

Shopping List Procedure

Purpose:

To start a new IBO on products; **to help them change their point-of-purchase**; to get to know them.....also the possibility to sell tickets, discuss a list, book a launch or 1:1.

The Shopping List is non confrontational - if a new IBO is not ready to “get started” they will be open to checking out the products.

“Let’s get together and I’ll walk you through the Shopping Centre”

This procedure should be carried out in the new IBO’s home - this helps to get to know them.

If they say they want to meet in a coffee shop or some place other than their home:

“I think it will be better if we meet at your place. You see I will be bringing a box of products to show you and demonstrate. I would need your kitchen bench for that.”

What to take with you:

- Shopping Check list from upline (the one that includes HealthPointe)
- Demo eSpring.
- Box of 10 to 20 products (check upline) to show/demonstrate
- 100% user form (available from N21 website - Print Shop “N21 Essential Forms”).
- Amway ‘Nothing Compares’ Leaflets with price comparisons.
- Catalogue (also available on Amway website under ‘Resources’).
- CEP and WES registration forms and BDS tickets
- Details of any special product deals and time payment forms from Amway.
- Direct Debit Authorisation

Session objectives:

- Set up a shopping list
- Show them how to place an order and qualify for the first 30 day offer.
- Plug in a demo eSpring or arrange a time to do so
- Book:
 - a pamper session
 - into a Health/HealthPointe meetingor
 - an Expo Day if there is one soon

(So as not to overwhelm the new IBO it’s usually best to book just one of the last three)

Process:

1. Ask the new IBO to tick the generic products they are currently using on the front of the Shopping Check List.

“Wouldn’t it make sense - if over the next couple of months you tried the products in the system - there’s a 90 day money back guarantee - I want to help you with the process to do that”.

2. Turn the list over and, in discussion with them, you mark the relevant Amway products. Show these products from the product box or in the catalogue.

“My commitment to you is to show you where you can save the most over the next 90 days”

3. There are two options to set up the New IBOs Shopping List on the website:

Either:

- Show them how to access ‘my shopping list’ and give it a name.
- You read out the item numbers of the products you have agreed on and they enter the numbers top left (add by item number).
- Remember to ‘save’ the list
- Enter the last two or three products via the “search” function next to the login.. This demonstrates how easy it is to search for a product on the site.

Or:

- Bring up the Quick List (which has been shared with you by your upline). It is a copy of the back of the Shopping Check List.
- Delete the products which have not been ticked on the Shopping Check List
- Give the list a new name. Remember to 'save' the list
- To demonstrate other ways of adding products to the Shopping List read out the numbers of a couple of deleted products for the IBO to enter under 'item number'. Do the same in the search function. Do not save the list after this - those products will not then remain on the list.

4. Show them how to find more products in the categories in which they are interested .

5. When they are all entered show them how they can get more information on the products by getting them to click on a product name.

6. Ask them to Log Out – then Log back in and open their shopping list as they would any week they are placing an order – this teaches them how to find their shopping list when they log in.

7. Go to 'email reminder' (top right of Shopping List), Click on 'Set Up'.

"Do you normally shop weekly?" Yes? "Best we start you off on a weekly reminder until you have replaced your brand X and then you can change the frequency of the reminders - is that OK?"

By default 'Wholesale', 'Primary Email' and 'Weekly' will be checked. Ask new IBO to check 'terms and conditions' and to click on 'submit'.

8. Show them how to place an order:

- Find out what products they need now and show them how to place the order for these via the Shopping List.
- Take them through the new IBO special product offers - often they add more products to gain the discount! Go through the steps till the payment page.
- Ask them *"Is that what you would like to order today?"*

9. Explain 100% user and bring out the 100% user form.

10. Another question that might be appropriate: *"Do you know anyone else who might be interested in these products"?*

11. Check that you have achieved your session objectives (see above) and identified a time when you will next be getting together.

(These notes and version of the Shopping Check list are available on the Diamond Focus website)

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