

Use this series of follow-up scripts (Day 1-3, Day 7, Day 14, and Day 28) to support a Cinch™ Inch Loss customer during their first month on the Plan. In addition, use the Cinch Follow-up Worksheets to track the results from each call.

## Day 1–3 Follow-Up

The goal of the one-to-three-day follow-up call is to begin establishing a relationship with someone who has begun using Cinch products. This is your opportunity to help them get started on the Plan correctly and help problem-solve any issues that may arise.

### Step 1 Find Out If They Have Started Cinch™

**What to Do**

The best time to make your first follow-up call is shortly after your customer has started on the Cinch™ plan (about 1-3 days). Call and introduce yourself. Let him or her know you are calling to check in and see how they are doing on Cinch™.

**What to Do**

If they haven't started yet, ask them why and find out when they plan to start. Tell them to call you if they have any questions and that you'd like to follow up again once they've been on the Plan for about three days. Make an appointment to call them back.

**What to Say**

*Hi, hello is \_\_\_\_\_ there? This is \_\_\_\_\_ and I am calling to see how you're doing so far on the Cinch™ plan? When did you get started?*

**What to Say**

*Is there a reason you haven't started on the Cinch plan yet? When do you think you will get started? Okay, I'd like to follow up with you again once you've been on the Plan for about three days. I can call you on \_\_\_\_\_ at \_\_\_\_\_. Does that work for you? Great. I will talk to you then.*

### Step 2 Learn More about Your Cinch™ Customer

**What to Do**

Once you confirm they have started using Cinch™ products, learn more about how they are using the products, whether they are following the meal plan and engaging in physical activity. This information can help you assess how closely they are following the Plan. Keep notes with their answers for future reference.

Reinforce how to use the products as directed:

- Two Cinch Shakes a day prepared in 1 cup of nonfat milk or low-fat soy milk. Optional: mix 1 1/2 servings in water.
- 3-in-1 Boost™ – 1 tablet with each shake and 1 with main meal.
- 1 Cinch Bar as an afternoon snack.
- Energy Tea, once or twice a day.

Refer to "Cinch Follow-Up Worksheet".

**What to Say**

*I'm so happy to hear you've started the Cinch™ plan. If you don't mind I'd like to know more about how you are using the Cinch products:*

*Tell me about how and when you are using the products. How do you like the products? Do you have any questions about the products?*

*Now I'd like to ask you some questions about your calorie needs and meal planning:*

*How did you determine your calorie needs? Are you using the Cinch Coach software or just using the calorie chart in the Success Guide?*

*At what calorie level did you start?*

## Step 2 *(con't.)*

**HINT:** Keep a copy of the Cinch Success Guide close by. It is a useful reference for discussing daily calorie recommendations and meal-planning guidelines.

### What to Do

Reinforce that Cinch products work best when used along with the right calorie level and moderate amounts of protein, carbohydrate, and fats. The Cinch meal plan guidelines are available to help you do that. If they are doing their own meal planning, feel free to give examples of sensible healthy meals.

### What to Do

Now ask questions about physical activity. Explain the recommendations for physical activity and why it's important.

*Are you using the Structured Plan and using the pre-designed meal plans in CinchCoach or available on Cinchclub.com?*

*Or are you following the Flexible Approach and using the Food Servings and Portion Control guidelines in the Success Guide?*

*Or are you doing your own thing? If so, how are you choosing foods, portion sizes, and monitoring your calorie intake?*

### What to Say

*For best results, the Cinch products should be used along with the right calorie level. The Cinch Meal Plan guidelines are available to help you do that. It's definitely okay to plan your own meals. But use the Flexible Approach for meals outlined in your Cinch Success Guide. Let's check and make sure you're eating sensible healthy meals. Here are a couple of examples:*

#### Example 1

- 4-6 ounces of barbequed chicken breast (no skin)
- 1/2 cup whole wheat pasta with marinara sauce
- 1 cup steamed broccoli
- Green salad with tomato, cucumber, carrots
- 1 tablespoon of reduced fat salad dressing

#### Example 2

- 4-6 ounces of baked fish (wild salmon, halibut, tuna)
- 1/2 cup of brown rice
- 1 cup of lightly sautéed green beans with 1 tsp. olive oil and minced garlic
- Green salad with tomato, cucumber, carrot
- 1 tablespoon of reduced fat salad dressing

