

**"Keeping it simple"**  
**HOW TO LAUNCH A NEW DISTRIBUTOR IN 30 MINUTES**  
***By: Chris Drobles, NMD "100 Club" Member***

Helping new team members get the best launch possible is our responsibility and is crucial to success for EVERYONE.

This outline will walk you through how to launch a new distributor quickly, efficiently without overwhelm or frustration on the part of your new team member or yourself!

Step one –before the launch, do a 3/way welcome call with your upline so they become comfortable with the 3/way call process. This allows them to see the bigger picture, begin to get connected, and understand why they are so lucky to be sponsored by you.

The necessary paper work and details to get your new team member into the computer and up and running from a systems standpoint takes place as you enter the new distributor into the computer, explain that they will receive an email with a temporary user name and pass code, you transfer their order, etc. all **prior to the actual LAUNCH** of their new business, and you would want to have briefly explained the Marketing Plan so they have a basic understanding of how we are paid. The one page VFJP Compensation Plan illustrates everything they need to know at the beginning. It is a great tool.

**Please - do not make the mistake of telling a new team member, "I'm here to support you, let me know what you NEED." They are a brand new baby and **THEY HAVE NO IDEA WHAT THEY NEED.****

**It is my observation that one of two things happen** – the sponsor does exactly that - hopes that the new team member will **figure out** what he or she needs OR they **cover them over with too much information and the new team member runs for the hills!** Neither approach works!

Consider thinking about your new team member as a brand new baby – Ask yourself this question, would you present a new baby with a 5 course meal and expect that child would be able to consume it? Of course not! How then

can we expect anyone to be presented with everything that needs to happen in our business the first day or week in their new business?

We need to stay close to (and spoon feed if you will) that new distributor and set them up for success **ONE STEP AT A TIME.**

Your responsibility is to give them just enough information and the tools to get to work – get their feet wet, help them meet with initial success – gather those first customers and help them give themselves permission to BE IN BUSINESS – and begin to attract that front line running team that they will lock arms with as they launch their business as quickly as possible.

Note\* Whatever you do, teach and how you teach it will be duplicated, so keep it simple!

**I built my business utilizing TWO TOOLS – BUILDING FOR EVENTS - AND THE 3 WAY CALL**

If you can help that new distributor have ink strike the paper and get a check their first month in business that covers their \$50 Plus, plus you've done your job and momentum is established!

Let's talk about that for a moment – consider this, that it is your JOB to successfully train and launch a new team member – well, it is YOUR JOB to do so and if you were in corporate America and as a supervisor or head of a department you were responsible for that new person to have enough information and tools to do their best job, what would that look like, and what if your JOB were on the line if your new recruit failed? Chances are you'd both be out of a job!

What are the most important activities as a distributor starts their business? It is the money making activities - why is that so important? It's important because - Who gets a check each month for knowing how to navigate their online office like a pro? Who is paid for setting up their office space at home or for getting ready to get ready? NO ONE – THAT'S WHO

Let's begin – I ask the new team member to have a paper in pen in hand, and come to the call with an open mind. If the launch is in person, you may be bringing them their starter kit, over the phone (long distance) they

will not. They can print the pages from the Starter Guide from their online office or just use paper and pencil for the launch.....In the interest of utilizing every day of their first 30 days in business,

**Personally, I do this before they even get their starter kit. Even in person, I let NSA send the starter kit so I can launch that new person immediately and they are not distracted by the contents of the Starter Kit.**

**My preference is pen and paper in person AND over the phone! It is more engaging, and supports the narrow focus necessary to avoid delivering too much information.**

Please note\* – if you are meeting in person, no matter where that is or the circumstances, **it WILL** take longer than 30 minutes because socialization will take place – you are getting your coffee, eating lunch.....,but if you follow this launch, **IT IS WHAT** will create immediate income for your new team member -

**You want to OPEN with telling them how excited you are** to be working with them, and that together you are going to quickly move their business to the position of VF, providing them with the additional \$300 and a FREE ticket to conference, (our team version of the 10-1-10 is the 5- 3- 5 and within 2 -3 months sets them up to roll right into Sales Coordinator). That next goal will be put in place so there is **always a pathway**, direction and target for what they want. It needs to be shaped and molded around their desire for success.

