ROAD TO CHIEVER USANA

WEEK 1

SKILL: INVITING

Preparation Checklist	
Set your business hours:	

Print off the Weekly Action Plan and begin to fill it out

Create your contact list

OBJECTIVE

Develop or refine the skill of inviting contacts to experience USANA.

GOALS

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

One of the most important skills you can develop as a professional in direct selling is the skill of prospecting or lead generation. Prospecting is the process of helping others improve their lives through interaction with USANA's product line and/or through starting a USANA business of their own. Your prospecting efforts can create three different types of team members: retail customers, Preferred Customers (PC) or business partners. As you learn, practice, and exercise the skills of prospecting, you will be able successfully distinguish how to guide your contacts to the best solution for them.

In the early stages of your business' development, the most effective way to prospect is to build in your local market. Inviting is a foundational skill for successful prospecting. As your business grows, you will be able to change and improve this skill over time.

TRAINING: HOW TO INVITE

Step 1: Only allow yourself two minutes to complete your invite.

You are a busy entrepreneur and your business hours and lifestyle only allow for a small window to make invites. This is your precious time. By indicating a sense of urgency at the beginning of your conversation, you will be able to keep the invite short, and your contact will respect you and your time more.

Step 2: Offer a sincere compliment.

Think about why this person would make a good retail customer, PC, or team member. In most cases, that reason is something positive and likely the reason you thought to contact them. Let them know and break the ice.

Step 3: Make a warm-market invite.

Excellent prospectors understand exactly how USANA's business opportunity and products can help improve the lives of others. Seek out people who you know need and want the benefits of USANA. You are inviting them to engage with USANA because you care.

The way you approach each invite will differ depending on the person, so it's important learn about both direct and indirect invites.

Step 4: Ask an *if*, would question.

You are offering to do something if they are willing to do something in return. You aren't asking for a favor. You have something of value to offer if they do something in exchange.

If I sent you a video link that explained more about USANA's products, would you click on it and watch?

If I sent you a flyer with information about an event that could benefit you, would you let me know how it could help you with your goals?

Step 5: Help them set their own time frame.

If the answer is yes, confirm a time frame with them. Ask, "When do you think you could read/watch/listen to it?" Don't set a time frame for them. Let them suggest it on their own.

If the answer is no, thank them and move on.

Step 6: Confirm their time frame.

Once they specify the day, say, "So if I called you at (pick a time roughly 12 hours later), you will have read/watched/listened to it?"

Direct Invites

Use direct invites with those you already know and with whom you have a mutual trust.

HERE ARE SOME EXAMPLES:

Remember when you told me you were looking for a way to live a healthier lifestyle? I'd like to help you find a way to do that.

Would you be open to a side project that can help you _____if it didn't interfere with your regular routine?

Do you keep your career options open so you can ______?

Indirect Invites

The indirect approach to inviting allows the opportunity for your contact to help you. This lets them give you input and advice, all while helping them move past their initial concerns.

HERE ARE SOME EXAMPLES:

I've just started a new health and wellness business and I'm scared to death. Before I get going, I'd love to practice talking about the products with someone friendly. Would you mind if I practiced with you?

A friend told me the best thing I could do when starting a business is talk to people I respect and get some advice. If I made it simple, would you be willing to look at this business plan with me?

Expert tip: To accomplish the goals of this week, don't follow up with a presentation right away. We'll move on to presentations at another time.



Step 7: Set a time for follow up.

Ask, "What's the best time and number to reach you?"

Step 8: Move on to the next call.

Whether the answer is yes or no move on to your next invite. Remember, you only have 20–30 minutes to complete this portion of your day.

For extra hints on inviting, watch this video from some of USANA's top leaders.

https://youtu.be/vEBPMdk11Aw

ACTIVITY
Fill out this worksheet to help you through your first invites. It can be a helpful way to master the invite process.
Basic Invite Worksheet:
WHO:
WHY:
DIRECT OR INDIRECT:
In a hurry because:
Insert sincere compliment (reason why they would be a good retail customer, PC, or team member)
Approach (direct or indirect version):
If, would
If I, would you?
Their time frame When do you think you could listen/watch/read?
Follow-up appointment Day specified: So if I follow up with you (around 12 hours later), you'll have reviewed it?
Time and number: What is the best time and number to reach you?
Move on to the next call: Great, I'll talk to you then! Bye!