### What to Say

*Tell me about your exercise program. The general recommendation is 30 minutes of moderate activity, like walking, most days of the week. Walking is a great way to boost your activity.*

*Are you using the pedometer that came in your Starter Kit? It's a great way to quantify your activity level and challenge yourself.*

## Step 2 *(con't.)*

*Physical activity is very important and offers many benefits besides burning calories, stimulating metabolism, and helping facilitate a greater rate of weight and inch loss. It also increases energy and productivity, improves flexibility and balance, and can improve emotional outlook.*

## Step 3 Problem Solving

### **What to Do**

**NOTE:** If they don't mention any problems, you can skip this step.

Some people may tell you they are experiencing some problems, so be prepared to help solve their problems. You can also ask them if they are having any problems that you can help with.

**HINT:** If someone suffers from gas and bloating, use of the Optiflora® Prebiotic powder should be avoided.

### **What to Say**

*How have you been feeling on the program so far?*

***If they mention any GI-related symptoms like gas, bloating, diarrhea, or constipation, say:***

*It's not uncommon for some people to experience temporary digestive issues with a major change in diet (two liquid meal replacements, more fiber, and more protein than usual). This should subside over time. However, if you are experiencing...*

### ***Gas and Bloating:***

*If you've been mixing your Cinch Shake with nonfat milk, try switching to low-fat soy milk. You may also try mixing it in water, but if you do that, we recommend using three scoops of mix rather than two or you can use 1 1/2 individual packets. If your symptoms persist for more than a week, I'd suggest taking one tablet of Shaklee EZ-Gest® with each shake and your meal. I'd also suggest using Shaklee Optiflora® Probiotic (beadlets) on a regular basis. In addition, try to drink your shake slowly - over a period of at least 15-20 minutes. This can lessen bloating that occurs with a large liquid intake at one time.*

Step 3 (con't.)

**Constipation:**

*Be sure to drink plenty of water. 6-8 glasses per day are recommended. Increase your level of activity and eat plenty of fresh vegetables. If constipation continues, I'd recommend one of the Shaklee fiber products such as Fiber Plan® Unflavored. If you are prone to constipation, I'd also suggest using Shaklee Optiflora® Probiotic (beadlets) on a regular basis, and if necessary you can use Shaklee Herb-Lax® on a more intermittent basis—for instance, every other day for up to one week; discontinue Herb-Lax when constipation has resolved.*

**Diarrhea:**

*When you consume two liquid meal replacement shakes a day you are reducing the bulk of food passing through the digestive system, and this could be the reason you are experiencing temporary diarrhea. It should resolve over a few days to a week. Another cause of diarrhea could be lactose intolerance. Lactose is the natural sugar found in milk, so if you're not a big milk drinker and you've been using milk in your Shakes, you may want to switch to low-fat soymilk. You can mix your Cinch Shake in water, but be sure to use 1 1/2 servings of shake powder (three scoops). I'd also suggest using Shaklee Optiflora® Probiotic (beadlets) on a regular basis. If the diarrhea persists (and this would be rare), stop the Shakes for a few days. When resolved, resume the Plan using one Shake per day for a few days, and then slowly increase to two Shakes per day. At any time you feel diarrhea is severe in nature, discontinue the Plan and consult your health care provider.*

**Feeling hungry:**

*If you're still feeling hungry it could be that you're not getting enough calories or enough protein. Are you following the calorie level and meal plan recommendations in the Success Guide or using the Cinch Coach software? Also, be sure to mix the shakes as directed—in nonfat milk, low-fat soy milk or in 1 1/2 servings in water. Be sure to drink two Shakes a day and eat one Cinch snack bar. Try adding a serving of fruit to each Shake. And don't forget to drink plenty of water too. If hunger persists, try boosting calories by snacking on fresh vegetables, along with a cup of tea or glass of water.*

## Step 4 Answer Additional Questions and Schedule Next Follow-Up

### What to Do

At this point you should conclude your follow-up call by finding out if they have any additional questions. Refer to the FAQ list available on CinchClub.com as a resource for more answers. Inform them that you would like to follow up with them again at the end of their first week. Then schedule your next follow-up call.

