

HERBALIFE INDEPENDENT DISTRIBUTOR

nutrition club

“Our Way of Living is Serving and Smiling.”

**A tool for accelerated
growth**



Training of Nutrition Club Owner-Host

- **Lack of information can lead to mistakes**
- **Untrained Club owners will have a difficult time succeeding**



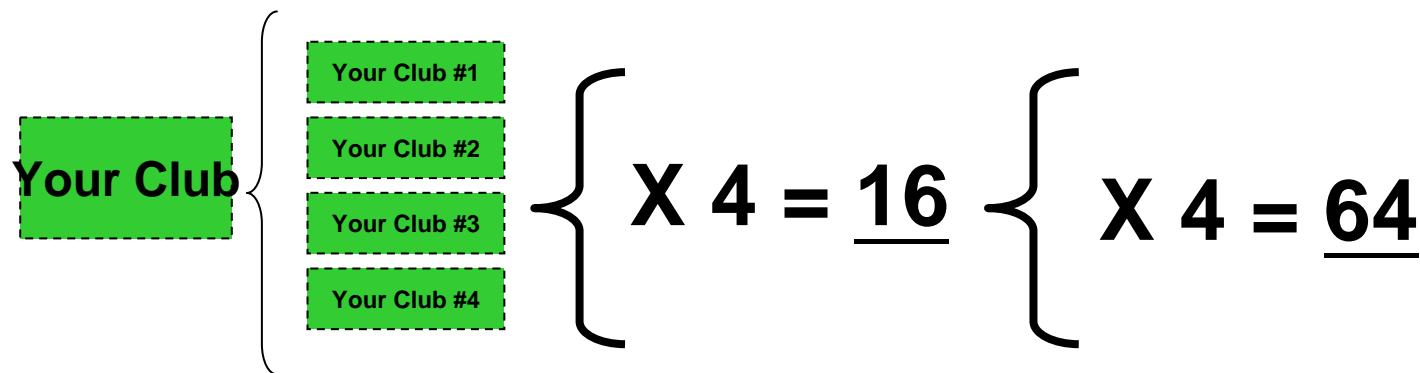
Who are the inexperienced?

- **The Distributors, who even though they know the rules, decide to do the opposite without regard for the consequences**



Why do you have to do it?

- It's a personal decision to make but let me tell you what may happen if you decide to do it.



Rules to open a Nutrition Club

- 1. Must be a fully enrolled Distributor.**
- 2. Must consume the product.**
- 3. Must have a positive product result**



Rules to open a Nutrition Club

4. Host's Personality:

- a) *Kind*
- b) *Communicative*
- c) *Customer Service*
- d) *Humble*
- e) *Friendly*
- f) *Not "gossipy"*
- g) *A big SMILE*

5. They must have visited 3 fully operational Nutrition Clubs



Rules to open a Nutrition Club

- **OBSERVE**
- **TAKE MANY NOTES**
- **UNDERSTAND**
- **COMPREHEND**
- **DO**
- **DISCUSS**



What is the success of Nutrition Club Based on?

- **The consumer does not have a significant out of pocket expense to consume the product.**
- **The host has to have visited a minimum of 3 fully operational Nutrition Clubs.**
- **Extreme care with customer service and attention**



What is the success of Nutrition Club Based on?

- **Extreme care in helping the consumer/customer to have a positive product result**
- **Furthermore, this avoids the consumer/customer forgetting the product in the cupboard or to say that it does not work (Of course they did not consume it)**



What is the success of Nutrition Club Based on?

- Preferably one invites housewives.
- The host consciously prepares and organizes themselves in advanced
 - ❖ *Once per week minimum*
- Good service is the basis of success of any Nutrition Club
 - ❖ *(I was not robbed)*



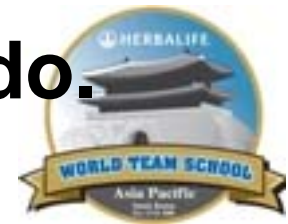
What is the failure of a Nutrition Club based on?

