



Solutions to Transform Lives™

SIP
And
SAMPLE

SHARE HEALTHY LIVING AT HOME !

HEALTHY LIVING IS BETTER WHEN IT'S SHARED.

Being a Host is fun, simple and rewarding.



READY, SET, BOOK!

1

Who Do You Know List

2

Warm Up Message

3

Follow-up Live



Step One

BUILD YOUR 'WHO DO YOU KNOW' LIST WITH STRATEGIC PROSPECTING

Connect and then invite in a personalised way:

Love of Product • Host & Customer Opportunity • Always plant the sponsoring seed, too!

- Creative Minds
- Foodies
- People on a budget
- Shopaholics
- Social Butterflies
- Online Influencers
- Business Builders you admire
- People Connectors
- People who live in areas you want to grow in
- Financial Freedom Seekers
- Stay At Home Mums, Single Mums
- Flex Business Lovers
- Fun Lovers
- Business Owners with a Customer Base
- Community Leaders
- People who can refer you to one of the above



Grab a pen and paper –
Who can add 20 people to your Who Do You Know List?

The WHO DO YOU KNOW List

Use these thought starters to grow your list!

- Family
- Friends
- Neighbours
- Church
- Local Community
- Co-Workers
- Phone Contacts
- Facebook Friends
- Artists
- Photographers
- Entrepreneurs
- Dance Mums/Dads
- Sports Clubs Members
- Sports Mums/Dads
- Coaches/Mentors/Tutors
- Gym/Yoga
- Social Butterflies
- Book Clubs
- Travellers
- Chiropractor
- Nurses
- Single Mums/Dads
- Stay-at-home Mums/Dads
- Pet Groomers/Rescuers
- Empty Nesters
- Uni Students
- Daycare Teachers
- Realtors
- Teachers
- Hair Stylists
- Nail Technicians
- Baristas
- Beauty therapists
- Food Servers
- Bartenders
- Retail workers

Step Two

WARM THEM UP BY SHARING ALL YOU HAVE TO OFFER

“Hey Mary, I know how passionate you are about your health. I would love to get some of your friends together for an hour and Sip and Sample the products we have to offer and share some fun recipes. This is a great excuse to get the girls over for some social time, too!”

When is a good time to chat so we can pick a date?”



Select 10-20 people to share that message with and start booking socials!



HERE IS ANOTHER FUN EXAMPLE OF A MESSAGE

“Michelle, I know you love strawberry and every time I make one of these shakes it reminds me of you. I think you’d love it and so many more of our products! Let’s get some friends together for a Sip and Sample and teach people about healthy eating! I have a few dates left, so let’s chat and pick one that works for you!”



Step Three

FOLLOW-UP LIVE

Why Live?

- Overcome objections
- Answer questions
- Options/Information
- Book, enrol, select your Pack



Words to Say

“Hi Megan, it's Vickie! Thanks for making some time for me, I know how busy you are. What do you think about getting some friends together for a fun Sip and Sample social hour? We have some delicious products I think your friends and family would LOVE what does your calendar look like to grab an hour together? I'll do the work for this first one, you just get your people there, and I'll show you how you Isagenix can help pay for your products!”

BREAKING THROUGH CHALLENGES

- Don't worry about objections
- People just need more info
- Use Feel/Felt/Found

STRUGGLING TO BOOK?

- Not talking to enough people?
- Not using the right words in an authentic, enthusiastic way?
- Not having enough live follow up conversations?

PROSPECTING

- Anytime, Anywhere, Anyone
- Simply share your story
- Start a casual conversation
- Compliment
- Ask questions
- Show before/after photos
- Get contact info for follow up
- Book, enrol, purchase

Ashley, you're so personable! Chatting with people comes so naturally to you!

SIP AND SAMPLE SOCIAL IMAGES



ISAGENIX SIP AND SAMPLE

- Make a personal connection
- Make the list & invite
- Host checklist
- Coach your Host to success
- Tips for the Sip and Sample flow
- Follow up

Step One
BUILD YOUR “WHO DO YOU KNOW” LIST WITH STRATEGIC PROSPECTING

Connect and then invite in a **personalised way**:
Love of Product • Hostess & Customer Opportunity • Always plant sponsoring seed, too!

- Creative Minds
- Foodies
- People on a budget
- Shoppers
- Social Media
- Online
- Business
- People who live in areas you want to expand into

The WHO DO YOU KNOW List

Use these thought starters to grow your list!

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- Phone Contacts
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- Nail Technicians
- Baristas
- Beauty therapists
- Food Servers
- Bartenders
- Retail

ISAGENIX

RECIPE FOR SUCCESS

- 40+ Invited Guests
- 3 Purchasing Guests
- 1 Outside Orders
- 1 Future Hosts
- 1 Prospective Associate



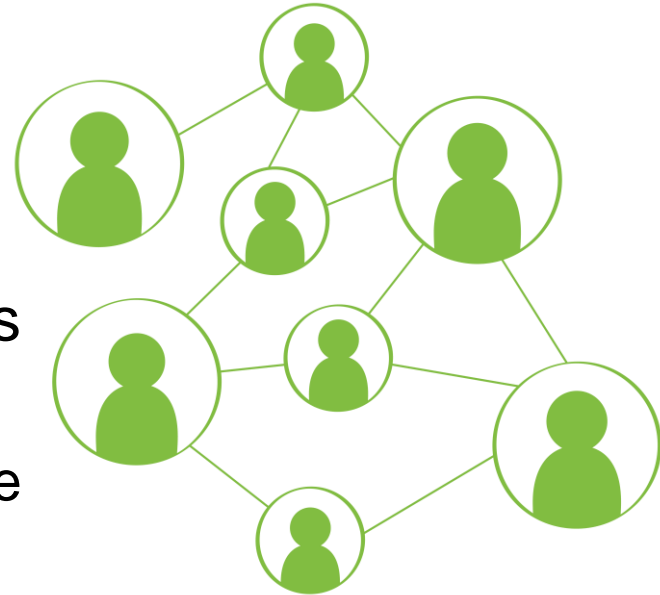
MAKE A PERSONAL CONNECTION WITH THE HOST

