

OPC-3 Retail System

Goals

To Facilitate Step 4 on the Weekly Checklist

- 1) Increase retail sales by 100% or more.
- 2) Kick off your business and change from a “Stable” or “Waiting” distributor to a “Go Now” distributor.
- 3) Retail to recruit new business partners.

Food for Thought

- 1) This system enables you to find new partners. Think about it, if you put someone’s autoimmune challenge or disease into remission (with OPC-3), you will have a customer for life or a new business partner.
- 2) Many health challenges can be helped with OPC-3. It’s like Roto-Rooter – it goes into your system, cleans out your blood and helps the body heal itself.

Getting Started

- 1) Be a product of the product.
- 2) Take the Health Awareness Survey so you are familiar with the tool.
- 3) Have enough OPC-3 available (1-2 cases at all times).
- 4) Create a list of 20 people you will contact; preferably people in your warm circle of influence.
- 5) Ask them: “Who do you know who has...aches & pains, MS, Arthritis, ADHD, Chronic Fatigue, allergies, auto-immune challenges, IBS, Diverticulitis, Asthma, Crohn’s Disease?”
- 6) Have method to track Customers (have follow up file system/daytimer)
- 7) Make a 90-day commitment. The first 30 days may seem slow, the next 30 days will start to pick up momentum and by the last 30 days you will have so much going on.

Materials You Need to Get Started

- 1) Health Survey – download from http://www.kosteffectives.com/kosteffectives_006.htm – Print on high-quality paper in high-quality print mode in color so it looks professional. Remember: This survey represents you and our company’s commitment to a quality product before they see the product.
- 2) OPC-3 Brochure from MA, code #288
- 3) Isotonix Family Delivery System Brochure from MA, code #159
- 4) Circulatory System page with OPC-3 benefits (found on http://www.kosteffectives.com/kosteffectives_006.htm)
- 5) “Uniqueness” tab on OPC-3 from www.marketamericascience.com
- 6) Testimonials – have a file folder always on hand. Have it sorted by the various auto-immune disorders. Include the appropriate testimonials in the packet for your potential customer (collected on an ongoing basis).
- 7) Quest For Health DVD VI (order 10 DVDs at www.questforhealth.org or call 800-352-7589)
- 8) Plastic folders (approx. size 9½” x 11½” available on your Portal: Walmart/OfficeMax)

NOTE: FOR FOLLOW UP AND ADDITIONAL EDUCATION

- OPCs: *Harvesting Nature’s Anti-Aging Bounty* booklet from (MA, code #772)
- *Live Better, Longer: The Science Behind the Amazing Health Benefits of OPCs* book from MA (code #778)
- OPC-3 Isotonix CD (code# 289CD)

Health Survey

- 1) Use the survey to help build your business. Also a great tool for follow-up.
- 2) Goal is to get five new surveys filled out every week.
- 3) Initial question to ask:
 - “If there was one thing you could change about your health, what would it be?” (Allow them to fill in the blank and complete the survey).
- 4) Closing question:
 - “Is there any reason you wouldn’t be willing to use a product that would address these concerns?” (If they are in agreement to this question you have a 90%-95% chance of getting the sale).
- 5) ALWAYS, always, always have surveys with you, wherever you go – briefcase, car, truck, and purse.
- 6) Always dress professionally when you distribute this survey since the prospective customer actually “buys you” first before buying the product. Be a professional and look professional – and earn a professional income.
- 7) Practice these scripts over and over. Role play with a business partner so you are confident and prepared when an opportunity presents itself. When it does, step out of your comfort zone and go for it!

Approaches to get Completed Surveys

Take an interest in someone! (F.O.R.M.)

- “My goal everyday is to help people just like you. Would you be willing to fill out a survey?”
- “Are you willing to do me a favor?” or “Would you be willing to help me out?”

I (or say my spouse, husband, wife, mother, father) just partnered with a product brokerage company and they are doing some research, and collecting data on nutritional supplements. I'd like to know what you know about my number one supplement. But before I can tell you about it, would you be willing to fill out this survey?”

Or

- “My company has asked me to get these surveys filled out to find out how much people know about free radicals and their effect on the body. Would you be willing to fill out a survey?”

Or

- “I'd like to know what you know about my number one selling product. Would you be willing to fill out this survey?”

Now What?

Survey is filled out, you respond with something like this to get conversation flowing:

“Wow, Mary, I see you or (someone they indicated) is struggling with _____, or has _____ concerns. Share with me what this means to you.”

“**Is there any reason you wouldn't be willing to use a product that would address these concerns?**” [If they checked “no” in the bottom box (in agreement) it's time to share the OPC-3 information packet with them and ask]:

- “Is there any reason you wouldn't want to get started on this product right away?”
- “Great! Let me go get the product for you.” (Collect \$\$ and provide information packet)

If still interested but not ready to purchase product then state:

- “I want to share this information packet with you that I believe will be very beneficial in helping you with your health challenge/concerns.” Mention that you need it back in 48-hours. THEN be sure to mark your day timer and follow up when you tell them you will.

