



NEW Distributor Quick Training

Your Mission: *This business is better “caught”, not taught. The primary goal is for you and your sponsor to be in the field sharing Advocare with your prospects as quickly as possible. The training tips below will give you what you need to confidently schedule appointments and get your business started.*

1) Package Your Story

- Your story is one of your most valuable assets... develop and practice it. Have your sponsor or up-line help you construct your story.
- There are 4 components to your story: 1) Where you WERE 2) What you DID 3) Where you ARE 4) Where you're GOING
- Your story should last between 30 seconds and 2 minutes and can be weighted toward product or business... some examples...

Was	Did	Am	Going
-drinking soda	-replaced soda/coffee with Spark	-dropped 17lbs	-drop another 20lbs
-40 lbs overweight	-did the 24 Day Challenge program	-took 5 minutes off my 5K time	-running a marathon
-low energy	-went to a mixer and started products	-gotten 10 people started	-building a team
-couldn't pay cc debt	-did an Advisor order	-earned \$600 in 2 weeks	-5K/mo by end of the yr
-loved my job but had no time	-immediately began sharing with others	-averaged \$4000/mo. last 3 mo.	-help 3 people earn 5K/mo

2) Prepare to Utilize the “Bullet Proof Shield”

- Regardless of what tough question comes your way about ingredients or anything else, the Bullet Proof Shield will protect you.
- Your response to ANY question you don't know is “I don't know about that, but what I do know is...”
- At that point, share any or all of the 4 Shield Components...

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| <ul style="list-style-type: none"> 1) Your story and story of someone else 3) Our Sci-Med Board | <ul style="list-style-type: none"> 2) Professional unpaid endorsers 4) Money back guarantee |
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Example:

Question: “So Joe, why is there xxx in Spark? And how does this compare to xxx that my friend takes?”

Answer: “Sue, I don't really know about that, but here's what I do know... I've been using Spark for 3 weeks and feel like I did when I was 20... and even my skeptical friend Bob swears by it daily, and he's dropped 20 lbs on the 24 Day Challenge too... Drew Brees is one of the best QB's in the NFL and he uses Spark, so I figure it's good enough for me... regarding ingredients, neither you or I are Doctors so fortunately Advocare's products are formulated by a sci-med board with over 250 years of combine experience from universities and hospitals like UC Davis and Yale... tell ya what, get started on the program and if you don't like it the products are money back guaranteed anyway, so you've got nothing to lose...”

3) Make Your Prospect List and Set 3 Appointments (Ideally 2-on-1's)

- Brainstorm a list of at least 10 names (begin with “low hanging fruit” – those people closest to you who will give you their time)
- Discuss with your sponsor the best for way to introduce Advocare to each person: 2-on-1, 3-way call, Mixer

Name:	2-on-1, 3-way call, Mixer	Date	Completed?
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

Some thought and word choices to make appointment setting easy...

“Sara, I need a favor... I'm hoping you can set aside a little time for me to come visit you... I'd like to show you what Sam and I do... we operate a business from home that's based on referrals, and I'd like you to know what we do so that you can send people our way who might be a fit... it may or may not be for you, but I at least want you to know what we do... you got your calendar handy? By the way, my friend-colleague John will be with me... he's had a lot of success and is helping us get started, and can share certain components a bit better than me at this point. Don't worry, he's not pushy, he's cool, you'll like him...”

Wall Tearing Phrases (to help you schedule appointments)

This may or may not be for you... Keep an open mind... Do me this favor... As a friend... It's OK if you tell me “no”...
 I'm not gonna twist your arm, my goal is to give you the info... We'll give you the full buffet of options and you can choose if any are a fit ...

Other Tips and Coaching Points:

- Identify Your Purpose and Reason, and Long and Short Term Goals
- Get to Advisor as Quickly as Possible
- Setting Up Your Website with Picture, Story, and Product Bundles
- Attend an Advocare Business Training: covers biz training tri-fold, compensation plan, etc
- Leads Program and Leadership Qualifications
- Training: www.buildthechampion.com, Charlie CD's, Team Calls, CIA Calls, Success School