

# MENTOR Manual: “Get Started Today! “

## INTRODUCTION:

This MENTOR Manual is for the Upline Mentor. This information together with the Health & Freedom Presentation and the Get Started Today! workbook should be helpful to the Upline Mentor in giving a good presentation.

The parties involved in a typical presentation are:

- A. **Upline Mentor** (Person who is giving the presentation)
- B. **Sponsor** (This distributor has invited the prospect and might only have been a distributor for a vary short time).
- C. **Prospect / new Distributor** (This person has been invited by the Sponsor to attend a presentation by the Upline Mentor. After the presentation the prospect might sign up / enroll and is then called the “new Distributor”

The purpose of this “Mentor Manual: Get Started Today!” is to prepare the Upline Mentor to meet with a prospect and the new Distributor who invited the prospect and give them a PRESENTATION. The presentation is typically the Health & Freedom Presentation using H&F newspaper or Power Point presentations depending on the setting and the market.

## BACKGROUND

“Get Started Today!” is a training program for new USANA Distributors to be used during their First 6 Weeks after enrollment. We encourage Upline Mentors to go over this workbook right after the new Distributor has signed up. It should only take 30 min.

There are several approaches to training:

1. One approach is not to allow a new Distributor to talk to anyone until they have learned a lot about the products, the company and the opportunity. The more the new Distributor learns the more questions he/she will be asked. Therefore it is difficult to find a balance between how much knowledge the new Distributor should have. This approach is typically overwhelming and takes a long time. By the time they have learned it all and can answer all questions the new Distributor has typically lost their excitement.
2. The other approach, which is the one we are using in this program, is to make the assumption that the new Distributors role is to SHARE the H&F Newspaper with a prospect and to INVITE the prospect to meet with an Upline Mentor for a Health & Freedom Presentation. The only preparation the new Distributor need is to go through the workbook; “Get Started Today!” with the sponsor/ Upline Mentor and read the H&F Newspaper. This approach makes it possible for the new Distributor to start their USANA Business today. This approach does rely on the support of a more experienced Distributor to give the PRESENTATION. This person is typically in the Upline. We will call the experienced Distributor the UPLINE MENTOR. The Upline Mentor is the person who the new Distributor will introduce his/her prospects to for an H&F Presentation in a one-on-one setting (A-B-C Meeting) or larger group opportunity meeting.

The purpose of this paper is to give added information to the Mentor who will be going over the “Training Workbook # 1 for USANA Distributor’s, Get Started Today!” with the new Distributor. It is a workbook, so make sure the new Distributor fill in the blanks and write in the book.

## **Objective**

The objective of this program is to increase the number of new Distributors who become PaceSetters and Platinum PaceSetters.

When a new active Distributor enrolls 2 people who activate their business and stay active for 8 weeks, the new Distributor becomes a PaceSetter. By enrolling 4 people who activate their business and stay active for 8 weeks, the new Distributor becomes a Platinum PaceSetter.

After achieving this objective during the first 6 weeks of being a Distributor's retention, enrollments and income to the Distributor will typically increase and more families will benefit from USANA.

## **Assumptions**

Most New Distributors:

1. Are enthusiastic
2. Receive too much information from our Starter Kit all at once
3. Require the guidance of an "Upline Mentor", and help of a tool like the Health & Freedom Newspaper
4. Will benefit from small, early "successes"

## **Exposure to USANA**

At the time the new Distributor sit down with the Upline Mentor and go through Get Started Today!

They will typically have had the following exposure to USANA:

1. Been approached by a friend who has given them the H&F Newspaper to read
2. Been invited by the friend to a one-on-one meeting with the Upline Mentor or attended an H&F Opportunity meeting.
3. Had a one-on-one meeting with Sponsor and Upline Mentor and enrolled as a Distributor and purchased the Starter Kit and products to get activated.

## **The Get Started Today! Workbook:**

1. Converts enthusiasm into action
2. Teaches only actions that are relevant during the first 6 weeks
3. Provides for the guidance of an "Upline Mentor", and help of a tool (H&F Newspaper)
4. Makes new Distributors feel this business is "do-able"
5. Only 12 pages, not 100 as in the Starter kit
6. List of 12 names, not 100
7. More realistic for a new Distributor to achieve in 6 weeks than the full Starter Kit.
8. One Goal (Platinum / PaceSetter). Leave the long term personal dream and medium term advancement goals till after the first 6 weeks.
9. One Product (Essentials). Learn about the other products after the first six weeks.
10. One Skill (Invite). Do not worry about presenting and handling objectives till later.
11. One Tool (H&F Newspaper). Add other tools as the new Distributor goes along.