### What to Say

*Well, it sounds like you're well on your way to getting "cinched". Do you have any other questions at this time?*  
*Okay great, let's go ahead and schedule a time for me to call you after you've been on the Cinch products for a week. What is the best day and time to reach you? Great, I can call you on \_\_\_\_\_, at \_\_\_\_\_. Does that work for you? Excellent. Have a great day, and I will talk to you then.*

## Day 7 Follow-Up

The goal of your seven-day follow-up call is to find out if your Cinch™ customer has lost weight and/or inches and offer ongoing encouragement and support. You will also want to check to see if they have resolved any problems they were having or help them problem-solve if new issues have surfaced. It is also a great time to remind them about the Cinch support tools available, answer additional questions, and make sure they have ordered their next month's supply of Cinch products.

### Step 1 Find Out How Your Customer Is Doing

#### What to Do

Call your customer back at the time you scheduled.

#### What to Do

If your customer **has not lost weight after being on the program for a week**, tell them they are doing great and reinforce that when followed properly, Cinch is designed to promote a slow, safe rate of weight loss (1-2 lbs. per week) and that it may take more time to see a change on the scale. Also remind them to take their body measurements and check for inch loss: waist, hips, chest/bust, thighs, and upper arms. Make initial suggestions to boost physical activity or cut back on calories\* if they do not see results after seven to 10 days on the Plan.

**\*NOTE:** If someone is on already at 1,200 calories a day, it is not advisable to cut calories fewer than that. Instead, recommend increased physical activity.

#### What to Say

*Hi, hello is \_\_\_\_\_ there? This is \_\_\_\_\_ and I am calling again to see how you're doing on the Cinch plan? How has your weight loss been? How many inches have you lost? Wow, that's terrific! Congratulations.*

#### What to Say

*It's not uncommon for people not to lose weight the first week so don't worry, you're doing great. Let's double check to make sure you're following the Plan like we want you to:*

- *Tell me again how and when you are using the products.*
- *Are you following the right calorie level and meal plan? Are you feeling satisfied? How is your hunger control?*
- *Tell me what you are doing for physical activity.*

*How about inch loss? Have you taking your body measurements (i.e. waist, hip, bust/chest, thighs, and upper arms)? You know the Cinch plan is designed to help you hold on to your muscle while you lose weight from fat. And because fat doesn't weigh as much as muscle, you may have lost inches even though you haven't seen much movement on the scale.*

*I'd suggest if you haven't lost any weight or inches by about day seven, you may want to increase your level of physical activity (add in one more day a week, add more time spent in current workouts or up the intensity of the activity they are doing (i.e. if walking, increase pace). You can also try cutting back on calories (i.e. if on 1,800 calorie, drop to 1,500) just a bit.*

## Step 1 *(con't.)*

### **What to Do**

If your customer **has lost weight more slowly than expected (or too rapidly)**:

**Explain that a safe and effective rate of weight loss is 1-2 lbs. per week.** If they are losing weight too slowly (or too quickly), double-check to make sure they have selected the appropriate calorie level for their meal plan and that they are using the products as directed.

Also, direct them to articles available on CinchClub.com and in the Cinch-U Learning Center that can help them establish realistic and healthy goals.

**If you think your customer needs help finding the right calorie level** or accessing the meal plan guidelines, use the appropriate tools (Success Guide Chart, Cinch Coach software or Free Profiler at CinchPlan.com) and help them to find the correct information.

**NOTE:** If they previously experienced any problems, check to see if they have been resolved. If not, reinforce the solutions you suggested before. Refer back to the “Problem Solving” solutions from the Day 3 Follow-up Script.

### **What to Say**

*The fact that you've lost \_\_\_\_\_ lbs. in the past week is great. Ideally it's best to lose weight at a slow and safe pace. Most nutrition experts recommend losing weight at a rate of 1-2 lbs. per week. Although some people may lose a little bit more or a little bit less, 1-2 lbs. a week is a healthy goal. The slower it comes off, the more likely you are to keep it off.*

*Also, if you would like more information about setting healthy weight loss goals, be sure to visit CinchClub.com. There are articles posted and more information in Cinch-U on setting goals.*

## Step 2 Introduce Your Customer to Cinch™ Support Tools

### What to Do

Check whether they are getting the social support they need and inform them about all the support tools available to enhance their success. Ask questions to find out about their level of awareness of such tools.

