

Things to cover with 1st timers at the Club:

It is critical that when someone comes in for the first time they have an experience that leaves them wanting to come back for more! The Nutrition Club is a different sort of business than one they've been to before and it's important to explain what they are getting, serve them a WOW shake, get their first timer information so you can document the sale, and leave them feeling great!

There are 6 main points that you will always want to cover:

1. Share what we do – the 3 things
2. Explain the shakes and energy drinks and why we recommend getting both
3. Show the enhancers
4. Tell them about \$1 off checkin with combo
5. Get their first-timer form so you can add them in the system to document their sale
6. Make sure they know they can call in or use the Engage app to order

Practice the first-time script below until you've perfected a nice, comfortable flow.

You may recognize it is someone's first time in the club when they walk in with an invite in their hand, look around like they don't know where they are, or are someone you have not seen before. You may start by saying: "Hi – is this your first time in?"

First-Time-In Script

First time in? Awesome – welcome to CLUB NAME. We do 3 things here (*point to the "what do we do" poster on the wall*)

- We serve healthy shakes and energy drinks
- We offer Free Wellness Profiles
- And we sell the products for our customers to use at home

Here's our menu....

- We have 30 awesome shakes to choose from. They are delicious and healthy – all have 24 grams of protein, are less than 250 calories, and give you 21 essential vitamins and minerals (*point to nutrition facts on menu or on club poster if you have one*). The shake is designed to be a complete meal or a healthy snack! We also have some really great enhancers that you can add (*point to those on menu*).
- Then you get to pick an energy drink. Our energy drinks have a green tea blend that boosts your metabolism and helps you burn up to 80 calories! They also have lots of antioxidants and you get an energy supplement that gives you all of the B vitamins which will help with focus and mental clarity. Plus they have aloe for digestion. (*If they are getting a Premium Energy Drink – highlight the additional product that comes in the one they got.*)

Let them choose their flavors and explain order ticket process.

Great – while we get this ready for you – let me have you fill this out (*hand them Club Membership form*) so we can add you to our customer database. (*If they ask more about what the info is for....*) It's just so we can check you out quickly, email you a receipt and occasionally you'll get a coupon from us.

Leave them alone while they fill that out. You may need to ask a few more questions as to how they heard about the club if they write "friend" or "coworker" or "Instagram" in that space. It is very important to find out how they heard about you so they are assigned to the correct coach. It is also possible they are visiting from another club in which case you will enter that in MyClub.

After they have completed the form, enter them in MyClub and do the transaction.

Every time you come in and get a shake and energy drink and check in or tag us on Social Media – you will get \$1 off! Do you want to do that today?

Finish closing them out.

Hand them their shake and energy drink...watch to make sure they taste the shake and love it!

Isn't it great? So glad you like it!

Let me give you a menu to take with you. We are open 7am-6pm Monday through Friday and 9am-2pm on Saturday. We have lots of people who come in every day for breakfast or lunch. If you're ever in a hurry or on your way to work, you can call in your order and we'll have it ready for you when you arrive. (*If you are using ENGAGE – you can tell them about that as well.*)

Thanks so much for coming in today!

Success Tips:

- **SMILE! You are glad they are here 😊**
- **Keep it fun, simple, magical – give them the info they need but not too much 😊**
- **Watch out for "the weird factor" – we are a unique business and can get carried away sometimes with over enthusiasm and too much product information 😊**
- **Do not "word vomit" on the customer – sometimes we get carried away and say too much. This is not the time to sell them a bunch of products, invite them to an HOM, tell them all about Preferred Member and Distributor, invite them to Extravaganza (you get the point). You have plenty of time for all of that as you build a relationship with them as they keep coming back 😊**
- **Make sure they get an awesome looking, delicious, full-to-the top shake and energy drink!**
- **Be sure to ask them to tag you or check in on social media – we want them to be in that habit from day one!**

**SMILE, HAVE FUN, & TRY TO LEARN EVERYONE'S NAME! – they'll
keep coming back!**