

Healthy Breakfast Concept

Lynne and Martin Congreve



Summary

- The Concept
 - Universal appeal - everyone needs a healthy breakfast.
 - You give the trial pack for free after presenting the benefits of referrals and the income possibilities.
 - You visit them at home to meet their family for referrals.
- The Opportunity
 - Easy to do for a new Member.
 - Quick to get customers and build a team.
- The Potential
 - Enormous!

**WHAT DID
YOU HAVE FOR
BREAKFAST
TODAY?**



The Invitation – What did you have for breakfast?

- Audience
 - Friends and family.
 - Anyone you talk to day-to-day.
 - Wearing the badge.
- The Reply
 - Whatever they have for breakfast, ask them how their energy levels are.
 - Whatever their answer say “I have an ideal breakfast that’s quick to make, tasty and packed with goodness. Would you be interested in a 6 day trial?”

The Invitation – Continued

- I need 20/30 minutes to show you how the trial works, when are you free?
- Seeing as I'm coming over, who else do you know who needs help with their breakfast? Who else lives with you?
- Make sure they are there and I'll bring enough packs for everyone.

Meet The Family

- Short Simple Presentation
 - Max 20 minutes.
 - Explain the purpose of an ideal breakfast.
 - Introduce Herbalife.
 - Introduce Ambassador Program.
 - Get more referrals.

Follow Up and Upgrade

- Day 1: Phone call
- Days 2-3: Text / WhatsApp etc.
- Day 4: Phone call to upgrade
 - Shake, PDM and Tea. Optionally add in Aloe.
- Day 6: Deliver products and meet the family

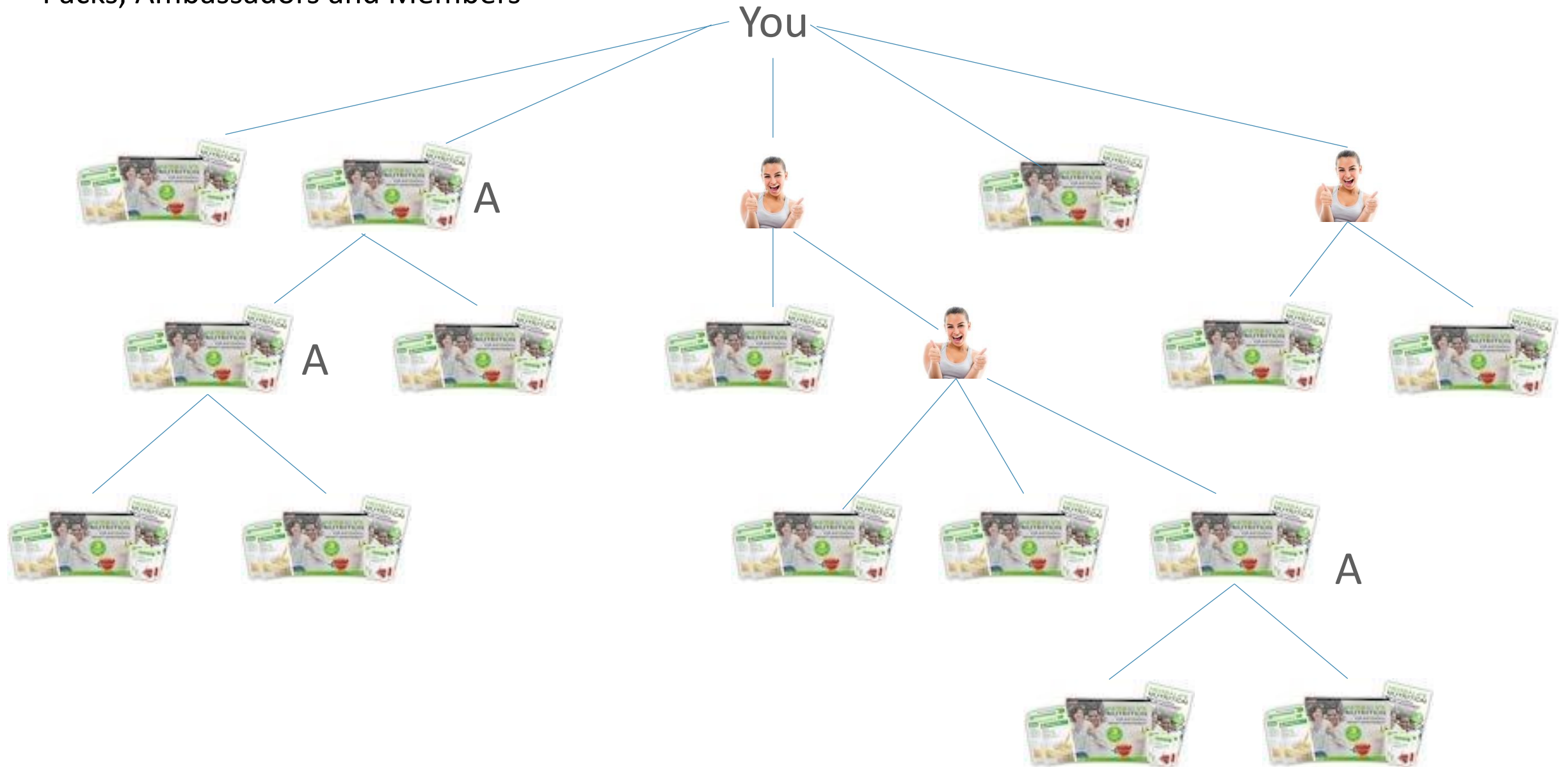
Goal

- Part-time: 15-20 Trials a month
 - 5-10 new customers
 - 2 new Ambassadors
- Full-time: 30 Trials a month
 - 15-20 new customers
 - 4 new Ambassadors

Long Term Goal – Build a Team

- Working with clients to get referrals
- Working with referrals to get more clients and referrals
- Promoting Ambassador concept
- Upgrading team members from Ambassadors

Packs, Ambassadors and Members



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