

Experience the **3-Day Trial Pack** from Herbalife Nutrition

A Great Introduction
to Herbalife Nutrition



Experience the
Herbalife Nutrition

3-Day Trial Pack!

Training Manual



3-Day Trial Pack! Training Manual

Thank you to the U.K. Leadership Chairman's Club members David Bevan and Jane Clark and their team, including USA President's Team members Dave and Kelly Wilch, for sharing and teaching us this method they used to help build their Herbalife Nutrition businesses. This manual is designed to teach you step by step how to use this 3-Day Trial Pack method to help build a customer base and start building your team.

3-Day Trial Pack Flow Chart



This is an example for illustrative purposes only, not a representation of how your business will perform.

What to Order

3-Day Trial Packs are available as a single pack and in sets of 10 through the product catalog on MyHerbalife.com. There are no Herbalife Nutrition Independent Distributor discounts on these SKUs. The same cost applies for all Distributors.

The single-purchase trial pack is perfect for shipping directly from the Herbalife Nutrition warehouse to out-of-town customers. The set of 10 should be ordered to supply requests for 3-Day Trial Packs in your area, or when ordering 10 packs to send to one shipping location.

		SKU	Suggested Retail Price:	Volume Points	Earn Base
3-Day Trial Pack with Total Control®	Single	013A	\$14.75	10.05	14.00
	Set of 10	017A	\$147.55	100.50	140.18
3-Day Trial Pack with Herbal Tea Concentrate	Single	A721	\$14.75	10.05	14.00
	Set of 10	A722	\$147.55	100.50	140.18



3-Day Trial Pack with Total Control®



3-Day Trial Pack with Herbal Tea Concentrate



3-Day Trial Pack Presentation Tools

For face-to-face profiles and presentations, you may also wish to use:

- A blender (to sample the shake)
- Scales, body composition scanners (to complete a Wellness Profile)
- Button “Ask About My 3-Day Trial Pack. START LOSING WEIGHT!” (to attract new business)
- Product on hand (3-Day Trial packs and 1–5 full programs for immediate delivery)
- Business cards (to hand out during conversations)

(Remember: Herbalife Nutrition does not require the use of blenders, scales, scanners, or other instruments to promote Herbalife Nutrition products and services.)

Step 1:

Marketing – Getting the word out...

Note: Distributors do not advertise the price of the 3-Day Trial Pack in any marketing, including all social media, websites or any print marketing, as this is against Herbalife Nutrition rules.

Pick 3 methods to market your 3-Day Trial Packs and do it consistently for 90 days.

Aim to have 10 conversations a day if you are working your business part time and 20 a day if operating it full time.

Who and how to market:

To download posters, banners and other marketing materials, go to the MyHerbalife.com home page, click on the 3-Day Trial Pack icon in the Building Your Business section below the main banner, or use the search function in the top navigation.

- Facebook
- Circle of Influence (people you know)
- Face to face

Fast and easy place to start + free

Use Facebook to get the word out to your friends and family.

Facebook post: Include testimonial picture and make it a different one every time. Use your own clients when you can! Have various contact methods, e.g., comment, email, text, call or website.

Always use proper disclaimers with your posts and testimonials:

(Be sure to review Distributor Business Practices & Compliance on MyHerbalife.com)

Written disclaimer to go with photos:

People who replace two meals a day with Herbalife Nutrition Formula 1 as part of a healthy lifestyle (such as lowering caloric intake, eating a healthy, balanced diet or engaging in regular physical activity), can generally expect to lose around half a pound to 1 pound per week.

Post on:	Ultimate goals might include:	What you will get:
<ul style="list-style-type: none">• Your Facebook wall• Your friend's Facebook wall• Your page• Your friend's page• Private message	<ul style="list-style-type: none">• Drop a dress size or 2• Get toned• Get ripped• Lead a healthy lifestyle	<ul style="list-style-type: none">• Free Wellness Profile• Full body analysis• Coaching• Full support• Weighed and measured• Free taste test when local• 3 days of Herbalife Nutrition, meal plans and coaching

Post: I am looking for 10 people to acquire my 3-Day Trial Pack to get started losing weight.

