

## SKILL: BLENDING YOUR SKILLS AND CREATING EXPOSURES

### Preparation Checklist

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

### OBJECTIVE

Engage potential team members in a series of exposures that can guide them to a decision.

### 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.
- ▶ 4. Invite 3–5 qualified or warm-market contacts or 10 cold-market contacts per day during business hours.

During the last several weeks, you've enhanced and perfected your basic skills and we know you've been working hard! You now have the ability to begin designing a business you love. Your goal moving forward is to continue building your foundation and creating an entrepreneur mindset. You can do that by seeing and acting on solutions, creating experiences, and enjoying the relationships you've built so far.

As you blend together your skills of inviting, following up, answering questions, and closing, you are creating a series of experiences that will allow you to present a solution. Now it's time to put your skills to work and learn to design these exposures and experiences in a simple and effective way. Over the next four weeks we will focus on four separate USANA solutions: finance, macronutrition (USANA's MySmart™Foods), micronutrition (supplementation), and skin care (Sensé Beautiful Science)

An exposure is considered any experience your contact has with a solution from USANA. Simply put, these exposures are guided by you and can include presentations, follow ups, and more. Each varied experience has a unique purpose but they are all unified in their ability to help an individual move toward making a decision to become a retail customer, Preferred Customer, or business owner, according to their needs.

## TRAINING: THE FINANCIAL SOLUTION

The purpose of running a business is to change lives, create true security, and to enhance freedom. Those who embrace the business opportunity have a greater ability to affect their life and the lives of everyone around them. Creating financial success carries a legacy and begins simply with an invite and an experience.

You've created many exposures over the last few weeks and now you are ready to set up a series of exposures. Each exposure should lead to setting up the next, should happen in a short amount of time, and should engage your contacts through asking questions and sharing concerns along the way. For many, four to six exposures is enough. Some will need less and some may need significantly more.

Here's an example of what a simple exposure series could look like:

### INVITE

**Exposure: Presentation**

Give them a Health & Freedom Newspaper.

**Exposure: Follow up**

What did you like best?

**Exposure: Event**

Attend a Health & Freedom Presentation.

**Exposure: Follow up**

How do you see this helping you?

**Exposure: One-on-one**

Set personal financial goals with the Average Income Chart, <https://www.usana.com/static/images/na/Training/ComplianceCorner/AveIncome-US-EN.pdf> and determine how USANA can help them accomplish their goals.

**Exposure: Video**

Send the "This is USANA" video.\* [https://www.youtube.com/watch?v=XY9ot4d\\_C9I](https://www.youtube.com/watch?v=XY9ot4d_C9I)

**Exposure: Follow up**

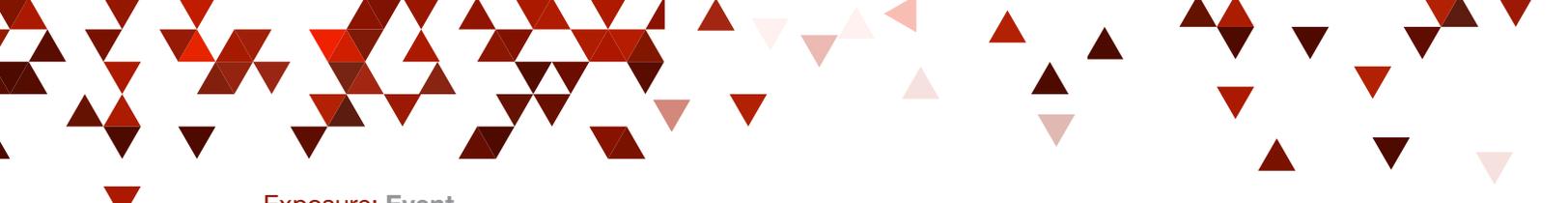
What resonated with you most?

**Exposure: Event**

Attend a Healthy Mixer.

### CLOSE

**Exposure: Begin Getting Started Right training.**



**Exposure: Event**

Attend a local event, National Celebration, or International Convention.