**NOW LET US GO THROUGH  
GET STARTED TODAY! TRAINING WORKBOOK # 1 FOR USANA DISTRIBUTORS  
SECTION BY SECTION:**

**CONGRATULATIONS! Page 2**

We want to congratulate the New Distributor and confirm that he/she has made a good decision. At the same time we do not want to set unreasonable high expectations. It does not matter what business you try to build, it is not easy. It is hard work, but it is worth it.

We discourage talking about the success of our top Distributors and illustrating how successful they have been by showing photos of their big homes, boats, swimming pools etc. It is not everyone who reaches that level of success. We want to have integrity in what we say and build trust.

It is exciting to be involved in something as important as to impact someone's health and income potential.

The key message on page 2 is that the New Distributor is not expected to do anything else than to:

1. Go through **"Get Started Today! Training Workbook # 1 for USANA Distributors"** and take action as written.
2. Read the **Health & Freedom Newspaper**
3. Invite prospects to meet with an **Upline Mentor** who will give the Health & Freedom Presentation

The new Distributor should not try to say too much about the company, product or opportunity because he/she has simply not had enough time to learn everything. So the new Distributor should simply be the MESSENGER and the Health & Freedom Newspaper and the Upline Mentor will give the MESSAGE.

**INFORMATION: Page 3**

The purpose of this section is to make sure the new Distributor has the needed contact information to get help and be able to place orders with USANA.

"Your Name" is the name of the new Distributor. Your USANA ID# you get from USANA when you hand in your application.

Your **"Upline Mentor"** is the person whom you will invite your prospects to meet for a presentation. This person is someone who is familiar with USANA's Health & Freedom presentation, business practices and is able to help answer questions.

USANA Health Sciences is the USANA office in your country. This office has staff that can help you with any question you might have. They also have facilities you are welcome to use for your business.

**GETTING STARTED PAGE 4**

**A. Taking the product**

Taking the product is important. If the new Distributor is not taking the product him/herself they can not expect to be able to sell it to someone else. The new Distributor should order their initial products and sign up for AUTOSHIP so they automatically will receive their own products every 28 days at an attractive discount.

Explain that they do not only need to “enroll” by filling out the application and purchasing the Starter Kit, but they also need to get “Activated”. The activation can be done by purchasing any products totaling 150 Personal Volume Points for 1 BC and 450 points for 3BC.

### **B. Health & Freedom Newspaper**

The Health & Freedom Newspaper is the #1 tool for sharing the USANA message. Encourage the new Distributor to read it so he/she is familiar with the information. Help the new Distributor to have several copies on hand to give out. Have the new Distributor write his/her contact information on each Health & Freedom newspaper.

### **C. Application forms**

The new Distributor should be familiar with the application forms as he/she has just filled it out themselves. Help them to be familiar with it. There is one application form to become a Distributor and another to become a Preferred Customer. Make sure the new Distributor has copies of both for future use.

The process of becoming and staying on as a Distributor is as follows:

- “Enroll” by filling out, signing and handing in to USANA the Application form and purchase the Starter Kit
- “Activate” the business center by purchasing products with 150 SVP (Sales Volume Points) for 1 BC (One Business Center) and 450 SVP for 3 BC (Three business centers). The most economical way to start a 1BC or 3 BC is to purchase an “Enrollment Pack”.
- Every four weeks (28 days) purchase products with at least 100 PSV for 1BC and 200 PSV points for 3BC. The easiest way to do this is to place a standard order for “autoship”.

### **D. Calendar**

Help the new Distributor to fill in the month and dates (2/15) in the small boxes on the calendar on page 5. Write in the Enrollment date. Find the 6 week mark and write “6 week deadline”. Write in the calendar when Health & Freedom Opportunity Meetings are held. Write in the calendar when the Upline Mentor is available for meetings with the new Distributors prospects. Have the new Distributor write in the calendar when he/she will call or meet the prospect.

### **E. Goal: PaceSetter or Platinum PaceSetter**

Setting goals is very powerful and so is visioning your-self in a desired future situation.

In future training there is a lot more to say about goal setting, but in this first 6 weeks program we want to keep it simple so it is basically a choice between two goals; PaceSetter or Platinum PaceSetter. Chose one or the other by making a check mark and then commit to it by signing your name. Also calculate and write down the date 6 weeks from the date of enrollment as that is the deadline for reaching the goal.

Becoming a **PaceSetter** or **Platinum PaceSetter** will put you on the fast track to success in your USANA business. To become a Platinum PaceSetter the new Distributor must within the first six weeks after initial enrollment, personally enroll at least four new Distributors who activate 1 or 3 Business Centers (150 PSV or 450 PSV) within the first 6 weeks and remain active for eight consecutive weeks after their activation.

