

STEP ONE CREATE YOUR OWN JUICE PLUS+® PRODUCT STORY

You want to be able to share your personal Juice Plus+® product story from the very beginning and become so comfortable with it that you can share it with anyone, any place, and any time. Your goal is to share enough information to get someone to listen to a CD, watch a DVD, and/or want to attend one of your in-home Wellness Presentation events.

Answer the following questions to create your own 30 to 45 second product story.

+ I first heard about Juice Plus+® from _____

This should be a generic term (friend, brother, neighbor, co-worker, doctor). This is a critically important first statement because it tells the listener how we do our business ... person to person.

+ Juice Plus+® made sense to me because _____

If the first thought that came to your mind when you first heard about Juice Plus+® was that you didn't eat enough fruits and vegetables, for example, then that is what you say — because that will likely be what the person you're talking to will probably be thinking as well ... just like you! Remember, you want the person you're talking with to be able to relate to what you are telling them.

+ Since I have added Juice Plus+® to my diet _____

"I will take Juice Plus+® for the rest of my life. I feel good knowing that I'm complementing my diet with added nutrition from 17 different fruits, vegetables and grains, every single day. I try to eat as many fruits and vegetables as I can, but I don't come close to getting the daily recommended 7 to 13 servings. Juice Plus+® helps me bridge that gap every day. And the clinical research confirms that it really works!"

+ Don't you find it difficult to eat 7 to 13 servings of fruits and vegetables each and every day?

+ Would you be open to learning more? If so, do at least one of the following:

Option #1 Give/Send them a CD or DVD from your Starter Kit.

Option #2 Direct them to your own personalized Juice Plus+® website to watch the video there. (You should have received a user name and password to access your Virtual Office at www.JuicePlusVirtualOffice.com and "create" your own website – it's easy. If you didn't, contact Juice Plus+® "Distributor Support" at 901-850-3000 or support@juiceplus.com.)

Option #3 Invite them to an in-home Wellness Presentation.



IF YOU ARE SHARING YOUR STORY WITH A PROSPECT VIA PHONE:

Ask “Is this a good time to talk?” If not, find a better time to call back.

Keep it short and respect their time and you’ll get more accomplished.

Ask their permission to send a CD/DVD and establish a follow-up time (or invite to a Wellness Presentation).

Refer their product questions back to the CD/DVD (i.e. “Dr. Richard DuBois on the DVD can explain that much better than I can.”)



WHETHER YOU SHARE YOUR STORY BY PHONE OR IN PERSON, YOU ALWAYS NEED TO MAKE A FOLLOW-UP CALL.

Ask “Is this a good time to talk?” Have you had a chance to watch the DVD (or listen to the CD)?

Get their feedback – How did you feel about what you heard on the CD/DVD? What did you like best? Does Juice Plus+® make sense to you?

Ask for the “sale”: Would you like to get started on Juice Plus+® today?

Share the cost: You can get the nutrition from 17 different fruits, vegetables and grains for less than \$1.50 a day. The most effective way to get Juice Plus+® is to have the company ship it directly to you. All I need is a credit card number.

Orders can be placed via your Virtual Office or by using the forms included in your Starter Kit.

CONSIDER A THREE-WAY CALL WITH YOUR PROSPECT.

Consider doing a three-way call with any potential customer that is overwhelming you with questions. This is a great way to introduce a more knowledgeable person (usually your sponsor) that can answer any questions they have. This will also be a very important tool that you and your sponsor will use to build your team. Ask your sponsor for details on how to use three-way calling.

5 MOST FREQUENTLY ASKED QUESTIONS (AND ANSWERS) ABOUT JUICE PLUS+®

1 WHAT DOES IT COST?

I've found if people can't afford to stay healthy they really can't afford to be sick. It's amazing how doctor's visits and medications can add up. At less than \$1.50 per day, Juice Plus+® is less than a cup of coffee or a bottle of water.

2 WHY CAN'T I JUST BUY IT A MONTH AT A TIME (INSTEAD OF MAKING A FOUR-MONTH COMMITMENT)?

Poor health doesn't happen overnight, the same applies to good health. The four-month commitment will give you a reasonable amount of time to fully recognize the benefits of eating Juice Plus+®.

3 WHY DO I NEED JUICE PLUS+®? I ALREADY TAKE VITAMINS.

Juice Plus+® is very, very different from vitamins. It's whole food based, so you are getting the benefit of thousands of plant nutrients that are not present in multivitamins. Remember, this very important difference was discussed on the CD/DVD I shared with you.

4 WHY DO I NEED JUICE PLUS+®? I EAT LOTS OF FRUITS AND VEGETABLES.

That's great! I strive to eat 7 to 13 servings a day, too, but like most people I find that impossible to do. And I definitely don't eat the variety I should, like kale and beets... Do you like beets? I see Juice Plus+® as an insurance policy that complements my diet every day.

5 IS JUICE PLUS+® A SUBSTITUTE FOR FRUITS AND VEGETABLES?

NO! Everyone should try to eat as many servings of fruits and vegetables as they can, every day, as recommended by nutrition professionals. Juice Plus+® complements your diet and helps you "bridge the gap" between what you should eat and what you actually eat every day.