**Exposure: Enroll a contact with a product pack.**

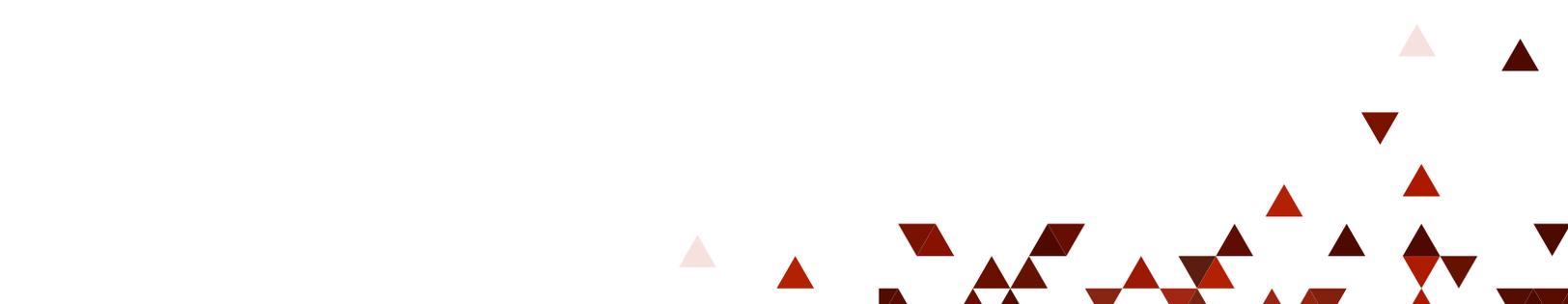
**Exposure: Lead a local event.**

**Exposure: Receive your first check.**

It goes on and on from there.

Obviously, you cannot plan every exposure your potential team members will have with USANA, but you can provide a road map to help them along the way. Exposures will continue to happen long after your contact has chosen a solution. Each exposure acts as a way for you to help them move from one experience to the next and to create understanding. Rather than worrying about closing too soon, focus on the process you can create to help them make the right decision.

\*Check out Communication Edge to find more videos you could share.



## ACTIVITY

Use this guide to set up an exposure series for your potential team members.

### Financial Exposure Series Worksheet

INVITE TO \_\_\_\_\_ (EXPOSURE #1)

FOLLOW-UP FOCUS \_\_\_\_\_ (EXPOSURE #2)

EXPOSURE #3 \_\_\_\_\_ (TOOL-PRESENTATION-EVENT)

FOLLOW-UP FOCUS \_\_\_\_\_ (QUESTION-GOAL)

EXPOSURE #4 \_\_\_\_\_ (TOOL-PRESENTATION-EVENT)

FOLLOW-UP FOCUS \_\_\_\_\_ (QUESTION-GOAL)

EXPOSURE #5 \_\_\_\_\_ (TOOL-PRESENTATION-EVENT)

FOLLOW-UP FOCUS \_\_\_\_\_ (QUESTION-GOAL)

EXPOSURE #6 \_\_\_\_\_ (TOOL-PRESENTATION-EVENT)

CLOSE

## TRAINING: SLIDING SCALE CLOSE

When setting up a series of exposures, sliding scale closes can be a great way to generate sincere communication and gauge how your contact is feeling.

### Sliding Scale Close A,B,C

This close is used at the end of an event or presentation. Usually, there is a slide on the screen that indicates three choices:

- A. Ready to start with the business.
- B. Ready to try the products.
- C. Interested, but need more information.

The choices can vary, but it usually works best when one option is for the business, another is for product, and the last is a request for more information. Allow them to pick an option and direct the conversation where it needs to go from there.

### Sliding Scale Close 0 to 10

This close is used at the end of an event or presentation. Ask, "On a scale of 0 to 10, with 0 being not interested at all and 10 meaning you are ready to start, where are you right now?"

Once they answer, it will be easier to see what the next exposure needs to be. If it's a 0, maintain the friendship. Anything above 0 means there is interest, so it's best to ask a follow-up question. *What did you like about what you saw?* If the number is between 5 and 7, set up the next exposure. If it's 8 to 10, they may be ready to sign up so keep an Associate Application nearby.

## ACTIVITY

Sliding scale close

WHO: \_\_\_\_\_

WHY: \_\_\_\_\_

BUSINESS PRESENTATION: \_\_\_\_\_

SLIDING SCALE CLOSE #1:

\_\_\_\_\_

SLIDING SCALE CLOSE #2:

\_\_\_\_\_

SLIDING SCALE CLOSE #3:

\_\_\_\_\_