	<b>PaceSetter:</b>	<b>Platinum PaceSetter:</b>
Requirements:	Within the first 6 weeks after your enrollment, you must personally enroll at least 2 new Distributors who activate 1 or 3 Business Centers and remain active (100 PSV or 200 PSV points every four-week rolling period) for eight consecutive weeks thereafter (2 periods)	Within the first 6 weeks after your enrollment, you must personally enroll at least 4 new Distributors who activate 1 or 3 Business Centers and remain active (100 PSV or 200 PSV points every four-week rolling period) for eight consecutive weeks thereafter (2 periods)
Benefits:	<ul style="list-style-type: none"> <li>- Lifetime status as PaceSetter and privileges at USANA conventions</li> <li>- 2 weeks of FREE Starter Kits to everyone you personally enroll starting from the week after being qualified as a PaceSetter. (Qualified does not require new Distributors to be active for 8 consecutive weeks)</li> <li>- Gift: PaceSetter Business card holder or equivalent gift.</li> </ul>	<ul style="list-style-type: none"> <li>- Lifetime status as Platinum Pace Setter and privileges at USANA conventions</li> <li>- 4 weeks of FREE Starter Kits to everyone you personally enroll starting from the week after being qualified as a Platinum PaceSetter. (Qualified does not require new Distributors to be active for 8 consecutive weeks)</li> <li>- Gift: Platinum PaceSetter Watch or equivalent gift.</li> </ul>

## **THE BUSINESS CYCLE Page 8**

### **Step 1 LIST:**

Help the new Distributor think of 12 people that he/she knows that might be interested in becoming a Distributor or Preferred Customer. These are people who you would like to introduce the business or product of opportunity to. Just let your mind wonder over the acquaintances you can remember. These could be people who have health challenges or those people who you know who are health conscious. Or people, who have financial challenges, want to make extra money, want to get out of credit card debt, want to get their children into good private schools or want to go on a vacation. Write down their names and their phone numbers and decide when to contact them.

### **Step 2 INVITE:**

Inviting is the key thing the new Distributor has to do. Allow the new Distributor to share his/her enthusiasm of having just joined USANA. If time allow spend time role-playing how to invite. Inviting is the only skill the new Distributor really need to learn. Help the new Distributor to write down a statement that he/she feel comfortable using when inviting a prospect to take a Health & Freedom Newspaper or come to a Health & Freedom Presentation with the Upline Mentor.

### **Step 3 SHARE:**

The Health & Freedom Newspaper is the number # 1 sales tool at USANA. Give it to your prospect so he/she can read about USANA: the company, the products and the opportunity. As you get to know the prospect you might find out if Health or Wealth is of greatest interest. If it is Health make sure the health section of the newspaper is on the top. If you think a certain article is of most interest to the prospect point that out and possibly highlight it. Tell the prospect that you hope they will enjoy reading the newspaper and that you will be interested to hear what they think.

#### **Step 4 FOLLOW UP:**

After the prospect has had a chance to read the Health & Freedom Newspaper follow up by contacting them and find out what they think and invite them to meet with you and the Upline Mentor to learn more and to get answers to any questions they might have. This meeting can be a one-on-one or a standard Health & Freedom Opportunity group meeting.

#### **Step 5 MEET:**

The new Distributor's role at the meeting with the Upline Mentor is to introduce the prospect and the Upline Mentor to each other. After that it is up to the Upline Mentor to take over and give the Health & Freedom Presentation.

#### **Step 6 ENROLL:**

At the end of the meeting or in a follow up meeting the prospect should be presented with the opportunity to purchase products at a discounted price by becoming a Preferred Customer or becoming a Distributor. To be prepared for this the following forms should be ready:

- Product Order Form
- Business Application

If the prospect purchases products you should give them some idea of when they would receive the products ordered. You should also inform them about the benefits of signing up for autoship so they will automatically receive the desired products every 4 weeks and receive a discount.

When the prospect enrolls by signing the application form you congratulate them and offer to go over the Get Started Today! workbook with them so they can Get Started Today! and the business cycle start all over again.

#### **IN SUMMARY page 11**

This summary is just to go over the 6 steps one more time to reinforce the learning and see if there is any questions.

For some people it seems too simple to start their business with these simple steps, so it is important to inform them that there is a lot more to learn and that more training will be available. They are surely welcome to open the Starter Kit and study it; however you should tell them that most successful people focus on the Simple 6 Step Business System in the First 6 Weeks.

#### **BACK COVER: 3rd Party endorsements Page: back cover**

Any company might say that they are the best. At USANA we prefer when others say it for us. Many 3rd parties have recognized USANA as a top achiever. Here is just listed a couple of these achievements.

USANA is a science based company. Our Founder, Dr. Myron Wentz has received many prestigious rewards. On this photo he is seen as he received the Albert Einstein Award in 2007.