Tell your customers about Cinch Coach for meal planning and tracking their progress. Remind them about the Daily Journal, a tool to help increase awareness about how well they are staying on the Plan.

Invite them to visit Cinchclub.com for additional support information – Cinch U Learning Center, articles, recipes, meal plans and community message boards.

### What to Say

*Your weight loss success can be enhanced if you have a strong support system. Do you feel you are supported by your family and friends? Do you have a “buddy” or a friend or family member doing the program with you? What other ways do you think you can get more support?*

*There are a number of tools available to help you succeed. Are you aware of all the Cinch support tools available? Are you using Cinch Coach for tracking meal planning and tracking success? How about the Daily Journal?*

*Have you visited CinchClub.com yet? There you’ll find:*

- A resource center with articles, recipes and meal plans
- The Cinch-U Learning Center where you can participate in a 12-week educational series
- And the Community Forum, where you can meet others using Cinch and get social support.

## Step 3 Remind Your Customer to Reorder Products

### What to Do

Remind your customer about reordering their next supply of Cinch products. If they haven’t, encourage them to place their order so they don’t run out of product. Offer to help them place their next order for a one month supply of products.

### What to Say

*Have you placed your next month’s order yet? Great.*

#### **Or, if the answer is “no,” say:**

*Well, there is a real easy way to create your order online using the Reorder Wizard. Just go to the shopping section at MyShaklee.com, click on Weight Management, and then click the link for the Reorder Wizard. Or if you’d prefer, I’m happy to help you set up your next order right now.*

## Step 4 Answer Additional Questions and Schedule Next Follow-Up

### What to Do

At this point you should finish your second follow-up call by finding out if they have any additional questions. Refer to FAQ list on CinchClub.com for answers. Inform them that you would like to follow up with them again at the end of their second week. Then schedule your next follow-up call.

### What to Say

*From what you've shared with me today, it sounds like you are making good progress. Congratulations on your weight and inch loss so far (if they haven't lost weight yet say: you should be seeing some results soon). Do you have any other questions at this time? Okay great, let's go ahead and schedule a time for me to call you after you've been on the Cinch plan for two weeks. I can call you on \_\_\_\_\_, at \_\_\_\_\_. Does that work for you? Excellent. Have a great day and I will talk to you then.*

## Day 14 Follow-Up

The goal of your 14-day follow-up call is again to check in with your Cinch customer, find out if they have lost weight and/or inches, and offer ongoing encouragement and support.

### Step 1 Find Out How Your Customer Is Doing

#### What to Do

Call your customer back at the time you scheduled.

#### What to Say

*Hi, hello is \_\_\_\_\_ there? This is \_\_\_\_\_ and I am calling again to see how you're doing on the Cinch plan.*

*Have you lost weight or inches this week? Wow, that's terrific! Congratulations.*

### Step 2 Problem Solving *(if your customer is not having any problems, skip this step)*

#### What to Do

If your customer **still has not lost weight or inches after being on the program for two weeks**, reinforce that they are still doing great. Ask about other benefits, such as energy level, making healthier food choices, clothes fitting better. Check to see if they increased their activity level or cut back on calories since your last follow-up. Recommend they keep food records for the next two weeks to increase their awareness about their food intake and activity level.

#### What to Do

If they had previously experienced any problems, check to see that they are resolved. If not, reinforce the solutions you suggested before. Refer back to the problem solving solutions from the Day 3 Follow-up Script.

#### What to Say

*Don't worry, you're still doing great.*

- *Have you noticed that your clothes fit differently?*
- *Are you seeing other benefits, like an increase in energy?*
- *How's your physical activity level? Did you try increasing it since we spoke last?*
- *Are you still taking all the products as directed?*
- *In addition to using the Cinch products are you making healthier food choices? Are you following your meal plan?*
- *How about your calorie intake? Did you try cutting back just a bit since we spoke last week?*

*I'd recommend using the Daily Journals in your Starter Kit to track your food and activity level for the next two weeks. Sometimes a little self-monitoring can help.*

#### What to Say

*Did you resolve your problem with \_\_\_\_\_? Great, that's wonderful news.*

### Step 3 Check to See If Customer Has Reordered Cinch Products

#### What to Do

Make sure your customer has already reordered their products and check to see if they have arrived.

Introduce them to the AutoShip option and assist them with setting up a monthly AutoShip order, if they need your help.

