

## INVITE TO A CLASS

*"If you think \_\_\_\_\_ is awesome, that's just the tip of the iceberg. I can't even tell you how many amazing things there are to help you with any health need. I have a class on \_\_\_\_\_ or \_\_\_\_\_, and I want you to come. Which works best for you?"*



Call two days before  
*"I'm excited to see you!"*



Text two hours before  
*"I've got a surprise for you!"*

IT WAS GREAT

*"How was your experience?"*

?

YES THEY TRIED IT

NOT GREAT

*"Tell me about it"*

- Listen to what happened
- Restate their experience
- *"Here's what we're going to do: You're being patient with this process, so I'm going to be patient with you. We're going to keep trying things until we find what works. And when we do, we'll have a safer, natural, and cost-effective way to help you with your \_\_\_\_\_."*
- Give them a new sample.

IT WAS GREAT

?

*"How was your experience?"*

YES THEY TRIED IT

NO THEY DIDN'T TRY IT

!

### REDIRECT

*"Here's what we're going to do."*

(Give them instructions to use their sample that day/evening and let them know you'll call in the morning.)



### CALL IN THE MORNING

**MUST** be a phone call

*"Did you have a chance to try the sample yet?"*

THEY DIDN'T TRY IT

*"Here's what we're going to do"*

Have them get the sample and try it right then.