

Retail Script

Hello. My name is xxxxxx. You responded to our Internet advert about losing weight. I'm calling to give you the information you requested. Is this a good time for you to talk?

(If they say no, MAKE AN APPOINTMENT!)

Let me tell you a little bit about our company. They are the world's leading nutritional company, Herbalife International. Have you heard of us before? We have over 25 years experience. We are in over 60 countries and have helped more than 40 million people worldwide lose weight and keep it off!

(Tell them your product story)

So (their name), I'd like to begin by asking you some questions so we can design a programme that best fits your needs.

(Go to Customer Profile)

Average weight loss is 7lbs per month but you'll also notice the inch/cm loss. You'll still get to eat food you enjoy, feel great, have lots of energy and you won't feel hungry.

What we do is get you into a 3 meal a day eating routine. 2 of your meals will be with our Formula 1 Shake which you can have either as a Smoothie, in yoghurt, fruit juice, with frozen fruits, cereal etc. We have a whole range of ideas and recipes.

We have our protein powder which you add to the shake to ensure you reach your daily protein needs.

We also give you our Vitamin and Mineral tablets which you take 3 times a day to ensure you're getting all the right nutrients. We have products that help with inch loss, cellulite, help prevent fluid retention. They also help put the elasticity back in the skin, so as you lose the weight, you shape up.

Your main meal is WHATEVER you enjoy, just cut back OK? You don't eat diet food, calorie count, weigh or measure, you simply CUT BACK! It's like having a 2000 calorie meal, VERY high in nutrition, but only in about 250 calories. And of course, as you know, you need to drink plenty of water - a minimum of 2 litres a day

OK, we have 4 different programmes for you to choose from. When you get to the end, you'll be able to pick the program that best fits your personal needs, goals and budget.

QuickStart Programme (Costs £2 per day: £68.35)

As the name says, it's a quick start introduction for those with only a little weight to lose.

Basic Wellness Programme (Costs £2 per day: £67.05)

Ideal for those people who are health conscious but don't always have the time to prepare healthy meals every day.

Weight Management Start-Up Programme

(Costs £3 per day: £92.25)

Same as the Basic Wellness. We add in an extra shake flavour. This programme includes our Energy Tea which increases your metabolism, so you burn more fat and inches (cms).

Protein Plus Programme (Costs £4 per day: £121.95)

Same as Weight Management Programme. We add in protein powder to curb your appetite and delicious chocolate snack bars.

Ultimate Weight Management Programme

(Costs £5 per day: £162.15)

Same as Weight Management Programme. We add in tablets which help with water retention and cellulite and a fibre product which absorbs saturated fats (the bad fats). There's also a great product which helps control cravings.

So WHICH PROGRAM DO YOU THINK SUITS YOU BEST? Great – I expect you will want to get started immediately, so which flavour(s) would you like? We have Vanilla, Strawberry, Chocolate, Tropical Fruit, Cappuccino and Cookies & Cream. And how would you like to pay by credit or debit card?

Now, I will send that out today (or deliver them) and you should have it by ... days. When is the best time to call you to run through everything and get you started?

OK I look forward to speaking to you then.

Goodbye