#### What to Say

*Are you all set with your products? Great.*

*(or, if not)*

*Can I help you place your next order? Are you familiar with our AutoShip option? AutoShip is a really convenient way to make sure you get your products on time, every month. If you are ready to make a commitment to reaching your goal, I'd suggest setting up an AutoShip order. It's very simple to do. Just visit MyShaklee.com and create your monthly product order. Then, click on the AutoShip option when you check out and schedule your ship date. That's it.*

*Or, if you'd like, I can help you do it right now.*

### Step 4 Answer Additional Questions and Schedule Next Follow-Up

#### What to Do

At this point you should finish your third follow-up call by finding out if they have any additional questions. Refer to FAQ list for answers. Congratulate them again on their efforts, results, and willingness to make their health a top priority. Inform them that you would like to follow up with them again at the end of their second week. Then schedule your next follow-up call.

#### What to Say

*Well, from what you've shared with me today, it sounds like you are making good progress. Congratulations on your weight and inch loss so far (if they haven't lost weight yet say: you really should be seeing results by the next time I talk to you). Do you have any other questions at this time? Okay great, let's go ahead and schedule a time for me to call you after you've been on the Cinch plan for four weeks. I can call you on \_\_\_\_\_, at \_\_\_\_\_. Does that work for you? Excellent. Have a great day and I will talk to you then.*

## Day 28 Follow-Up

The goal of your 28-day follow-up call is again to check in with your Cinch customer and find out if they have lost weight and/or inches and offer ongoing encouragement and support. You will also want to reinforce the usefulness of the Cinch support tools and answer any new questions. If they have been successful using Cinch, it's time to ask for referrals. You should also use this conversation to assess the need for any ongoing follow-up.

### Step 1 Find Out How Your Customer Is Doing

#### What to Do

Call your customer back at the time you scheduled.

If your customer **has still not lost weight or inches, or has lost them more slowly than expected**, please refer back to the "Problem Solving" script for Day 14.

#### What to Say

*Hi, hello is \_\_\_\_\_ there? This is \_\_\_\_\_ and I am calling again to see how you're doing on the Cinch plan.*

*Have you lost weight or inches this week? Wow, that's terrific! Congratulations.*

### Step 2 Reinforce the Value of Cinch Support Tools

#### What to Do

Check to see whether your customer is using any of the Cinch support tools such as Cinch Coach software, Daily Journals, Meal Plans, and CinchClub.com. Remind them of the value these tools have to help them reach their goal.

#### What to Say

*I just wanted to remind you again about all the great Cinch support tools to help you be successful.*

*Did you try using Cinch Coach? What do you think of it? It's a great way to track your progress and monitor your daily food intake and calories burned.*

*How about the Daily Journals? These provide a simple way to track your product use, food intake, and physical activity. You should give it a try. Self-monitoring is a great way to stay aware of your eating and exercise habits.*

*Have you visited CinchClub.com? I'd suggest you check out the Cinch-U Learning Center. It offers lots of tips and teaches lifelong skills to help you succeed. Also be sure to visit the Community Forums. You can connect with others like yourself, get advice, share ideas, or even find a buddy.*

### Step 3 Answer Questions, Ask for Referrals, Assess Future Follow-Up Needs

#### What to Do

Congratulate them again on their results, efforts, and willingness to continue making their health a top priority. Find out if they have any questions for you.

#### What to Do

Ask for referrals and write down names and contact information on referral worksheet.

#### What to Do

Then determine if he or she will need additional follow-up. Some customers may be doing just fine, and you may want to call them periodically to see how they are doing. You may decide for others that you want to call them every two weeks or monthly.

#### What to Say

*Well, from what you've shared with me today, it sounds like you are making great progress. Congratulations on your weight and inch loss so far. Do you have any other questions at this time?*

#### What to Say

*Now that you've had such great success with the Cinch program and are making great progress towards reaching your goals, do you have any friends, family, or co-workers that you think might benefit from this program? Great. If you can provide their contact information, then I'd be happy to contact them.*

*Thank you so much, these are great contacts.*

#### What to Say

*If you find you need any assistance in the coming weeks, please contact me. Otherwise I will check in with you again **next month** (or what ever time frame you determine is appropriate based on your customer's needs).*

*Have a great day!*