

### Defined purpose is the **STARTING POINT OF ALL ACHIEVEMENT.**

Congratulations on taking this step toward designing a business and creating a lifestyle you want to live.

Your journey starts with modeling your USANA experience after those who have already created the path and then learning to incorporate your specific strengths. As you begin this exciting adventure, we have provided you with the guide you need based off of the road that has already been mapped for you by other leaders. Now, it's up to you to develop the mindset and the skills necessary to take true ownership of your future. By building these skills day-by-day, you can develop the entrepreneur advantage and become a successful leader—something that could potentially be worth millions!

Through this program, you will work to consciously develop the skills and key attributes of entrepreneurs, coupled with the mindset of success. These skills will contribute to the life of your business and will help you begin to change your life as well as the lives of others.

We know you can do it and we are excited to help you along the way!

“There's a quote by G.K. Chesterton that guides me through business and life's challenges: 'A dead thing can go with a stream, but only a living thing can go against it.' This quote reminds me that my choice to keep going and growing is a direct reflection of being alive! I hope you'll each embrace the honor it is to be an entrepreneur in the wellness industry and remember that swimming upstream requires a depth of character, great courage, and strength.”

—Dr. Paige Hunter, 2-Star Diamond Director

### LET'S GET STARTED

Before you start this program, there's one thing you need to remember. You need to have a growth mindset—meaning this is about the growth process. Focus on the habits you are forming, not only the results. Focus on the action you are taking, not only the outcomes. Focus on what you can do today to grow in the future!

- ▶ 1. Create a contact list or clean up the one you already have.
- ▶ 2. Set your business hours or determine what times every day you will work on your USANA business.

**Review** the material + **Practice** it the same day + **Immediately Do** it

**Review. Practice. Do.**

## PROGRAM OVERVIEW

### Week 1: Skill: Inviting

#### GOALS

- ▶ 1. Invite a contact either directly or indirectly to engage with USANA in *under* 2 minutes.
- ▶ 2. Invite 10 people per day during the first 20–30 minutes of your business hours.

### Week 2: Skill: Inviting to Events

#### GOALS

- ▶ 1. Invite a contact either directly or indirectly to attend a USANA event in less than 2 minutes.
- ▶ 2. Invite 10 people per day during the first 20–30 minutes of your business hours.

### Week 3: Skill: Developing Your USANA Story and Presenting

#### GOALS

- ▶ 1. Develop your USANA story and how you tell it to others.
- ▶ 2. Learn how to present the sales tool you use the most.

### Week 4: Skill: Presenting and Following Up

#### GOALS

- ▶ 1. Create a follow-up strategy.
- ▶ 2. Learn how to present the second portion of the sales tool you use the most.

### Week 5: Skill: Closing

#### GOALS

- ▶ 1. Practice closing in various forms during a presentation.
- ▶ 2. Understand the difference between resistance and rejection, and learn to embrace them.

### Week 6: Skill: Answering Questions and Concerns

#### GOALS

- ▶ 1. Create an environment that allows for questions.
- ▶ 2. Understand the process required to hear and engage solutions.
- ▶ 3. Become an excellent active listener.



### **Week 7: Skill: Blending Your Skills and Creating Exposures**

#### **GOALS**

- ▶ 1. Guide to a financial or business solution through a series of related exposures.
- ▶ 2. Understand how to use a sliding scale close.
- ▶ 3. Set up 4–6 exposures in a series.

### **Week 8: Skill: Blending Your Skills and Macronutrition**

#### **GOALS**

- ▶ 1. Learn the basics of macronutrition and how it can guide to a solution.
- ▶ 2. Practice using referral closes.

### **Week 9: Skill: Blending Your Skills and Micronutrition**

#### **GOALS**

- ▶ 1. Learn the basics of micronutrition and how it can guide to a solution.
- ▶ 2. Continue practicing referral closes.

### **Week 10: Skill: Blending Your Skills and Sensé Beautiful Science®**

#### **GOALS**

- ▶ 1. Learn the basics of Sensé Beautiful Science and how it can guide to a solution.
- ▶ 2. Set up 4–6 exposures in a series.

### **Week 11: Skill: Connecting with Your Market**

#### **GOALS**

- ▶ 1. Learn to understand your new, developing, and known markets.
- ▶ 2. Meet 10 new market contacts.
- ▶ 3. Text 10 developing market contacts each day.


### **Week 12: Skill: Connecting with Your Market and Building Your Team**

#### **GOALS**

- ▶ 1. Identify and use the hierarchy of connecting.
- ▶ 2. Meet 10 new market contacts.
- ▶ 3. Text 10 developing market contacts each day.

### **Week 13: Skill: Duplication**

#### **GOALS**

- ▶ 1. Review your progress and choose your next step.
  - ▶ 2. Identify members of your Road to Achiever team.
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### **Week 14: Skill: Duplication and Planning Regular Events**

#### **GOALS**

- ▶ 1. Invite your potential leaders to join your Road to Achiever group.
- ▶ 2. Plan a series of events.

### **Week 15: Skill: Setting Up Your Road to Achiever Group for Success**

#### **GOALS**

- ▶ 1. Prepare for your pre-launch call.
- ▶ 2. Learn the basics of the first month.

### **Week 16: Skill: Leadership**

#### **GOALS**

- ▶ 1. Learn the difference between training and coaching.
- ▶ 2. Begin training and coaching your team.

The path is mapped out for you. Now it's up to you to review, practice, and do. Your Road to Achiever starts now!