your health?
4. Presenter outlines the RX for Healthy Life Collection
 - a. Given everything you've told me today I believe there is a collection of products that would help you reach your health goals—*Would you be open to looking at that?*
 - b. Open 2012 Product Guide to the full page picture of Dr. Jamie McManus
Statements:
Talk about Changing Brands and the Landmark study
Always talk benefits and what that means to you is : (examples) The benefits of Vitalizer are more energy- better sleep – better skin , hair and nails and what that means to you is you'll be so far ahead of your current health you'll wonder how you could get through the day before Shaklee.
Point out the strip- and read the 55 years statement page 13
Go through the Product Guide highlighting the benefits of each product
Page 12 Pick out several statements to read -- highlight them
Vivix Page 16-17 Ask:-Would you like to feel younger and live longer? Just highlight several statements that show benefits

Recap- and say- So Vitalizer is for overall health and Vivix slows aging- what else could you do to improve your health? Let me show you...
Cinch- page 22- This is my favorite breakfast- It's got 24 grams of protein- that's huge for starting your morning with a full tank of energy plus it helps get rid of muffin top middles & promotes muscle- Which flavor would you choose: vanilla, chocolate, mocha, or strawberry?
Nutriferon- Pg 48 Your body is under attack every day from stress, skipped meals or meals eaten on the run, environmental pollution and fatigue which can constantly challenge your immune system. A strong immune system keeps you healthy. Nutriferon can support you safely and naturally.

Close-
 - a. Given what you've told me about your health wishes, the reality of your daily life and the changes you're willing to make, I believe this is the right program for you.

- b. Could you see yourself giving this a 3- month trial, knowing that at any time you could get your money back for at least one-month's worth?
- c. They ask- How much does it cost?

You have the option of presenting three collections. Good..Better..Best... I begin with the Best because that is what I've talked about.

The Rx for Healthy Life:

Remembering that this is an investment in your health and it's your opportunity to give your body a tremendous start to getting healthy.

I say: It will cost you somewhere between \$250 to \$300. That would run about \$6-\$8/day. However- you are getting a full breakfast for that and a wonderful path to wellness. I'd love to see you invest this in your health for the next three months and we can reevaluate after that. Also next month the cost will be lower because you will get a coupon for a free product up to \$100 value.

Not everyone will want to begin at the Rx for Healthy Life and that's OK.

When someone says, It looks really good but I just can't see myself spending that kind of money, your response should be, "I understand, it does seem like a huge commitment so why don't we keep that as your future nutrition program and see where you might like to begin today? Would that work for you?"

At this point, It's IMPORTANT to refer back to their health wishes or something they said during your conversation that showed they are interested in building health.

Then you say, "Where could you see yourself starting? Would you be willing to consider Vitalizer and Cinch? That would give you the best breakfast to begin your day and the full complement of nutrition to keep is going smoothly. That would run you \$5.50/day. About \$175/month. That price will go lower next month as well because of our auto ship program.

Still reluctant? "Our basic program of Energizing Soy Protein, Vita Lea and Vitamin C will cost you \$1.70/day. Remember that every Shaklee product is fully guaranteed.

Also I'd like to say again that you will find these benefits: Increased energy- no need for afternoon naps, more refreshed sleep, balanced moods, improved hair, skin and nails, goodbye to PMS after several months. Would that be of interest to you?

Remember if you do not honestly see any benefit, your money will be completely refunded.

AND one more thing- Once you see your own health benefits others will notice as well. They'll ask, "What are you doing?" I think you'll find as I did that you'll soon be sharing enough of these products to have your own for free. It will be a win/win situation for everyone. I'll be glad to help you with that.

You can create three plans of your own design. We recommend doing the 100+ PV for the first two packs and at least 50 PV for the third pack.

Once you have sponsored the person, give them some recipes for protein smoothies, call them when their products should have arrived. Encourage and support them with the use of the products and stay in touch! Often you will build a business partner simply because you have shown that you care. Keep the Life Style sheet so that you can remind your customer/member of the way they felt in the past.