- Schedule a phone call or a Zoom call to personally connect
- Ask questions that allow you to find out more about lifestyle and priorities – what's most important to them
- Instill confidence that the Sip and Sample will be fun and social



PARTNER TO REACH 40+ INVITES

- 1 Set goals with your Host
- 2 Use multiple channels to invite guests
- 3 Build excitement for your Sip and Sample



HOST COACH TO MAX SUCCESS

- Before the Sip and Sample
 - 40-10-3-2-1
 - Follow up & encourage
- Best Practices at the Sip and Sample
- Coach on how to increase orders



HOST PACK

What's inside?

- ❑ Short, sweet personal note
- ❑ Invitation list
- ❑ Host Checklist
- ❑ Isagenix Catalogue
- ❑ 2 Expression of Interest forms
- ❑ Fun recipes
- ❑ Printed invites to pass out to friends and neighbours



INVITE - INVITE - INVITE

- Be inclusive
- Thought starter list – Build it Big!
- Invite ideally 10 – 14 days prior to the party date
- Mail – Text – Post – Email

HOST CHECKLIST

EVENT CHECKLIST



- Make sure the room & home is well-lit.
- Set up your product display where you'll be presenting
- Place any catalogs, magazines and brochures on a table to display
- Prepare samples and place them in the refrigerator for later (IsaDelight® chocolates and cut up bars)
- Make sure you have water on hand for your guests
- Do a test run of the presentation videos to make sure they work
- Have music lightly playing as your guests arrive
- Greet your guests at the door and introduce them to others
- Keep the conversations casual and light, not about Isagenix yet
- Have name tags ready for your guests
- Get started on time!



READY – SET – GO!

- Personally greet each person and make an effort to know how they know the host
- Have fun sampling and make sure everyone is engaged and no one is left out
- Ice Breaker Idea
- The Group ‘Hello’
- Close with Action
- Check Out Chat
- Enrol New Customers & arrange the next Sip and Sample



WHY SHOULD YOU PROSPECT AT A SIP AND SAMPLE?

- 1 Captive audience that is having fun!
- 2 You're more likely to get a YES
 - Your guest are already open to the idea
 - Your passion is contagious when you ask in person
- 3 You have educated them/overcome objections
- 4 They love the taste of our products!



WORDS TO SAY

Planting seeds

- You have such great energy – you would make an amazing Host and we would have so much fun!
- I can tell how excited you are to make a change – who else do you know that could use a positive change in their life?
- You mentioned cost – I would love to show you how Isagenix helps you pay for your products – do you have a few minutes before you leave?
- Sounds like you have a big network of friends – we should book a Sip and Sample while I still have a few dates left.



Tips:

**SET UP HOST
REWARDS BUNDLE ON
YOUR TABLE!**

IT'S NOT OVER YET! OUTSIDE ORDERS COUNT!

- Blitz Social Media with fun pictures from your Sip and Sample and tag guests
- Post in Private Event page and book 1/1 calls for those who couldn't come
- Host a Zoom Opportunity follow up call
- Schedule a catch up session for those who couldn't make it
 - Feature samples of AMPED™ Hydrate, IsaLean™ bars, and IsaDelight™ Chocolates.



WORDS TO SAY

You sold 2 Premium Packs at your Sip and Sample – that is \$320 in product coupons and we're not even done yet! By getting just 2 more outside orders you can double that to \$640 – list and I will help you find a few more people to talk that's a month of free product for you and your family!

Since you are so good at this, maybe we should get you started as an Associate and you can add this cash to your household income? Would that make a difference?

Let's sit down now and discuss to talk about Isagenix and let's get you that \$640.



THANK ALL OF YOUR GUESTS

- Post social media image with personal message
- Add all guests to your contact list
- Have Host & guests post photos when they get their product and start having an amazing product experience



IMAGINE THE POSSIBILITIES

- 4 Sip and Samples per month
- 6-8 new Customers per month
- 2-4 new Associates/Consultants/Managers
- 4 more Sip and Samples booked for following month
- 8-10 hours of your time/month



FOLLOW-UP AFTER THE SIP & SAMPLE

Personal Enroller = Personal Service

THE NEXT DAY

Call to to share the opportunity with anyone you connected with.



7-10 DAYS

Call customers and send thank you's, have Customers share their transformations on social media. Ask for customer or referrals.



THE OPPORTUNITY IS BIG & GROWING!

Give people the option of in person first and then online – they will love options!

TAKE THE 30 DAY CHALLENGE

GOAL:

Book your Sip and Sample events by 30 April 2018

REGISTER each Sip and Sample at

SipandSampleANZ@IsagenixCorp.com

Let's GO!



The first 50 people to register
their parties (one per person)
receive a free Launch Party Kit!



WE WANT TO CRASH YOUR

SIP *And* SAMPLE

- Register your Sip and Sample at:
SipandSampleANZ@IsagenixCorp.com
- Register by 30 April 2018 and go into the draw to have your event attended by a member of the Isagenix Corporate team!

**MAKE SURE TO
INCLUDE THE
FOLLOWING
INFORMATION**

Name of Host

Member ID

Phone Number

Date and Time

Address

Anticipated Attendance