- **That the quality of attention and service is compromised**
- **Neither the consumers/customers nor the host experience results**
- **Bad attitude and gossip in the club. (Negative)**
- **Consume the product incorrectly or reduce the consumption of it**



First Day (Informational Day)

- **More than 20 people to begin.**
- **A list ahead of time of specific nutrition related health problems**
- **Welcome them, thank them for coming and congratulation them**
- **Briefly tell who we are and what we do. Give your personal testimony.**



First Day (Informational Day)

- **We are offering you your nutritional breakfast completely free**
- **We are going to learn together how to nourish ourselves well... (Easy)**



First Day (Informational Day)

- **Advantages of aloe.. You serve it**
 - ❖ *It cleanses, reduces bloating, and purifies.*
- **Advantages of tea... You serve it**
- **Advantages of the Shake... You serve it**
- **Do an activity with two groups:**
 - ❖ *One nourishes themselves optimally*
 - ❖ *The other does not*



First Day (Informational Day)

- **You can help other people**
 - ❖ *“Only to help” Invite them tomorrow.*
- **We will give a gift to whomever brings a guest**
- **Weigh and measure everyone**
 - ❖ *Let actions speak for themselves not words.*



Second Day (Results Day)

➤ Welcome

- ❖ *Who's here for the first time?*
- ❖ *Who is feeling at home? APPLAUSE*
- ❖ *Explain the importance of having received the information yesterday and to have a result today.*

➤ Who brought guests? Applause!



Second Day (Results Day)

- You ask the group what is the Aloe for...
Applause!
- And why is the tea hot?... Applause!
- And the Shake?... Applause!



Second Day (Results Day)

➤ **Critical! One by one:**

- ❖ *Mrs. Rosario, How did you feel? And your energy? And your sleep? What did you notice different from yesterday to today?*
- ❖ *Applause and you thank them with a handshake and eye contact*

➤ **Recap of the testimonies:**

- ❖ *14 persons have more energy*
- ❖ *13 have a better attitude,*
- ❖ *Etc.*



Second Day (Results Day)

- **You invite the guests to come back tomorrow. We will discuss how to have better health with good nutrition.**
- **You thank them and explain the importance of helping someone and they should bring guests tomorrow.**



Third Day

(Day of trust)

- **Welcome, who's here for the first time?... Applause!**
- **Who feels at home?... Applause!**
- **How did you feel after yesterday and the Radiant C' Face Quencher?**



Third Day

(Day of trust)

➤ Yesterday I did all the asking. Today, whomever would like to tell us how they feel is welcome.

❖ 3-4 testimonies. *(The best)*

❖ * - *place an asterisk next to their name*



Third Day

(Day of trust)

- **When we exercise, how do we feel the next day? Sore. Then exercise is BAD?**
- **The body resists the products actions but it is GOOD**
- **If a person stops drinking alcohol how do they feel, Good or Bad?**



Third Day

(Day of trust)

➤ **Support yourself with the best testimonies.**

❖ *Mrs. Lupita rid herself of her lack of energy and slept well, would it be worth \$_.__?*

➤ **These results you heard are over the first 3 days. Imagine when we finish our next goal of 7 days.**



➤ **Make eye contact with the persons who have the best testimonials and you ask them:**

❖ *CAN WE COUNT ON YOU TO CONTINUE IMPROVING OVER THE NEXT 7 DAYS?*

❖ *AND SEQUENTIALLY WITH THE REST.*



Duplication

- **The strategy is:**
 - ❖ *Open 4 clubs per month*
 - ❖ *For 90 days*
 - ❖ *You'd have 12 clubs*
- **On average from every 12 clubs, 10 go to the Supervisor Level.**



Goal for the Club

- The first goal is 3 days and it is free for the customer even if it hits your pocketbook.
- Second goal is 7 days. Deep Cleansing.
- Third goal is 21 days and this is the intelligent goal



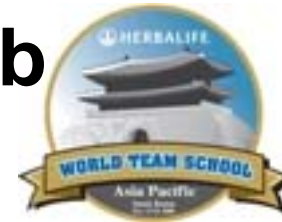
Goal of the host

- **Finish the first week with 30 or 40 members**
 - ❖ *If nobody stops coming you can get 4 to 5 new club openings*
- **From now on open 4 clubs per month. It's the strategy and the magic number**
- **Have parties with goals. Gifts.**
 - ❖ *Close of 3rd/ 7th/21st*



Commitment of the Distributor

- Respect the Rules of Ethics set forth by Herbalife
- Respect State Laws
- Do not sell “loose” products
- No double contracts
- No products “to-go”, if it is not sealed
- Do not sell F#1’s within the Club
- No sales of big programs within the Club
- No Advertisement outside of the Club



Proven Success Strategy

- **Respect the sponsorship relationships**

- **Weekly Trainings System:**
 1. *Product Training. One Day*
 2. *HOM followed by a Class. One Day*
 3. *Nutrition Club Training only. One Day*
 4. *STS, with recognition to new people and customers (party)*



Thank You
I wish you
success!!!

