

# 5 STEPS OF THE SUNRIDER SELLING SYSTEM

## 1. SHARE THE PRODUCT FOCUS

- Daily Wellness
- Focus, Calm, Sleep (*Coming Soon!*)
- Healthy Weight (*Coming Soon!*)
- Radiant Skin (*Coming Soon!*)

## 2. SHARE THE TOOLS

- Quiz/app
- Tools to enhance product
- Demos
- Videos

## 3. SHARE THE PRODUCT STORY

- Your personal testimonial
- Claims and benefits

## 4. DEMO & DELIGHT

- Introduce your products live
- Create a customer experience

## 5. CLOSE WITH CONFIDENCE

- Ask for the sale—share Preferred Customer perks
- Invite guests to start a Sunrider business—share IBO opportunities

**SUNRIDER®**

[www.sunrider.com](http://www.sunrider.com)

©2020 The Sunrider Corporation dba Sunrider International.  
All rights reserved.

# 5 STEPS TO MEET UP SUCCESS

## 1. ARRIVE EARLY & SET UP

- Greet your host
- Share your excitement—it's going to be a great night!
- Greet guests at the door
- Introduce yourself

## 2. GROUP HELLO

- Thank the host and share how you know each other
- Introduce yourself again
- Share how many years you've been a Sunrider IBO
- Share highlights of the Sunrider story
- Share a bit about your favorite product
- Tell guests what to expect

## 3. SIMPLE SELLING

- Follow the five steps to selling system success:
  1. Share the product focus
  2. Share the tools
  3. Share the product story
  4. Demo and delight
  5. Close with confidence
- Share your Sunrider story
- Share specials
- Share host perks
- Share Business Opportunity
- Invite everyone to join you

## 4. CHECKOUT CHAT

- Review their order
- Remind them of specials—don't forget Preferred Customer perks
- Invite guests to start a Sunrider Business or schedule a meet up

## 5. FOLLOW-UP

### HOST

**Day of Meet Up:** Review Orders & Set Close Date

**24-48 Hours Later:** Thank and Revisit IBO Opportunity

### CUSTOMER 2+2+2

**2 Days after ordering:** thank them for coming to the meet up and ordering

**2 Weeks after ordering:** check on how they're enjoying their products

**2 Months after ordering:** ask if they'd like to reorder or schedule a meet up

**SUNRIDER®**

[www.sunrider.com](http://www.sunrider.com)