

# What & How “To Say It”!



We want you to be very successful in building your Sunrider Business! So you must get the right training.

## **“Nothing Becomes Dynamic Until it Becomes Specific”!**

Specialized knowledge of “what to do and what to say” will separate you from the amateur and allow you to run like the professionals!

## **➔ What is Our Business?**

We own a franchise like business and have partnered with Sunrider International. We teach people how to switch toxic products and inferior supplements they are already using to Sunrider superior life changing products. We do this focused on building relationships and groups of people thus building our Sunrider team.

You do not have to be a product specialist. We leave that up to Dr. Chen. You just need to switch your brands and start enjoying simply the best products on the planet!

You will feel and look better attracting others to you!

## **➔ The #1 Purpose of the Initial Contact:**

The purpose of the initial contact is to set an appointment!

Whether you are contacting your prospect by phone or in person do not spill all your marbles in the lobby! Do not drown them with detailed information. Ask for a brief half hour appointment. Set up a time when you both can give undivided attention to your presentation!

## **➔ Who Do You Contact?**

You will want to contact or approach many of your friends, family and strangers with the Sunrider Opportunity, whether it be for better health or business.

The first thing you will want to do is make a list of people you already know. This is called the “warm market”. This list will include family, friends and acquaintances. Do not approach your friends and family sounding like a sleazy salesperson! You will want to find out what they need in their life and then fill their need, not your greed.



## Ask the Right Questions-Discover their needs and goals.

You can develop a relationship with each of your warm market leads or with strangers by using the F.O.R.M. method of conversation. Find out their needs, strengths and goals before you approach them.

- **Family**
- **Occupation**
- **Recreation**
- **Material Needs**

You can discover a prospects needs, strengths and goals by asking information gathering questions.

**Here are some samples of what you could say:**

- What do you like most about your work?
- What do you dislike most about your work?
- Are you still working long hours at work?
- How have you and the family been feeling?
- What do you do for fun?
- Do you have any children?
- Are you looking for supplemental income or replacement income?
- Have you gone on any vacations lately?
- That sounds interesting. How long have you been doing that?
- I knew someone that worked in your field. They made good money but worked long hours. Do you?

Make sure you have the right mindset when making the initial contact so you can connect with your prospect and build trust. You do this by showing them you truly are interested in them and are presenting a real solution to their problem!

We are not about hype. We just need to tell them why we love the products otherwise we will sound like a “sleazy salesman” to anyone around us!

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## Tell Your Sunrider Story



Your story must be brief but have the human appeal;

“I owned my own business and my husband did drywall but we couldn’t earn enough money no matter how hard we worked to raise our family. I saw that everyone working the Sunrider business were reaching their financial goals, and I was desperate for a new car so we decided to make Sunrider our second income. I really want a new car and a bigger home I can afford.”

“I used to be a teacher making only \$3,000 a month. My husband and I calculated that we really needed to make \$10,000 a month just to support our family and pay off our bills and debts and that’s when I

found Sunrider. I have seen thousands of people reach their financial goals with Sunrider's Business Plan so we decided to work the Sunrider Business too!"



"I used to buy all sorts of supplements from the internet and health food store but once I started using Sunrider I could really tell the quality of the product. I started feeling better right away. I realized that the Philosophy of Regeneration was really special and decided to make Sunrider my second income. I want to earn extra income to pay off some debt and buy a new car with the Sunrider Auto Home Fund. I can see with their compensation plan I will be able to do it."

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## SR Telephone Direct Approach



*REMEMBER TO POSTURE YOURSELF CORRECTLY;  
SMILE WHILE YOU'RE ON THE PHONE.  
YOU ARE NOT A PRODUCT SALESPERSON; YOU ARE A SUNRIDER BUSINESS DEVELOPER!*

Hello "**PROSPECT'S NAME**", how are you doing? (**F.O.R.M.** your prospect) I have a quick question for you.

### **Choose one:**

1. If I could show you how to earn some income on your \_\_\_\_\_ (choose a few: people skills, contacts, expertise, experience and knowledge?) would you like to get more information?
2. If there was a way for you to \_\_\_\_\_ (pick one: double your income, get out of debt, retire early, diversify your income, pay for kids college tuition, stay home with your kids, travel more, etc.) would you want to get more information?
3. If I could show you how you could have more fun while earning money, would you want to know more about it?



Are you REALLY serious about that?

Great, we need to talk. I'm working part-time doing something I'm really excited about.

I'm not sure if this would be for you or not, but I think you should get the information so you can (*repeat what they agreed to – i.e. get out of debt, etc.*)

When are you available? (*Schedule for a web presentation, conference call, 1 on 1 presentation, etc.*)



Hi "**PROSPECT'S NAME**", how's it going? This is "**YOUR NAME**". There is an International Company expanding in your area, and they are looking for a couple of key people to work with and are conducting interviews. I can refer you to "**SPONSOR'S NAME**". (*Build up the sponsor*) This may or may not work out for you but who knows it might be a way for you to (*repeat their needs, strengths, and goals*). This company is growing very fast all over the world. They have part-time and full-time options available. It's definitely worth your time. So what times are you available so I can see if I can set you up an interview?