Price justification:

- “If it were not for the money, is there anything else holding you back from feeling better right now?”
- “Actually, it's less than a couple of bucks per day.”
- “Actually, it's less than a fancy coffee per day.”

Conversational Dialog (without a survey)

Try one of these conversational approaches. Take an interest in someone! (F.O.R.M.)

1. “**If there was one thing you could change about your health, what would it be?** Are you really serious about that? Tell me what you have done in the past. How has that worked for you? If there was a product that could definitely help you with that, is there any reason why you wouldn't want information on it or get started on it right away?”
 - They say, “Tell me more/What is it?”
 - “All I know is it works. This product, OPC-3, has helped hundreds of people. As a matter of fact I have an information packet for you and can get you testimonies specific to your concern. How soon would you like to get started?”
2. “Hi, Mary, are you still having challenges with your _____? Listen, I found a product that I've seen help a lot of people with your exact same situation. I'm going to send you (or give you or drop off) information for you to check out. Then I'll give you a call in a couple of days to see if you want to try it.”
 - Note: The key is that you are telling them what you are going to do, not asking them. It's key to say that: I'm going to drop off some information and I'm going to call you.

Note: If you have been in the business and already have Preferred Customers, go back to them. Ask them to fill out the survey. You will learn a lot about them and their family and friends. You can use a referral discount as an incentive. Your existing Preferred Customer will receive a \$5 discount for everyone they refer to you who purchases a 90-serving bottle of OPC-3.

What to Include in the Information Packets

- 1) OPC-3 Brochure from MA, code #288
- 2) Isotonix Family Delivery System Brochure from MA, code #159
- 3) Circulatory System page with OPC-3 benefits (found on http://www.kosteffectives.com/kosteffectives_006.htm)
- 4) “Uniqueness” tab on OPC-3 from www.marketamericascience.com
- 5) Testimonials – have a file folder always on hand. Have it sorted by the various auto-immune disorders. Include the appropriate testimonials in the packet for your potential customer (collected on an ongoing basis).
- 6) Quest For Health DVD VIDEO

Note: (Optional) Include articles specific to potential customer, as appropriate, such as, athletes, gym owners, etc. If they indicate on the Health survey that weight is an issue, include a Transitions flyer.

Information Packets Follow-up

Give packet, then follow up in 24-48 hours. Use the following:

“Hi Mary, did you look over the information packet I gave you?”

If No

“Wow, you must be very busy! Mary, how many days do you need to review the material?” Confirm number of days and stress how important it is to get it back and then promptly write that date in your day timer (follow up system).

If Yes

“Wow, amazing isn’t it? OPC-3 is the most powerful antioxidant on the market. It’s 20 times more powerful than Vitamin C and 50 times more powerful than Vitamin E as a free radical scavenger. Based on the challenges you told me you have, you’ll want to get started on it, don’t you think?”

If No

“Really? You really don’t want to try it? Well, thank you anyway.” No need to be pushy, move on.

If Yes

Ask them to commit to trying the product for 90-days. 30 days is not enough time to see results, 60 days may show results, but by 90 days they can see a real difference. Don’t sell unless they commit to trying it for 90 days.

“OK, Mary, I know you agreed to try this product and that’s really great. But before we move forward I need you to give me your commitment that you will stay on this product for 90 days? Are we in agreement?” If no, don’t sell the product.

Note: At the time of sale, or when you drop it off, if at all possible, demonstrate how to take the product. If you are shipping it, instruct them to go to your portal and watch the OPC-3 product demo.

Customer Follow-Up Schedule (schedule dates in your day timer)

- Day 1 – call to make sure they’ve started the supplement, check to see if they are taking it correctly (measuring powder, amount of water). Encourage them to take it every day, consistently.
- Day 3 – call and ask if they are having any challenges, noticing any differences?
- Day 7 – Measure, monitor, adjust, control – check in, see if they have questions.
- Write in your planner when they will need a new bottle.
- Send a thank you card to every new customer!
- Encourage customer to attend a product preview.
- When a customer experiences success, ask for a written testimonial.
- Share about the \$5 referral discount for everyone they refer who buys a 90-serving bottle of OPC-3.

Optional Survey Opportunities

- 1) After the interview/plan with a prospect, tell them about our number one selling product, and ask them to fill out a survey. Can be one of the three options given at the first appointment.
- 2) Kick-Offs – have all guest fill out a survey
- 3) Product Preview – a great time to fill out the survey
- 4) Transitions Overview – give survey, use as part of classes to collect health history information
- 5) Consider using the survey to be put in for a drawing incentive at Product Previews.