

Ten Steps to a Successful USANA Presentation Checklist

Directions: Keep an on-going record of your progress and current needs by circling the number of the skill you are working on. Fill in the circle when the skill has been mastered and record the date.

I have mastered the following skills:

- ___ **1. Introduction (3 min.)** This business is about enthusiasm, passion, and heart, not mechanics. Open the presentation with a short but compelling story. Give quick biography about yourself and your background. Explain your purpose joining USANA & your experience. Ideally, a balance of product and business. Use “me-too’s” to relate with the audience. For example, “I was ... can anyone relate?”
- ___ **2. Wake-Up Call (3 min.)** Create a focal point of attention for prospects to wake up and listen. This is accomplished by using statistics and stories of downsizing, failing social security, poor at retirement, no time freedom, increased stress, etc. You may want to explain linear income vs. residual income.
- ___ **3. The Network Marketing Industry (3 min.)** Explain the difference between the traditional distribution system and network marketing. Include exciting statistics about the industry. Share the benefits of network marketing. Include tax benefits.
- ___ **4. The Wellness and Anti-Aging Industry (2 min.)** Explain why the Baby Boomers are driving wellness. Use quotes from Paul Zane Pilzer regarding his projection of the wellness industry being the next trillion-dollar industry by 2010.
- ___ **5. Company (2 min.)** Tell the Dr. Wentz story and the history of USANA. Cover why USANA is different.
- ___ **6. Products (3 min.)** Offer a brief overview of the three product lines. Focus on the core nutritionals. What are their benefits and what makes them unique?
- ___ **7. Marketing Plan (10 min.)**—Cover the basics of the USANA pay plan. Use visual aides such as a white board, video, or presentation booklet
- ___ **8. Four Steps to Get Started (5 min.)** **Step One:** Explain company Business Development System and cost. **Step Two:** Place an initial product order for personal and customer use. Explain the 1 Business Center and 3 Business Center options. **Step Three:** Who do you know? Get them thinking of who to approach. For example, who do you know that wants to work from home, fire their boss, retire early, make more money, pay lower taxes, or benefit from these products? **Step Four:** Be teachable. Discuss how anyone can do this business following the proven success principles outlined in the Business Development System.
- ___ **9. Timing (1 min.)** Briefly explain how the timing couldn’t be better with USANA. Discuss the opportunity for worldwide expansion. Be creative with other aspects of timing to promote
- ___ **10. Closing (3 min.)** Close by explaining the three types of people: **Type 1:** “I’m ready to get started. Let’s go to work!” **Type 2:** “I need more information,” or “I have questions.” **Type 3:** “Thanks, but no thanks, but I’d like to try your products.”