

exposure process

5 STEPS TO SUCCESS

Speed of exposure and moving the conversation along is key.
Not overwhelming them with too much info is also key. Ask a question and wait for their answer. Only share what they need to know, nothing more, nothing less. Information overload, too many videos, and too much product information = less sales.

Step by step how to introduce someone to plexus:

STEP 1

Step One: Invite (In person, message, text, phone call)

Hey ___! I was thinking about you today and wanted to share something I've been doing that's helped me with my sleep, energy, anxiety, and cravings. I haven't felt this good in a long time and, on the off chance you might know someone that could benefit, I thought I'd reach out. I don't know if it would interest you, but if I sent you a short video, would you be open to checking it out? (Or some variation that sounds like you!)

STEP 2

Step Two: Interested (responded "Yes," reached out, commented on post)

Ok great! I think you'll love what you learn. There are about 20 products and I take a handful of them. I want to send a video that makes sense for you. What would you say a health goal of yours might be this year, if any?

STEP 3

Step Three: Relate & Recommend

Thanks for sharing that! It really helps me to understand you better! I know exactly what would work well for that and I've seen it help my friend ___ with the same thing. She started with the ___ package. If I sent you my friend's story and/or a short 2 min video right now would you have a chance to take a look at it?

Yes: Send the video (either microbiome, Triplex, or Business opportunity) and/or testimonial

No: Ask "When do you think you'll have time to take a look?" Wait and send the video on whatever day/time they said they're available.

STEP 4

Step Four: Follow Up

Ask one of these questions shortly after you send the video/testimonial: Could you relate to anything in the video? // What stood out to you in the video?// Does her story remind you of yourself in anyway? // What did you find interesting about the info in the video?

STEP 5

Step Five: Get them started

If they related/felt like it sounded like them/related to some of the info and the response seems positive. You're going to feel so much better! Does that sound like something you want to do? // Let's get you started! I can't wait to see you feeling better. Does it sound like something you want to try?

COST

It's normal to be asked about cost at this point. I usually recommend a \$199 pack because of the savings and variety in them. I want them to be the best deal and most amount of products possible. Here's some verbiage that can help: What I recommend is the ___ welcome pack, you save about 30-40% off the lowest possible cost with this introductory package. It gives you everything you need to get started for \$199. Joining plexus is the most affordable way to purchase (like a Costco membership).

This comparable package would be about \$100 more as a customer. Joining means once a year you pay \$39.95 and it gives you products at wholesale cost, ability to earn commissions on even your own purchases, and if you want to share, the ability to earn commissions on your friends and family's orders. (Offer a special if you have one). Your second month will be less because you will not have a membership fee and your product order will be less. It will be between \$120-\$150. Does that sound like something you can do.

IF NO

If they are struggling to make a decision consider one of 2 things:

1. Introduction to your friend who introduced you to Plexus (sponsor) so they can share their story and expertise on the products. Here's how to introduce your friend (sponsor): "You have some really good questions and I was thinking about my friend, __. I feel like her story would resonate with you and I'd love to introduce you. Plus, she's an expert on products and I know she'd have an answer for you. Let me put us together into a message real quick." Then introduce them like introducing two friends at a party.
2. Ask more questions to uncover the reason why. Consider sending an additional video or testimonial that related to them. Use questions like "What's holding you back?" Or "What information would help you be ready to get started?" Or "I'm wondering if x,y,and z are holding you back from starting." Then answer their question or help them overcome the objection and ask the closing question again. "Now that we've talked about____, how do you feel about creating these positive lifestyle changes and getting started?"

IF YES

Follow the developing silvers sheet and enroll them over the phone. Tips:

1. Enroll over the phone so you can help with questions and make sure they enroll correctly.(Ask your sponsor to help with the first few!)
2. Highlight the \$199 packs and their huge value.
3. Let them browse additional products they may want to add on and try.
4. Ask them who they know who needs plexus now.
5. Invite them to share what they're trying on social media and write a simple post as an example for them.
6. If they are open to sharing on social, ask them if they have 5 minutes to sit down and make a list of 20 people who would benefit from Plexus. If yes, give them a sample reach out message.
7. Add them to a team page, check that they joined, and then tag them on a post or two.
8. Be excited for them! Their life is about to change for the better!