


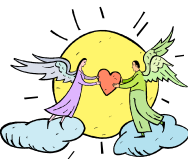








10 Steps to a Successful USANA Presentation

TOTAL SUCCESS MEMORY GAME

By Brent Evans

<p>1. Sun</p> 	<p>Introduction (3 min.) - This business is about enthusiasm, passion, and heart, not mechanics. Open the presentation with a short but compelling story. Give quick biography about yourself and your background. Explain your purpose joining USANA & your experience. Ideally, a balance of product and business. Use “me-too’s” to relate with the audience. For example, “I was ... can anyone relate?”</p>	<p>6. Sticks</p> 	<p>Products (3 min.) – Offer a brief overview of the three product lines. Focus on the core nutritionals. What are their benefits and what makes them unique?</p>
<p>2. Shoe</p> 	<p>Wake-Up Call (3 min.) – Create a focal point of attention for prospects to wake up and listen. This is accomplished by using statistics and stories of downsizing, failing social security, poor at retirement, no time freedom, increased stress, etc. You may want to explain linear income vs. residual income.</p>	<p>7. Heaven</p> 	<p>Marketing Plan (10 min.) – Cover the basics of the USANA pay plan. Use visual aides such as a white board, video, or presentation booklet.</p>
<p>3. Tree</p> 	<p>The Network Marketing Industry (3 min.) – Explain the difference between the traditional distribution system and network marketing. Include exciting statistics about the industry. Share the benefits of network marketing. Include tax benefits.</p>	<p>8. Gate</p> 	<p>4 Steps to Get Started (5 min.) Step 1: Explain company Business Development System and cost. Step 2: Place an initial product order for personal and customer use. Explain the 1 Business Center and 3 Business Center options. Step 3: Who do you know? Get them thinking of who to approach. For example, who do you know that wants to work from home, fire their boss, retire early, make more money, pay lower taxes, or benefit from these products? Step 4: Be teachable. Discuss how anyone can do this business following the proven success principles outlined in the Business Development System.</p>
<p>4. Door</p> 	<p>The Wellness and Anti-Aging Industry (2 min.) – Explain why the Baby Boomers are driving wellness. Use quotes from Paul Zane Pilzer regarding his projection of the wellness industry being the next trillion-dollar industry by 2010.</p>	<p>9. Dine</p> 	<p>Timing (1 min.) – Briefly explain how the timing couldn't be better with USANA. Discuss the opportunity for worldwide expansion. Be creative with other aspects of timing to promote.</p>
<p>5. Hive</p> 	<p>Company (2 min.) – Tell the Dr. Wentz story and the history of USANA. Cover why USANA is different.</p>	<p>10. Hen</p> 	<p>Closing (3 min.) – Close by explaining the three types of people: Type 1: “I’m ready to get started. Let’s go to work!” Type 2: “I need more information,” or “I have questions.” Type 3: “Thanks, but no thanks, but I’d like to try your products.”</p>