

7 STEPS TO Success

with NSA's
Professional Support Program

Our Virtual Franchise® is the perfect part-time business for busy people. Our Professional Support Program (PSP) makes it perfect for the busy professional, too.

PSP is not just for doctors and healthcare professionals. It's for anyone who has a large patient, client or customer base, like fitness instructors, dance or music teachers, athletic coaches, even lawyers or accountants. These people have an opportunity to share Juice Plus+® with lots of people every day. PSP lets them add a second income stream without the significant investment in time that would normally be involved.

PSP uses the same "tried and proven" system we all use to attract new Juice Plus+® customers. The difference with PSP is that it links the professional with a "Wellness Coordinator" (often an upline distributor) who closes the sale and handles all the follow-up. NSA has developed the following "Seven Steps to Success" in the PSP program.

STEP 1: Identify and visit your warm market professional.

- Only approach professionals you know or have been personally introduced to. *Never "cold call."*
- Make an appointment to see the professional in person. Keep your first meeting *very brief*, no more than 5 or 10 minutes.
- Share our Health Professional Packet. Ask your professional to listen to the audiotope and review the research that's been done on Juice Plus+®.

- Set an appointment for a follow-up visit.
- Never bring up the business on your first appointment.

STEP 2: Turn your PSP prospect into a Juice Plus+® Preferred Customer.

- On your follow-up appointment, your goal is to acquire a new Preferred Customer.
- Ask questions. “Do you see the value of Juice Plus+®?” “Wouldn’t you like to add it to your diet and your family’s diet?”
- Once you’ve closed the Juice Plus+® sale, you can go ahead and *try* to introduce the business, but very delicately. “Would you like to review this brochure about our Professional Support Program to see how easy it is to share Juice Plus+® with your patients/clients?”
- If the answer is “NO,” leave it alone; head straight back to talking about the value of Juice Plus+®.

STEP 3: Establish a belief in Juice Plus+®.

- A strong belief in Juice Plus+® is the foundation for everything that follows.
- Stay in touch. Share additional tapes and articles as appropriate.

STEP 4: Sponsor your professional and become his or her Wellness Coordinator.

- Once your professional expresses an interest in sharing Juice Plus+® with patients or clients, introduce the PSP brochure. I usually just turn to Page 4 and ask them to follow along as I read the portions in bold.
- Show them how EASY it will be by giving them a little “script” to use with their patients or clients:

“I’ve added Juice Plus+® to my diet (and to my family’s diet) and I believe it would be beneficial to you and your family, too. Please listen to this audio-tape and my Wellness Coordinator will give you a call. What would be a good time for you?”

- Explain that the only other thing they have to do is call you every day with names, phone numbers, and best times to call; you do everything else.
- Finish the appointment and set a goal. “Is this comfortable for you? Can you do this?” “How many times a day do you plan to share Juice Plus+®?”

STEP 5: Establish the habit of sharing Juice Plus+® and get your professional “qualified.”

- “Fast Track” your professional to the Virtual Franchisee position. Establish a sense of urgency; stress the importance of getting to Virtual Franchisee within the first 60 days.
- Help your professional create momentum. Your goal is to get them to the “qualifying business” level (\$1000 PVC monthly) as quickly as possible.

STEP 6: Paint the big picture.

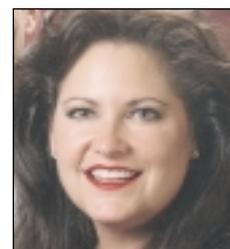
- As the synergy between you and your professional grows, the “big picture” of the income potential of NSA will begin to emerge.
- You will soon have accumulated enough PVC to promote your professional to Sales Coordinator.
- At that point, introduce the concept of finding three other people who might like to share Juice Plus+® with their patients or clients, “just like you are doing.”
- Tell your professional that you’ll handle that, too. “Just introduce me and I’ll take it from there.”
- Return to Step 1 with these referrals.

STEP 7: You now have a serious distributor!

By now your professional is earning substantial secondary income, sharing Juice Plus+® every day, and sending business referrals your way.

One final tip: don’t pin all of your hopes and dreams on one potential PSP participant, or on PSP alone. NSA offers so many ways to build your Virtual Franchise®: our regular system of handing out audio-tapes and CDs; the Juice Plus+® Children’s Health Study; Prevention Plus+ meetings; and In-Home Health Nights. Take advantage of them all.

If you DO know a professional, however . . .



Thanks in no small part to the pioneering efforts of National Marketing Director and 39 Club Member Jan Hardy-Fanslow, NSA’s Professional Support Program has quickly become one of the fastest growing segments of our Juice Plus+® business. The first professional Jan sponsored, Dr. Guy Fain, III, is now a National Marketing Director himself.