## SR Conversation Approach



Hey “**PROSPECT’S NAME**”, you know you mentioned (*repeat what their need was*). I work with a company that is expanding all over the country right now. I don’t know if you have the skills and qualities of the person that they’re looking for and I’m sure you’re totally satisfied with your current job, but let’s exchange phone numbers. I can get you some information of what they have available and then we can go from there. If it’s a match, great, if not, that’s fine too. At least it’s a chance for you to (*repeat their need*).

So when is a good time to call you? .....

(*Get their number, email address, etc. and the best time to reach them. FOLLOW-UP and direct them to your website, recorded call, schedule them for a live meeting, etc. When you follow-up, continue to build a rapport.*)

If your prospect asks, “What is it?” Say the following words:

➡ Well that depends of course on the kind of qualities and skills that you have, and at this point we really don’t know what that is. It’s at least a chance for you to (*repeat their need*). If it’s a match, great, if not, that’s fine too.

So when is a good time to call you?

(*Schedule for a web presentation, conference call, 1 on 1 presentation, etc.*)

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## SR Conversation Approach Call Back

Hi “**PROSPECT’S NAME**”. This is “**YOUR NAME**”. You and I met “**YESTERDAY/TODAY**” at “**TIME**”. When we spoke last I told you that I would get you some information so that you would be able to (*repeat their needs, strengths and goals*). Do you have a pen and paper handy? Great.

To save us both time, I need to ask you a few questions to figure out what information to direct you to?



### **FORM Questions to Ask Are:**

What do you do for a living? How long? What do you like about it? What do you dislike about it? What did you do before? What did you like about it? What did you dislike about it? Are you thinking of replacing your current income or just supplementing it?

Are you married? Do you have kids? Now, what level of income are you accustomed to? What kind of income are you looking to generate in the next 12 months?



You know “**PROSPECT’S NAME**”, Sunrider has quite a standard for the people we are looking for. There’s a lot of work on our part in establishing somebody with our company and getting them trained and off to a good start.

We are looking for people who are team players, self-motivated and dependable. Do you feel you have these qualities? Great, let me tell you more about Sunrider the company I work with.

Do you still have a pen and paper handy?

Do you have internet access?

I want to confirm your email address.

What’s the best email to contact you at?

#### **FOR A SUNRIDER WEB PRESENTATION**

I’ll be sending you a link to our Sunrider website to make sure that you get the information. Hey by the way, do you have access to the internet while talking to me? Go ahead and go over to the computer now. I want to make sure that you don’t have any problems downloading the information. Take them to the Sunrider IBO Presentation on your personal or Sunrider Website.

*While they are getting to their computer, get them talking about what’s important to them. Edify whatever presentation method you use, whether it’s a website, live conference call, etc. Always edify your leadership*

Were you able to download the information? Make sure and take really good notes because on this website is the information that you requested so that you can *(repeat their needs, strengths and goals)*.  
(EDIFY THE SR WEBSITE)

#### **FOR A LIVE SUNRIDER CONFERENCE CALL**

The next step is to direct you to a LIVE interactive call where you will get the information you requested so that you can *(repeat their needs, strengths and goals)*.

#### **FOR A PRE-RECORDED SUNRIDER CALL**

The next step is to take you to a brief audio message about our company. This is where you can find the information you requested so that you can *(repeat their needs, strengths and goals)*.

#### **FOR A LIVE MEETING or 1 ON 1 PRESENTATION**

The next step is for us to meet in person so you can get the rest of the information available so that you will be able to *(repeat their needs, strengths and goals)*.

# Follow Up



Hi “**PROSPECT’S NAME**”, how are you doing? (*build rapport*) Did you get a chance to review that information yet? Great. Now you can see why I love Sunrider.

1. What did you like about what you saw? (*heard, read, etc.*)
2. Tell me more about that. (*Let them sell themselves. Take notes here, you should already have some notes from your first phone call with them.*)
3. Okay, “**PROSPECT’S NAME**”, do you want to make a little or a lot? How much money do you want to earn monthly?
4. What for?
5. Show them our different SR Business Plans and then ask them; Where do you see yourself getting started, at the bottom working slowly towards (*repeat their needs, strengths and goals*) or do you want to be in a position where you can earn 2 times the amount of money for the same amount of work and effort?
6. Help them join via the internet and start with the 5 name invitation list!

After they sponsored, chosen a business plan and wrote out the names say; I am so excited to work with you. To earn the amount of money in the business plan you have chosen you will have to get some special training. Is this something you are willing to do?

Great. Let’s start our action course and activities to get you moving toward your goals.



Check out our [Sunrider Business Training-CD Rom](#)-we have typed it all out for you to view!