

# Proper Steps For A New Distributor

## From the 1 Page Playbook

### **Get on the Products**

- Use what you can afford
- Develop a product story
- Watch How To Package Your Story on [www.advocaretraining.com](http://www.advocaretraining.com)

### **Get to Advisor as quickly as possible**

- Watch “How To Get To Advisor” online through the training site

### **Watch “How To Package Your Story” online**

- Your story is everything very important from day one!

### **Put Your Sponsor/Mentor in front of people as soon as possible**

- Make sure and ask your sponsor what to say to set the appointments
- 2 on 1 appointments are most effective
- 3 way calls are effective when preceded by some type of exposure to the business via: Impact Magazine, DVD, online presentation, or business presentation webinar
- Webinars and online business presentations are crucial to use for you long distance contacts, and highly effective when promoted properly
- **Read and Study the IMPACT magazine and the DVD.** Both of these tools are part of your presentation arsenal. You have to master the stories in order to utilize these tools effectively. You will be using these tools to point at pictures and tell stories and to click on stories and let them do the talking for you. Both of these tools soften the “recruiting ground” for you.

### **Make a list of all the people that you know**

- Begin contacting your list only when your sponsor has helped you with what to say. Or, when you are confident that you can set the appointments or be able to put someone on a webinar or online presentation
- You should always have a “working”, or “active” list. No doesn’t mean “No”. No usually just means “Not right now.” Plan on following up periodically.

# Your 1 Page Playbook

- 1) Get to Advisor (40% discount level) as quickly as possible. Speed **ATTRACTS!**
- 2) Develop your own product story the first 72 hours – get on the products that will help you develop a fast story.
- 3) Make a list of all the people that you want to help with the products and/or the business. Start with your family and closest friends.
- 4) Put your mentor in front of your best family members or friends now!

## Retailing

- 1) Wear your colors – t-shirts, sweatshirts, polo shirts – things that will stimulate someone to ask you a question
- 2) Talk to everybody within 3 feet of you – everyday. Be a good listener.
- 3) Sample Spark Packets/Slam everyday – promote it properly – invest in your success
- 4) Arm yourself with Impact Magazines – they are your business card
- 5) Don't play Mr. Molecule – Use the “Bullet Proof Shield” concept at all times.
- 6) Use all the products that you can afford, but only what you can afford. You will naturally sell what you use based on a powerful testimony, and the testimonies of others.

## Recruiting

- 1) Arm yourself with all company literature and **Advocare Tools!**
- 2) **Arm yourself with the DVD and use it every day**
- 3) 3-way calling – on the job training
- 4) Put your upline team members in front of people – use them daily
- 5) Master the art of promotion – get people to the major events – mixers, meetings, trainings business opportunity calls, etc., etc.
- 6) Learn how each event connects: how a 2-on-1 connects to a mixer; how a mixer connects to Saturday trainings; how a Saturday training connects to a Sunday night call or webinar; etc., etc.
- 7) Put people on the Advocare Business Presentation calls done by corporate or your upline leadership.
- 8) Use the online presentations in order to introduce people to what you are excited about
- 9) Use the presentation book and/or power point presentations to assist you in making a professional presentation
- 10) Learn the marketing plan so that you can present it with confidence

## YOU

- 1) Be teachable – follow Advocare's Success System to a “T”, including attending Success School
- 2) Study everything on [www.bigbelief.com](http://www.bigbelief.com) password: spark
- 3) Use [www.workwithchampions.com](http://www.workwithchampions.com) with your prospects or [www.previewadvocare.com](http://www.previewadvocare.com)
- 4) Use [www.advocaretraining.com](http://www.advocaretraining.com) to learn everything you can about this business!
- 5) Listen to the Charlie Ragus “Notes on Success” IMMEDIATELY & REPEATEDLY!