

SKILL: PRESENTING & FOLLOWING UP

Preparation Checklist

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

OBJECTIVE

Continue practicing presentation skills and learn the skill of 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.
- ▶ 3. Invite 5–10 people per day during business hours (a total of 10–20 minutes per day).

SHARPEN YOUR PRESENTING SKILLS

Last week, you presented one portion of your favorite tool. Now, take the other portion of your favorite tool and practice and present it this week. Remember to keep your presentation to 30 minutes or less and make sure it is personalized so it can cater to a solution and instill belief.

Section: _____

Point #1: _____

Point #2: _____

Point #3: _____

Section: _____

Point #1: _____

Point #2: _____

Point #3: _____

Section: _____

Point #1: _____

Point #2: _____

Point #3: _____

TRAINING: HOW TO FOLLOW UP

Follow through is equally as important as inviting, and many times, it can take the same amount of time. In just two to three minutes, you can connect with your contact and help move the conversation to the next stage of your shared experience. Following up acts as a bridge to your contact's next exposure with USANA and is an essential skill for any professional.

Remember last week, you offered a call to action at the end of your presentation? What was it?

How does that call to action help your potential team member move closer to their "why"?

Now you are ready to follow up.

WHY FOLLOW UP?

- ▶ Create trust by doing what you said you were going to do.
- ▶ Help guide your contacts to the next conversation, event, or experience.

WAYS TO FOLLOW UP

- ▶ Phone call
- ▶ Voicemail
- ▶ Text message
- ▶ Email

Entrepreneur Advantage Tip

Following up isn't presenting or closing. In most cases, it is increasing the relationship between your potential team members and the solutions they are seeking. The more experiences they have with the solution to their "why," the stronger they will relate to their experiences with USANA. Your job is to help guide them to each experience.

When following up, your goal is to guide your contact to their next step with USANA.

To do this, follow these steps:

Step 1: Be respectful of time.

Be sure to reach out when you said you would. If you're doing a phone call, remember to be in a hurry. Your time is precious and when you value your time, so will they.

Step 2: Offer a sincere compliment.

What did you enjoy about what they brought to the discussion during the previous meeting?

Step 3: Ask a personalized question to find out where the prospect is at with the material.

Ask a who, what, where, when, or how question. What did you like best? What caught your attention the most about the video, ecard, or flyer? How did you see this being an advantage to you? When would you like to hear more?

Entrepreneur Advantage Tip

Try to remove the word "just" from your vocabulary. You are not "just checking in", there is an actual reason you are following up.

Step 4: Allow their response to guide you to the next step.

At this point, your prospect will likely let you know if they've been able to review the material or not.

If they have not reviewed the material, be positive and understanding. Then set up another time to follow up again.

If they have reviewed it, pose your questions in a positive way to guide them in expressing

which step they need next. Whether it's a response about the financial opportunity or a response about the products, it's your job to listen intently and determine what you can do to create a positive experience for them.

Step 5: Set up the next experience for your prospect.

Never finish one experience without setting up the next. Use the skills you have developed over the last two weeks to set up the next appointment.

If, Would ➡ Time Frame ➡ Set Appointment

Remember, as you go about the process of following up, many people need multiple exposures to you and USANA before they make a decision to buy the products or become involved. Focus on building a stronger connection between the solution and the individual, as well as between the two of you. Strengthen your friendship and enjoy the connection. The joy of working together comes through many shared experiences.

ACTIVITY

Follow Up Worksheet:

WHO: _____

WHY: _____

CURRENT EXPOSURE: _____

NEXT EXPOSURE: _____

In a hurry because:

Insert sincere compliment (what did you enjoy about them during the previous meeting?)

A personalized question to understand how the prospect feels about the material (Who, What, When, Where, or How question)

Set the next exposure:

If I _____, would you _____?

Follow-up appointment

Day they mention: _____ So if I met with you _____
you'll have reviewed it?

Time and number: What is the best time to get together? _____

Move on to the next call: Great, I'll talk to you then! Bye! _____