

SKILL: BLENDING YOUR SKILLS AND MACRONUTRITION

Preparation Checklist

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

OBJECTIVE

Focus on USANA's foods and the macronutrient solution. Set up a series of exposures that pertain to them.

GOALS

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

What does your body need to survive and thrive?

Micronutrition

You need a healthy dose of vitamins, minerals, and antioxidants.

Macronutrition

Proteins, fats, and carbohydrates are essential to maintaining a healthy lifestyle.

With USANA's award-winning supplements and the MySmart™Foods line, your personalized nutrition story can come full circle.

TRAINING: USANA MYSMART™FOODS— THE MACRONUTRIENT SOLUTION

This unique line of products is formulated to improve your lifestyle. No one has exactly the same needs, concerns, and goals. We're each in different stages of life and health, and the foods we eat should reflect that. MySmart™Shakes and MySmart™Bars deliver high-quality proteins with minimal sugar and reasonable amounts of beneficial fats from coconut oil. Not to mention, there's a lower carbohydrate content. It's an easy and convenient way to offer personalized nutrition to satisfy individual needs and tastes.

When you have contacts who express interest in USANA's macronutrient solution, it's a great idea to set up a series of exposures that relate to learning more about MySmartFoods.

Here's an example of what a macronutrient-focused exposure series looks like.

INVITE

Exposure: Presentation

Attend a Healthy Mixer.

Exposure: Follow up

What did you like best? Share some of your favorite recipes.

Exposure: Event

Go on a hike, walk, run, take a Zumba class, or do another physical activity together.

Exposure: Follow up

Take the True Health Assessment.

Exposure: One-on-one

Set personal weight-management goals together.

Exposure: Video

Send the MySmartFoods video.

Exposure: Follow up

What resonated with you most?

Exposure: Event

Begin a MySmart™ Start Challenge with group.

CLOSE

Exposure: MySmartStart Challenge week one

Send them encouraging text messages and celebrate together on Friday with a low-glycemic meal.

Exposure: Presentation

Go on a hike, walk, run, take a Zumba class, or do another physical activity together.

Exposure: Presentation

Attend a Healthy Mixer or cook a low-glycemic meal together.

Exposure: Follow up

What do you like most about the lifestyle you are creating?

Exposure: Referral

Help them invite a few friends to the next event.

ACTIVITY

Use this guide to set up your series of exposures:

Macronutrition (Foods) Exposure Series 1

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 _____ (ASSUMPTION, SLIDING SCALE, REFERRAL)

TRAINING: REFERRAL CLOSE

Naturally, life changes are far more effective when you have a support group or a community surrounding you and encouraging you. Chances are, if your potential team member is interested in the MySmartFoods they likely have a couple people in their support group who may like it just as much or who may see value in it. The referral close is best used in a situation where there are others around them who could benefit from what they've accomplished.

Follow these simple steps for executing a referral close.

Step 1: Ask an initiating question.

What have you enjoyed about the lifestyle you've created?

Step 2: Focus on who else could benefit from what they've experienced.

Has anyone noticed your progress? Is there anyone else who could benefit from the same?

This is a great way to reinforce all the positive things they've felt and offers you a chance to gather two or three new warm-contact connections.

Step 3: Offer an *if, would* invite.

Here's an example of a referral close:

You: What have you enjoyed most about the MySmartStart lifestyle now that you've finished your first month?

Contact: I like that it was so simple and that I'm feeling good about myself. I had everything I needed from the start, and those walking groups were great too!

You: Who else has noticed your progress? I'm sure at least two or three people have mentioned it to you.

Contact: Actually, I have a couple friends who were talking to me about it yesterday. Carrie said I look younger, and her friend said she wished it were that easy for her to reach her fitness goals.

You: It feels great when others notice, and it feels even better when we can see the change. I'm really glad you took this step with me. If they would like to see how we did it, would you like to invite them to this week's healthy mixer/walking group?

Contact: Of course! They'd love that.

You: Great! I'll have a couple extra blender bottles for them. When will you connect with them?

Contact: Oh, I'm sure Carrie and I will be on the phone later today.

You: Oh good! What's the best time to call you tomorrow to set up our ride share to the trail?

ACTIVITY

Referral Close Worksheet:

WHO: _____

WHY: _____

INITIATING QUESTION:

MENTION THE BENEFITS THEY'VE RECIEVED AND ASK WHO ELSE HAS NOTICED:

REAFFIRM THE BENEFITS AND OFFER AN IF, WOULD INVITE:

IF I _____, WOULD YOU _____?

THEIR TIME FRAME

When do you think you could call/connect/text/email them?

FOLLOW-UP APPOINTMENT

*Day they mention: _____ So if I follow up with you _____
(around 12 hours later), you'll have had time to review it?*

TIME AND NUMBER: What is the best time and number to reach you?
