

## Dani Johnson's Product Retail Phone Script

Script Tip: SMILE WHILE YOU ARE ON THE PHONE. YOU ARE NOT A SALES PERSON, YOU ARE A BUSINESS DEVELOPER.

Hi there. This is "YOUR NAME". You called in reference to a weight loss program? OK, great! All I need to do is ask you a few questions to figure out which program to direct you to.

1. First of all, how much weight do you want to lose?
2. What type of diets have you tried in the past?
3. How do you feel those worked for you?
4. We have been so busy with our promotion that we are having to do phone interviews to figure out who is really serious about losing weight because there is a lot of work on our part to help you lose your weight. It's not just you going on another fad diet. This is guaranteed to work out for you. So we need new clients that are absolutely serious about losing weight. So how serious are you about losing weight?
5. What is your main reason you have for wanting to lose your weight?

OK, great! Let me explain exactly how the \_\_\_\_\_ Weight Control Program works, because it is an extremely effective weight control program. Basically there are six items that are nutritional supplements that are targeted for specific areas of the body , like:

- To Help with inches and cellulite
- To help block some of the fat & cholesterol out of the food that you eat
- To help keep your skin tight while you lose your weight
- To help you keep a good energy level throughout the day and to help keep you from craving sweets – are you a sweet eater?
- It will give you all of the nutrition you need
- And help to control and normalize your appetite so you don't feel hungry

So, even if you tend to eat out of stress, depression, or boredom, or you might just be a binge eater – instead of eating three cookies, you eat the whole bag- or you might be a nibbler who picks at food all day long, or if you're just a plain out-of-control eater, it will help to control and normalize appetite so you just don't feel hungry! The average weight loss is up to 10 to 20 pounds per month... and, what happened to me was...(share your story). But I've got to tell you about a few of our clients...(share 2-3 short testimonials)

So the neat thing about the \_\_\_\_\_ Weight Control Program is that it one of your meals per day, then you can eat whatever you want for your other two meals, like Chinese food, Mexican food, Italian food – it doesn't matter, because the program will naturally help you to cut back!

Right now we are running a special promotion. We will give you free counseling to make sure you are using it right and getting the results you want. That's all done by phone for your convenience.

The second thing is, we want you to take a “before” picture now, then an “after” picture of yourself, and submit it to our monthly journal with a brief letter tell how much weight you’ve lost and how great you feel. So you and I need to work real hard together. It’s team effort, to make sure you lose your weight. If we use your story and pictures in our journal, you get \$200 after publication.

The program is very inexpensive because it supplies one of your meals a day at only \$1.75 a meal for a one month’s supply. Our nutritional supplement is incredible because you can put it into anything that you like the taste of, (Like frozen yogurt, fruit juice, milk, hot chocolate, soda, lite ice cream – anything you want for one of your meals) Then eat whatever you want for your other two meals.

Then, the company gives you an all natural gourmet \_\_\_\_\_ that will completely control and normalize your appetite. You will not feel hungry. They are so delicious and totally satisfying! So you get on month supply of all of your herbs and vitamins, one meal a day, and all natural gourmet \_\_\_\_\_ to control your appetite for only \$110 plus tax and shipping. Most of our clients like to take care of this with cash or check. Whichever is the best for you is fine. Your program comes with chocolate, which tastes like nestle’s quick and vanilla, which tastes like ice cream or cake mix.

When is a good time to get together so you can get you on your way to being skinny, happy and healthy? (Get good directions, pick a convenient time for the client, or three way them into the order department, or take order info yourself.)

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