To get more information on how to get your Herbalife Nutrition 3-Day Trial Pack, please comment below, email me or text me.

Wear the Button

Ask your Sponsor for a button or order them at: MyHerbalife.com

\$5.00 (Set of 10)

SKU #482A (English)

SKU #483A (Spanish)

Ask
About My
3-Day Trial Pack

START LOSING
WEIGHT!

Getting into conversations:

People are more scared to ask you than you are to wear the button, so when they glance at you, be prepared! You'll have a split second to get into a conversation, so when they look at your button or ask about it, you could say something like:

“Do you know about my button?”

“Herbalife Nutrition has just launched a special promotion. How would you like to try an amazing weight-management program for 3 days for only \$____? You won't believe how easy it is to get started!”

“Great, do you have a card so I can call you to set up an appointment?”

Or take their number (if no card) BEFORE you give them your card!

Existing customers – referrals

Ask your existing customers if they know anybody who would like to try your Trial Pack

Former customers

Let your former customers know that if they are ready to get started again they are welcome to get the 3-Day Trial Pack and feel the difference again!

Flyers

Great plan for success: Personally hand out 500 (minimum) per day for 90 days!



Hot pockets

(Hot pockets are simply a piece of paper folded over and taped or stapled to create a “pocket” and then you put your flyers [not invites] into them and post them on bulletin boards, etc., in companies, employee break rooms, etc, so more than one person can take the flyer about losing weight, a Fitness Camp, etc)

Personally put up 20–50 per day at local shopping centers, bulletin boards, company notice boards, bus stops, restrooms, break rooms, gas stations, and local shops with permission. Replenish or replace the same spots every 3–4 days. Insert only 5–10 cards or flyers into each pocket.

Step 2:

Wellness Profile

Just because the 3-Day Trial Pack is only \$124.35 for a set of 10 (Retail Price and 100.50 Volume Points) does not mean you don't need to do a Wellness Profile. Don't try to shorten the process.

To learn how to do a Wellness Profile, work with your mentor to help you with your first few so that you can have hands-on training and learn to create value. Be sure to let them taste a great-tasting shake if local.

Make sure:

- They are serious about losing weight
- They understand what they have to do and what is expected of them (e.g., to call or text you the morning that they start)
- They have realistic expectations
- You/they take their measurements
- Not to promise any weight loss but rather talk about how they will feel in just 3 days
- To under promise and over deliver! Let them know that if they do well, you will be excited to coach them as a full customer
- To ask if they have friends who might want to partner with them and ask them about the "announcement text or post" (see below)

Action Step: ***Book your Day 4 follow-up before they leave or walk away or hang up the phone.

Important

Explain how making a public commitment will make them accountable and ask if you can tag them in a post congratulating them for starting with the 3-Day Trial Pack or give them the message to text/post. This starts the referral process immediately. Some may say no – but that's no problem!

Tell your customer after their Profile: "We can offer the 3-Day Trial Pack at this price because we rely on help from customers who see the value of all this great information that you just got (the Profile). I would love for you to post or send a text out to your friends, family, Facebook, etc., and it will also help you – maybe you'll have friends who will join you and help you stay on track and be accountable. It's more fun with friends! (Again, don't worry if they won't, they may later!)"

Here is the text you send on Day 1 to your customer to forward and share:

"Hi Everyone! I just started trying an Herbalife Nutrition 3-Day Trial Pack. I've heard great things and I am determined to get a result! Just letting you know so that you can help me stick to the program for at least 3 days :) LOL! Also, my coach is great. Text or message me back if you know anyone who may want to join me... it will be fun to have friends!" Then we ask: "How many people can you send this to? – THANK YOU SO MUCH!"

Step 3:

3-Day Trial Pack Usage:

The Next Three Days

Follow up every day over the next three days...

