

**SKILL: BLENDING YOUR SKILLS AND MICRONUTRITION****Preparation Checklist**

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

**OBJECTIVE**

Focus on micronutrition and USANA's award-winning supplements. Set up a series of exposures that pertain to them.

**GOALS**

- ▶ 1. Learn the basics of micronutrition and how it can guide to a solution.
- ▶ 2. Continue practicing referral closes.
- ▶ 3. Set up 4–6 exposures in a series.
- ▶ 4. Invite 3–5 qualified/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 SUPPLEMENTS—  
THE MICRONUTRIENT SOLUTION**

Micronutrients include the vitamins, minerals, and antioxidants that provide your body with the nutrients they need to perform on every level. USANA's award-winning nutritionals contain a highly absorbable form of nutrients in safe and precisely balanced amounts to support good health. USANA's Essentials deliver the essential vitamins and minerals directly to your cells. USANA's Optimizers are designed to target specific areas of your health that may need added support.\*

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

## Supplementation Exposures

Remember, an exposure is any experience your contact has with a solution USANA can provide. Each exposure leads you to setting up the next, will happen in a short amount of time, and will have your contacts engaged.

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

### INVITE

#### Exposure: **Presentation**

Attend a Healthy Mixer.

#### Exposure: **Follow up**

What did you like best?

#### Exposure: **Experience**

Take the True Health Assessment.

#### Exposure: **Follow up**

On a scale from 0 to 10, how enthusiastic are you about taking the next step?

#### Exposure: **One-on-one**

Sit down and discuss their top-recommended products from the True Health Assessment.

#### Exposure: **Video**

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

#### Exposure: **Presentation**

What resonated with you most?

### CLOSE

#### Exposure: **Follow up**

Check in to see how their product delivery went.

#### Exposure: **Presentation**

Attend a Health & Freedom Presentation.

#### Exposure: **Experience**

Do a healthy group activity together: hike, run, walk, cook, etc.

#### Exposure: **Follow up**

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

### Exposure: **Presentation**

Watch *The Dr. Oz Show* together when the USANA products are on the show.

### Exposure: **Referral**

Help them invite a few friends to the next event.

It goes on and on from there.

Use this guide to set up your series of micronutrient exposures:

## **ACTIVITY: MICRONUTRITION (SUPPLEMENTS) EXPOSURE SERIES 1**

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

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

DIRECT OR INDIRECT: \_\_\_\_\_

*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)*

## REFERRAL CLOSE PART 2

Now that you have some experience asking for referrals from those who have already enjoyed the products, let's focus on asking for referrals from those who have not yet tried the products.

### **Step 1: Ask an initiating question.**

What do you like most about these supplements?

### **Step 2: Focus on the benefit they appreciate most and ask for two to three people who could also enjoy USANA.**

What do you like most about these supplements? Is there anyone you know of who could use something like this?

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

We have an event coming up that focuses on these supplements. If I gave you a few tickets, would you help me invite these people?

## REFERRAL CLOSE: WORKSHEET

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

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

*Initiator question:*

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*Mention their favorite benefit & ask who else they know could enjoy the benefit (2-3 friends):*

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*Reaffirm benefit & ask if, would invite:*

*If I \_\_\_\_\_, would you \_\_\_\_\_?*

*Their time frame*

*When do you think that you could call/connect/text/email them for sure?*

*Follow-up appointment*

*Day they mention: \_\_\_\_\_ So if I follow up with you  
\_\_\_\_\_ (around 12 hours later) you'll have reviewed it for sure?*

*Time & number: What is the best time & number to reach you at?*

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