

One Simple Change Script Addendum

Host of Event – The person who invited the guests introduces and Welcomes their Guests and Introduces and affirms he Speaker or Speakers - Then Speaker / Presenter Begins:

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First Slide: Hi, my name is _____, and I want to take a minute to thank you for your time. Before we get started, I just want to share with you what we are going to talk about, and also ask you a few questions to get started.

Our discussion is going to be about our health in general, and more specifically, the VALUE of our health.

My first question to you is this – How important is health to you and your family?
or (Who is your good health most important to?)

I want to be able to draw the connection between good health and nutrition.

How important of a role do you think NUTRITION plays in your health?
(example: some might think if you are thin you are healthy, if you are an athlete you are healthy, if you don't take prescription meds you are healthy)

What is the FIRST thing you think about when you think of improving your nutrition?
(Proteins? Less carbs? Less sugar?)

What I have learned is that the biggest nutritional component we are missing is Fruits & Vegetables. How can we increase our intake of Fruits & Veggie and bridge this nutritional gap in our day to day life? Well... I'd like to share with you something that has changed my life and helped me provide a strong nutritional foundation for myself and my family.

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Children's Health Study Slide - Change script from free to something like this ???

Our CHS is a great program that provides JP to qualified children at a great value. The CH Foundation along with JP Reps provide JP to children so all the families have to pay is the shipping, etc

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Last Slide: So we are inviting you to join us. --- We always want to... Inspire people to eat more fruits & vegetables and understand the power they have.

- Some of you may want to make just One Simple Change by adding Juice Plus+ to your diet;
- Others may want to jumpstart your health and join us in the Shred10 program.
- And if you have found yourself thinking about how you can share this information with the people that you love- (your best friend, your parents, your siblings) we would love to help you invite them to our next event like this zoom call.

That concludes what I'd like to share with you. Now I'd like to hear from you. What was the most significant thing that you heard tonight? (opt for interaction)

I want to thank you for your time tonight. From here you can get back to _____ and discuss what your next steps and options might be.

How to close the sale after a Presentation

If presenting to only one person – move right into the script after the presentation is over. If you have a group on zoom call your guest(s) right back. If live, go over and talk with each person.

The closing script below is most effective after the presentation when interest is high. However, a person may need more exposures or need to ask more question or need more time to think.

You will find out what they are thinking by talking to them after the presentation and asking the closing the sale script questions below. These questions help you know how interested they are and how ready they might be to order. If they have questions or objections let them ask as indicated below.

After you have asked them about the event and you've answered any questions move into the 3 close questions below. They are designed to find out what they know and how interested they to move forward before you ask for the sale. If someone is ready they will answer yes to each question. And the scale of 1-10 question is very telling – if 10 take their order. If less than 10 ask them what would make it a 10? You will learn what is holding them back with that question and it will give you a chance to discuss it and/or if necessary follow up later.

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Script for Closing the Sale

“So, _____ (name) “What intrigued you the most about the event?”

(Listen for interest level and to find out if they care much about their health. They may ask questions here or bring up objections if so answer their questions & objections before moving on to the close questions.)

“Maybe you already knew this but I’m curious.”

1. “Does it make sense why good Nutrition is so important to maintaining good health?”
(their response ... yes)

2. Is it clear that Juice Plus is just food, and that it adds 30 fruits and vegetables to our diet?
(their response ... yes)

3. Do you understand how Juice Plus could bridge the nutritional gap for you?
(their response ... yes)

“So... on a scale of 1-10 How ready are you to get your Juice Plus today? *(response 1-10)*

(If high ask to place the order if not ask them what would make it a 10? – then listen & respond to what’s holding them back or what their objection might be. Verbiage here could be something like if I would you)

“Ok, all we need is your contact information and what product you’d like to start with today?
(Fill out the customer questionnaire) “We’ll be in touch during the next 4 months.”