

ENGAGE AND FOLLOW UP



SCRIPTS: ENGAGE IN CONVERSATION

Were there any surprises you came across when completing the Healthprint Assessment?

Tell me more about that... Tell me more...

HEALTH GOALS

Tell me more about your #1 health goal...

Tell me more about #2...

Tell me more about #3...

What did you think about the lifestyle recommendations?

Are there any changes you want to make based on what you saw?

Tell me more... Tell me more about that...

What did you think about the diet recommendations?

Were there any gaps that you might find difficult to fill in?

Tell me more about that...

Do you currently take supplements?

(If so...) How did you choose the ones you're taking?

Would you like to understand what makes Shaklee unique and different?

(Explain the Shaklee Difference™ and share the Landmark Study.)

CALL TO ACTION

On a daily basis, how much do you think you spend on things that you know don't build your health? It could be the stop at Starbucks in the morning, stuff out of the machine at work, the fast food lunch, dinner out of a box or a can, snacks and sweets in the evening in front of the TV, etc. *(Pause until the person gives you a dollar amount...)*

How much of that would you be willing spend on something that you know can enhance your health? *(In many cases, this will prompt the person to agree to a higher number than what he or she originally answered on the questionnaire.)*

Based on that, let's look at the three program recommendations and see what makes the most sense...

Given the decades of research behind the Healthprint recommendations, do they make sense to you?

Do you have any questions about the specific product recommendations?



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CALL TO ACTION (continued)

As you may recall, the Healthprint Assessment asked about your daily spending habits, and what amount you're comfortable investing in your health every day.

Based on that information, the following has been recommended...

Let's get you started today...



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SCRIPTS: FOLLOW UP

The treasure is in the answers to the questions on the Healthprint Assessment. Use the answers to engage in conversation and follow up, as they're your assets for developing relationships.

The e-mail with the person's results provides you with the information needed to stay in touch. It gives you a reason to:

- Invite that person to events
- Recommend nutritional product solutions to support his or her health goals
- Stay in touch and invite the person to join your community for healthier living

Sample Scripts:

I thought you might be interested in learning more about...heart health, as I noticed on your Healthprint Assessment that it was one of your goals. We're having a Health Chat next week on that topic....

Or

Since your Healthprint Assessment indicated you're concerned about _____, I thought you might be interested in trying _____.

Or

I'm so glad you completed the Healthprint Assessment and that you're focused on your health. Now I can better help you with your nutritional needs and health goals.



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SCRIPTS: LIFESTYLE AND DIET SCORES

I'd love to go over your Healthprint Assessment. Can we spend 10 minutes together?

DIET SCORE EXAMPLE:

Your Diet Score shows you're already making positive choices for better health. The three key things to remember are:

Based on your health goals (*these will vary depending on the person's answers to the individual questions*):

1. Eat your veggies – at least three servings a day
2. Include more fish in your diet
3. Eat two to three servings of fruit every day

Now, I realize this may not always be convenient or easy to accomplish, which is why taking a nutritional supplement is often recommended to supplement your diet.

The reason I take supplements is to complement and balance my diet.

Or

Many of my customers choose to take supplements because it isn't always easy to prepare the right foods every day for the daily recommended fruit and vegetable servings.

LIFESTYLE SCORE EXAMPLE:

Your Lifestyle Score shows that you're doing a lot of things right. Additional recommendations for things to do are provided.

For example (*varies depending on answers to questions*):

1. Energy pick-me-up
2. Healthy outlook on stress
3. Healthy sleep habits