- “How did your shake taste?”
- “How much water did you drink?”
- “How is your energy level throughout the day?”
- “Overall, how do you feel?”
- Also you can offer incentives for referrals!*

Follow-up messages for Day 1, Day 2, Day 3: Keep it brief, simple and positive! Refer back to their profile to ask about energy, hunger, taste, water, simplicity and convenience!

Step 4:

Follow-Up Appointment

- Full set of measurements
- Highlight positives
- Congratulate and celebrate
- Assume the upgrade, present the products: “Congratulations ! When would you like to start on a full program?”

Congratulations text on Day 4:

At this stage, the customer is usually very positive, so now is the time to ask for help with referrals in the form of a text or Facebook post to their friends and family.

“Great news everyone! I finished my Herbalife Nutrition 3-Day Trial Pack and I feel amazing and confident! Breakfast has never been easier and I have tons of energy and feel fantastic. If you know anybody else who wants to give this a try and do this with me, please message me – I’m moving forward!”

*Applies to retail or nutrition club customers only.



Step 5:

Referrals

Ask: Who do you know that would like to get results?
Ask them if you can post their results on Facebook.
You can offer Referral incentives.*

On Day 4 during the follow-up appointment, be sure to highlight the positives (energy, hunger, etc.), congratulate and celebrate ANY success (even consistency), and assume they will move into our core nutrition programs. Say things like: This obviously works for you. Are you ready? We can build a healthy, sustainable weight-loss program for you. What flavor do you like...?

Set your goal

10 Wellness Profiles

- 10 3-Day Trial Packs sold
- 10 follow-up appointments

5 Full Customers

- Treat every customer like treasure. Every customer, if treated correctly, is a potential Distributor!

1 New Distributor

Take Action on your goals!

- Order **10** 3-Day Trial Packs!
- Find **10** serious people!
- Do **10+** Wellness Profiles!
- Sell **10** 3-Day Trial Packs!
- Follow the process!
- Repeat and teach to your team!

This is an example for illustrative purposes only, not a representation of how your business will perform.

Here Are Some Sample Scripts You Can Use to Contact Your Circle of Influence:

Hi _____! This is _____. How are you?? (Small talk first; build rapport)

I am so excited– I just got started with my own business as a Wellness Coach and I was thinking of you as you had mentioned before you've wanted (examples: more energy, to lose weight, to improve wellbeing!)

I've got a 3-Day Trial Pack of the program:

You will get a Wellness Profile and a chance to try the program for three days in a row. ****Book Profile** Share your Results****

Hi _____! How are you? I'm super excited! I just became a Wellness Coach and I've lost _____ and feel amazing! Typically, people lose between half a pound and a pound per week with Herbalife Nutrition Formula 1 shakes and a healthy lifestyle. I was wondering if you might be able to help me out? We have a brand new program that comes with a 3-Day Trial Pack. You get six of our amazing healthy meals that give your body great nutrition each day and three days of our Total Control® or the option of the 3-Day Trial Pack with Herbal Tea Concentrate with caffeine for an energized feeling! I was thinking of you because you are into getting healthy and feeling great! You can try the pack for only \$____. If you need to ship the Pack charge \$____

Working with social media/long distance prospects:

Since so many of you are getting messages for 3-Day Trial Packs on social media, here is a suggested process to follow. Make sure that you respond to their comments with excitement (so glad you are going to be one of my 10! You are going to love how great you feel!) Then tell them that you are sending some questions, part of a profile, that you'll need answered so that you can personalize for them and get them started or if they'd rather not type so much, then ask them to please send a direct phone number and the best time to chat (SEE BELOW).