USANA has the best nutritional products. USANA's Essentials was awarded "Best Brands ADVANCED NUTRITIONAL PRODUCTS 2007 in the Asia Pacific"

USANA offers a great opportunity. Network Marketing Today follows all of the companies in the network marketing industry and has voted USANA the “Best Company” for ten years in a row.

At the bottom of the page is a photo of USANA Home Office in Salt Lake City, Utah, USA. What we see is the office buildings and the buildings with manufacturing are right behind. The company is located just a few minutes from Salt Lake International airport and downtown.

The barcode and parts number is also found on the back cover.

## Additional Information

### I. Health & Freedom Presentation

Go through H&F presentation using H&F newspaper or Power Point presentation. The key responsibility of the Upline Mentor is to be the PRESENTER. The main tool in presenting is the Health & Freedom Newspaper and the Health & Freedom Presentation.

### II. USANA Company

1. Company vision: “I dream of a world free from pain and suffering. I dream of a world free from disease. The USANA family will be the healthiest family on earth. Share my vision. Love life, and live it to its fullest in happiness and health” Dr. Myron Wentz, Chairman and Founder, USANA Health Sciences.
2. **Founded in 1992**, USANA Health Sciences is listed on the NASDAQ stock exchange in the US (**NASDAQ** Symbol: USNA).
3. USANA is the top –ranked direct selling company in **Forbes and Business Week magazines**.
4. USANA currently operates in the following **14 markets**: USA, Canada, Mexico, Caribbean, United Kingdom, Netherlands, Australia, New Zealand, Singapore, Malaysia, Hong Kong, Taiwan, South Korea and Japan.
5. USANA is a member of the **Global Direct Selling Association**.
6. Our Founder, **Dr. Myron Wentz** is recognized as one of the most influential people in Utah, USA.

### III. USANA Products

1. **Comparative Guide to Nutritional Supplements** has awarded USANA’s key products: Essentials highest rating: 5-Star Gold Standard among 1500 products studied. Only 4 other companies have products which have received this highest ranking. USANA formulates exceptional, science-based nutritional products.
2. USANA Founder Dr. Myron Wentz received in 2007 the **Albert Einstein Award for Outstanding Achievement in the Life of Sciences** in recognition of his scientific and charitable endeavors.
3. Founder, Dr. Myron Wentz, PhD (Microbiology, Immunology) heads the company with 30 years of **intensive research**. A team of experienced scientists and researchers join Dr. Wentz in on-going research and development.
4. USANA employs state –of –the-art **technologies** for development of products.
5. Products are developed and manufactured using “Pharmaceutical Good Manufacturing Practices” (GMP).
6. Some of USANA products are listed in the “**Physicians’ Desk Reference**” for medical practitioners.
7. **Potency guaranteed**.
8. **Sensé** technology

#### **IV. USANA Opportunity**

1. Network Marketing Today has voted USANA **Distributor's Choice "Best Company" for ten years running.**
2. USANA's unique cellular compensation plan is **fair and rewarding.** It enables you to earn long-term residual income. A Cellular Plan with re-entry.
3. USANA Distributors earn generous weekly bonus which can pay for your own products and build your own business.
4. USANA offers a competitive product price and a high rate of returning customers.
5. USANA requires a very low investment
6. USANA puts emphasis on the two key issues of life; health and wealth
7. USANA has paid out more than half a billion U.S. dollars in commission

#### **V. Definitions Of USANA Terms:**

**Distributor:** Individual who sign a Distributor Application with USANA which give permission to purchase products at wholesale prices and build a business by enrolling individuals.

**Sponsor:** The Distributor who is listed on the Distributor application as the Sponsor. This person is most likely the same as the person who introduced you to USANA and had you sign the Distributor Application.

**Upline:** Distributors who have signed on as distributors before you and who are receiving commission on your sales.

**Upline Mentor:** is a person in your Upline who is familiar with USANA's business practices, is able to give a presentation about USANA and is able to answer initial questions you and your prospects may have. This person is often the same as the Sponsor.

**Preferred Customer (PC):** Is an individual who signs a Preferred Customer Application with USANA which give permission to purchase products at PC prices which are discounted from retail prices. Typically they have no intent to build a business.

**Autoship:** Autoship is a convenient way to receive your products every four weeks at a discounted price.

**Sales Volume Points (SVP):** Points associated with products sold used to calculate commissions.

**Business Center (1BC, 3BC):** A distributorship can consist of one or three business centers owned by the Distributor. 1BC can have four people enroll directly under the Distributor. 3BC can have four people enroll directly under the Distributor.

**Activated:** A distributorship is activated after purchasing products worth 150 Sales Volume Points for a 1BC and 450 PSV points for a 3BC

**Stay Active:** To stay active a Distributor must generate 100 points every 4 weeks for a 1BC and 200 points for a 3BC every four weeks after the date of activation.