



# Customer Script

*Use this script, along with the guidance of your upline, to help in the process of registering customers and creating Verified Customer Sales (VCS). This is only meant to be a guide and should be personalized to reflect you and your unique personality. It can be used to set up over-the-phone customer sales or to set up in person customer appointments.*

**Hey \_\_\_\_\_.** (*quick life update/ break the ice/ set at ease – 1-5 minutes*). This doesn't need to take forever (if you're calling someone you don't talk to as frequently it's actually better to address the elephant in the room quickly ["Why are you calling?"]) Quick, simple, and honest catching up is what you're after. When you make that phone call you are building/rekindling that relationship. They can hear your excitement. So tell your voice to smile. :)

**So, the reason I'm calling is** (Insert your Personal Customer Narrative that ends with) ....will you give me an opportunity to earn your business? (See next page for ideas on writing your Customer Narrative; it's very similar to the Compelling Story you will write to expand your network with a few tweaks.)

**\*\*\*\*\*MOST IMPORTANT: STOP TALKING HERE. WAIT FOR THEM TO RESPOND YES. \*\*\*\*\***

*If they say yes, of course/ what is it, etc...*

**We represent a bunch of great products, across main categories:** (*lead with whichever you think person may have most interest in*)

- 1) **HOME** (*including All Natural Cleaning products/ Home Care essentials- been around for 50+ years*)
- 2) **HEALTH** (*including Sports Nutrition + Energy, Vitamins and Supplements, and Weight Loss + Weight Management- all of which use best of nature and science and over 6000+ acres of organic farmland*)
- 3) **BEAUTY** (*Including skincare and cosmetics in the top 5 Prestige skin care lines in world as well as products for hair, bath, and body*)

**Of those categories, what sounds like something you are already using and would be willing to switch and try something new, or are looking to try?**

**\*\*\*\*\*MOST IMPORTANT: STOP TALKING HERE. WAIT FOR THEM TO RESPOND\*\*\*\*\***

ONCE THEY SAY YES.... determine which goal you are doing and follow that instruction.

If the goal is to do sales over the phone...

**So, I'm relatively new- but I have a friend/mentor helping me. She/He is actually sitting right here. Let me put him/her on the phone with you for just a minute or two, and they can help better explain the products and identify your needs.** (*Hand over phone.*) *Once you are comfortable with this process, you can skip the passing phone part and explain yourself!*

If the goal is to set up a customer appointment at a later date and time, whether in person or over zoom....

**Let's do this. What is a good time I can drop off some product samples and a catalogue? It is way easier if you can just see and try the products.** (*Book a specific date and time. DO NOT accept call me next week. Ask them if you guys can pencil in a time so you have something on your calendar and you can confirm or reschedule if need be. For your first few, you may want to bring along your upline, so make sure to schedule around their calendar, not just your own.*)

**PERSONAL CUSTOMER NARRATIVE EXAMPLES:**

- ... is we have been looking for ways to diversify our income and make a difference. With kids going into college and helping out with church and other activities, we were wanting to do more but just hadn't found a way to do it.

Thankfully, we found something that we are passionate about! We were introduced to some products that we have fallen in love with. So much so that we are now marketing them ourselves. We are looking for people who also appreciate quality, and would be willing to give us an opportunity to earn their business. All these products are things we were already buying at the grocery store or Walmart, just better.

So, I was calling to see, could I please have the opportunity to earn your business?

- ... is I realized that my current job at \_\_\_\_\_ isn't going to help me reach many of my goals, and I need to do more. I know I need to get my own place and a dependable car, and something needs to change for that to happen.

Thankfully I found something I can do outside of my job that I'm really excited about. I am marketing online products that people buy on a regular basis. I started using the products myself and love them.

I'm not looking for you to buy stuff you don't use or need, but it would mean a lot if you would be willing to support me and find some things you are already buying at the grocery store or Walmart and get those things from me instead.

So I just wanted to know if you would be willing to give me the opportunity to earn your business?

- ... is because of how crazy busy my schedule is currently- I haven't been able to get a traditional part time job. So, I've started marketing online products that people typically buy on a regular basis.

My goal is not to try and beg or barter for your support or sell you stuff you don't need or want. Really, I'm just looking to find a few needs you may have. And take some stuff you may be buying from Walmart or Target and support me instead.

So, I was calling to see, can I please have the opportunity to earn your business?

**MY PERSONAL CUSTOMER NARRATIVE:**

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*Below you will find some of the common objections you may receive when approaching potential customers.*

- ❖ **“I’m not interested in other products” -or- “I’m satisfied with my current products” -or- “I’m not interested in trying new products right now” -or- “No thank you.”**  
**I understand. You are happy with the products you are using. I am not asking you for a commitment. I am asking if you will give me the opportunity to earn your business. Will you give me that opportunity?** (Don’t argue with people. Always agree first. Find common ground. Agreement brings you together. Then ask for the opportunity again)
- ❖ **“I don’t get paid until Friday, etc.”**  
**I understand. Let’s do this. I can actually schedule the order to process whenever I want, and then it will ship directly to your house after the order goes through. Would it be better for me to schedule the order on Friday or Saturday?** (A.k.a. utilize ditto)
- ❖ **“I don’t have the money right now.”**  
**That makes sense, I understand having to wait for a pay day. What day works best for you? (after you find the date) Great, I can actually schedule the order to process whenever I want, and then it will ship directly to your house after the order goes through. Do you want me to schedule the order for that day or the day after?** (Give two options, both of which work for you and are positive, not giving them option out.)
- ❖ **“I like the products but they are too expensive” -or- “It’s outside of my price range” -or- “It’s not within my budget”**  
**I understand. Cost is really important to me as well. I found that the cost is very reasonable because of the value you get.** This gives you an opportunity to explain Phytonutrients, or that our cleaners are concentrated, etc, and that we back everything up with a 6 month money back guarantee  
**I totally get it. You have a budget and you cannot budge from it. How much are you comfortable paying?** If the price they give is more than our IBO cost then give them that price. However, there have been customers in the past that have given me a price lower than my cost and I still accepted it. Why? It depends on your goals. If your goal is to be a MVP, then you are going to buy 300pv every month. I can buy all of it personally or my customers can buy a lot of it. If a customer is only willing to pay \$50 for a 20pv product that cost me \$60. I may be willing to pay \$10 out of pocket for 20pv.
- ❖ **“Do you have a website I can look at?”**  
**Wow, I really appreciate you willing to look at my products. It really means a lot. My website has hundreds and hundreds of products and isn’t the best way to see everything we carry. Let’s do this. What is a good time I can drop off some product samples and a catalog? It is way easier if you can just see and try the products, and I’ll put my website on the catalog as well. I could drop by tomorrow, etc...** Book a specific date and time. DO NOT accept “call me next week”. Ask them if you guys can pencil in a time so you have something on your calendar and you can confirm or reschedule if need be.  
**Wow, I really appreciate that you are willing to look at my products. It really means a lot. My website has hundreds and hundreds of products and isn’t the best way to see everything we carry. Let’s do this. Let me ask you a few questions, that way I can direct you to some products that will be useful to you. We have 3 main categories.....**