

### SKILL: DEVELOPING YOUR USANA STORY AND PRESENTING

#### Preparation Checklist

- ☐ Set your business hours: \_\_\_\_\_
- ☐ Print off Weekly Action Plan and begin to fill it out
- ☐ Update your contact list

#### OBJECTIVE

Learn how to present to others and how to effectively tell your USANA story.

#### 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.
- ▶ 3. Invite 5–10 people per day during business hours (a total of 10–20 minutes per day).

To become a successful professional, you must develop your ability to communicate well with many different types of people. Whether you are telling someone your USANA story or giving them a formal presentation about USANA, being a powerful presenter can enhance your ability to communicate effectively and will be a valuable skill in your life and your business.

### TRAINING: REFERRAL CLOSE

Without fail, the best way to start a presentation is to tell your USANA story—the reason you chose to partner with USANA. By letting others in and sharing with them your story, you introduce a more sincere and genuine you, while providing them a road map of what you'd like them to understand and visualize.

Your USANA story should be between 90 seconds and 2.5 minutes. Your goal is to illustrate for the listener why you chose to build a USANA business and how USANA was a solution for you. Think about the things you enjoy about life and how USANA has helped you to add value to those aspects. Think about how those things have influenced you and what you do because of it.

Here's an example from Executive 3-Star Diamond Director Jordan Kemper:

USANA is an amazing tool and before we get any further into why we decided to meet, **I'd like to tell you why I do what I do—why I chose to partner with USANA.**

At the age of 22, I found myself in a vulnerable position. I was nearing the end of college and was deciding whether or not to attend medical school. A profession in medicine seemed ideal because I wanted to help people with their health and create a lucrative income that could provide for my future family. But I was afraid to pursue a medical career because it meant I would have massive student loans and could spend eight or more years of my life working toward it. Saying yes to medical school meant saying no to some other things I wanted to pursue. That's when I really started to consider USANA.

My mom was taking the products and loved them. She encouraged me many times to talk with the physician who introduced her to USANA. Truthfully, I wasn't interested until I realized he was pursuing USANA as a business. In fact, he was building his USANA business so that he could walk away from medicine. I was intrigued. I agreed to meet and talked with him about my goals of helping others and being financially stable. He asked me if I thought medical school was the only way to accomplish those goals. He asked, "Have you considered the wellness industry or owning your own business?"

At first, I was puzzled. I had never seen network marketing done successfully and I thought my age and lack of experience would work against me. I had very little money and even worse, I had no time. I was a full-time student athlete and seriously didn't know if USANA could ever work for me.

Then he asked me, "How many people would like to improve their health? How many people do you know who want to better maintain their weight? How many athletes do you know who want the best supplements out there? How many of your friends can't find a job? Or how many of your friends with jobs feel they aren't being paid what they are worth?" As I thought about it, I realized that nearly everyone I knew fit into one of those categories. That's when I knew I needed to consider USANA—for myself and for others.

Now, what started in a small dorm room has become a global enterprise. I can't accurately express how grateful I am for USANA—for the company, the products, and the opportunity. More than anything, I am grateful for that one person who was patient and persistent enough to tell me about it. As he answered my questions and helped me overcome my lack of vision, I came to embrace USANA and it was the best decision I ever made. So what about you? Are you satisfied with your lifestyle? Why do you do what you do?

## ACTIVITY

Let's help you find your USANA story.

Who or what is your story about?

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What are 3 things you are grateful for in your life?

1. 

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2. 

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3. 

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How were you introduced to USANA?

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Based on your personal "why", what does your ideal lifestyle look like?

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How will your ideal lifestyle add to those things you are grateful for in your life?

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In what ways has USANA helped you add value to your ideal and current lifestyle?

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Once you've shared your story, ask your prospect to share why they do what they do. Now you are in a place where a sincere connection can be made and you can speak to their "why" and what solutions exist to help them move toward their goals.

## PRESENT USANA

The goal for this week is to learn how to present from a sales tool.

### Step 1:

Start by choosing the tool you will be using the most. Many use either the Health & Freedom Newspaper or the Health & Freedom PowerPoint presentation. Both can be found on Communication Edge.

### Step 2:

Choose either the business portion or the health portion. Because there is so much to learn on each topic, we're dividing this into two separate weeks, so choose only one for now.

### Step 3:

Read through your chosen section of material two to three times and then write down the most important points. Presentations generally last 20–30 minutes, so that usually means you can only cover a limited amount of information. Remember, you are presenting because you care, and this presentation is an opportunity for you to offer solutions to your potential team member. Pick the points that will be the most relevant to their situation.

Section: \_\_\_\_\_

Point #1: \_\_\_\_\_

Point #2: \_\_\_\_\_

Point #3: \_\_\_\_\_

Section: \_\_\_\_\_

Point #1: \_\_\_\_\_

Point #2: \_\_\_\_\_

Point #3: \_\_\_\_\_

Section: \_\_\_\_\_

Point #1: \_\_\_\_\_

Point #2: \_\_\_\_\_

Point #3: \_\_\_\_\_

### Entrepreneur Advantage Tip

A presentation is not your opportunity to throw a ton of information at someone. Focus more on the experience and how you can create belief. Ask questions and sincerely listen. A presentation is about adding value to the lives of others.

#### Step 4: Write down a call to action:

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#### Step 5: Ask if you can follow up with them on a specific day and time.

#### Step 6: Practice with someone you trust on the first day of your business week.

Whether it's your sponsor or a trusted friend, this is an important step to help you feel comfortable and confident.

#### Step 7: Go present.

Whether you choose to team up with another presenter or you choose to present on your own, get out there and offer your prepared presentation live. That means you need to put your practice to use and share USANA with at least one of your contacts.

To watch a top leader give a Health & Freedom Presentation, go to the following link:  
[https://youtu.be/2av\\_9p4jB\\_Y](https://youtu.be/2av_9p4jB_Y)