***Note: You are going to want their phone number anyway so you can save time, take payment, hear their comments, etc.

I usually do a quick profile first so please answer these questions so that I can get an idea about what you are doing now and how we might help:

- **What time do you wake up?**
- **What time do you eat breakfast?**
- **What do you usually eat for breakfast?**
- **What time do you snack or do you skip a morning snack?**
- **What time do you eat lunch and what is your typical lunch?**
- **Afternoon snack?**
- **And dinner? What time?**
- **Do you get tired? Throughout the day? When?**
- **Do you get hungry, if so what do you crave?**
- **What is your current weight and how tall are you? (BMI information, protein needs, calorie range, etc.)**
- **And finally, what are you looking to accomplish?**

The 3-Day Trial Pack

The 3-Day Trial Pack gives you 6 delicious meal replacements and our Total Control® or the Herbal Tea Concentrate, which is amazing, and makes you feel energized! When we talk, I will customize how much protein, etc, you should be getting and also share some easy snacks for great results!

Step 1:

Ask, “Do you have any friends or family who might want to do this with you? It’s so much fun and can really help you stay accountable and get better results.” Don’t worry if you don’t get referrals here. At the end of the three days, find something to compliment them on (Wow, you have more energy, if they lost any weight or inches, ease to stick to, etc.), and ask if they know anyone they’d like to help – with your help! You can also mention that you’ll be happy to show them how to make some extra money helping others.

Step 2:

Have them weigh and measure the morning they are starting and text you that they started. You can have them send you a picture of their scale reading. Follow-up is key, as you need to either talk or text (communicate with them for all three days). How’s your energy,? Hunger? Refer to the questions from the Profile to see how they are doing.

At the end of the 3-Day Trial Pack program, review their Profile numbers. Remind them that this was a trial to see how they would like the program – they did great – and for healthy weight loss you’ll go over the Core Nutrition Programs with them. (If you are new, have your coach help you.) Ideally, they will start with at least a Quickstart with Protein Drink Mix. Keep it simple!



**3-Day Trial Pack
with Total Control®**



**3-Day Trial Pack with
Herbal Tea Concentrate**

Congratulations on your decision to try our 3-Day Trial Pack.

I'm very excited for you. The Herbalife Nutrition products have changed my life forever and I believe you will love them too. I look forward to working with you to help you achieve your desired result.

Since 1980, Herbalife Nutrition has been making a difference in the lives of millions of people around the world. Our purpose is to make the world healthier and happier through driven Distributors who are our difference. The secret to their success lies not just in fabulous nutrition products, but also in the fact that each customer receives personalized coaching from their own Wellness Coach – that's me.

For this program to work, it's vital that you follow directions, as the 3-Day Trial Pack is only for a short time period and, it does not allow for much intervention.

INSTRUCTIONS:

1. Text/call your Coach before starting that you have received the package.
2. Weigh and measure yourself before starting with the 3-Day Trial Pack.
Take a picture of the scale reading if possible.
3. Use one Healthy Meal packet for breakfast and one Healthy Meal for lunch for 3 CONSECUTIVE days.
4. Have the first shake within 1 hour of getting up in the morning.
5. Take 1 Total Control tablet with 8 fl. oz. of water twice per day, or have a serving of our Herbal Tea Concentrate made with 8 fl. oz. of water twice per day.
6. Have the second Healthy Meal shake 4 hours later (e.g., 8:00 a.m. and 12:00 p.m.).
7. To make each Healthy Meal shake: Blend or shake contents of one packet with 8 fl. oz. of cold water and ice. Please do not use coconut water, almond milk or juice to mix with the packets. This might be done later, but for this Trial we need to watch the calories. I'll be following up with you.
8. Drink 8 fl. oz. of water after EACH Healthy Meal shake.
9. Women should drink an additional 5 cups of water per day; men should drink an additional 8 cups water per day.
10. At 4:00 p.m. take some form of protein snack, e.g., 1–2 hard-boiled eggs, 6 oz. Greek yogurt.
11. Eat dinner between 5:00 p.m. – 8:00 p.m. Women – eat a portion of protein equal to at least one chicken breast; Men – equal to two chicken breasts. Other vegetables as desired – about half the plate.
12. Do not weigh yourself until the morning of the fourth day.

Committed to your success,