**Note:** 5-3-5 means the new team member acquires 5 Preferred Customers, we find 3 people that will form their initial “front line running team” and then help those 3 to find 5 Preferred Customers. **Result: You have 4 distributors working, instead of 2, they pick up the bonus and then the other 3 are already at DD and will complete their Fast Track to VF!**

**Simply put, “it’s how we do our business  
and it is what successful people do.”**

## KEY: ENCOURAGE YOUR NEW DISTRIBUTOR TO GIVE THEMSELVE PERMISSION TO BE IN BUSINESS -

I ask them to write down the three “necessary” success ingredients

- Their Desire to succeed
- Their Willingness to do the activity
- That they make the decision to - Be teachable

1. **Identify and establish their “why:”** What we know is that if the distributors “why” is big enough, the “how to” always shows up. All too often there is not enough emphasis on this, and it is a most valuable tool and step in the process of creating success. Identifying and **anchoring your “why” is the true “inspiration”** for doing this business. Ask questions to help your new team member identify and anchor their “why.” I encourage them to take some time and write their thoughts down and **share them with me** if they are comfortable with that via email.

Motivation is like a warm bath it wears off, but if someone is truly inspired they will continue to move forward. **Explain that our “why” is different from and not the same as their story – Questions to ask:**

- What is it that you really want from this business for yourself and/or family?
  - What is their outcome for starting a Juice Plus+ business?
  - Ask them to identify the dollar amount that they want from their business in the next 2-3 years.
  - What will it feel like when they have that in their life?
  - Ask them to **identify the feelings and EMOTION** connected to achieving what they want from this business.
  - Is it peace of mind, a feeling of security or certainty?
  - Encourage them to enjoy the positive emotions NOW as they travel the journey – as if they already have what they desire, as it will fuel their inspiration.
2. **Develop Product and Business story:** You should have already shared your stories with your new team member. If you keep this simple, both stories should take shape in 5-10 minutes. Ask your new

team member to answer these 3 questions – what attracted you to the product, why they added to their diet and why they will continue – (if you were to condense it asking these questions what would that look like?) Do the same thing with their business story. Again, ask them to write it down, and YOU write it down as well. **Here's the key** – the new team member must be comfortable with and know what they are going to say, or they'll do one of two things. They'll say nothing at all or say far too much. When we share too much people lose interest in what we are saying and you are certainly not attracting a future potential distributor.

3. **Memory Jogger:** Ask them to write down the words, Memory Jogger and number their page 1-5. They are working with pen and paper and ask them to share with you (out loud) the names of the first 5 people they want to share Juice Plus+ with and are going to talk to. Explain that **the Memory Jogger is a living document**, and they will constantly be adding names to it all the days of your Juice Plus+ business. Encourage them to go to that multiple times to continue adding names – they'll never run out of people to share Juice Plus+ with!
4. **Team Members:** Identify the first **5 people** they would like to attract to their business, explaining that they are building their board of directors. Ask the questions, who would they like to spend more time with, who has a need and/or fear about their profession or job, who do you like love or admire? After they have shared the names with you –**right now** schedule **at least two (2) 30 minute time slots to begin 3/way calls with those people, and have them email the Team Member Profile information prior to the call or you can be their secretary prior to the call to write down the information you need to conduct the calls. If they do not have the Profile Sheets have them just send you via email with the information you need to conduct the attraction call - how you know them, how long, what it is you love, like or admire about them, what are they successful at, why do you want them on your team and why you think they'd do well?**

Share with your new distributor how you began this process on your journey and how you extended that invitation – (at this point, share your story about how you extended that invitation to come to a 3/way

call). Example – this is what I said when my sponsor Cheryl Cortese was supporting the launch of my new JP+ business.

"I have aligned myself with a company that has found a way to put fruits and vegetables in a capsule, and people just love it! The benefits are amazing AND they are backed by science. I have no idea if this would be a fit for you or not, but what I do know is that if in 2-3 years I've established a strong business, income and time freedom and I did not share it with you, you probably won't be too happy with me and I would not be happy with myself either. Having said that, I'd love for you to see **why I am so excited about this** and I will be on the phone with my sponsor Thursday evening @ 8:00 PM with someone, and \_\_\_\_\_ I sure hope that someone will be you!

***Key:** Take one of the names that they want on their team and ask the new team member the questions necessary for the Attraction call – Then do a "mock" call very quickly so they are comfortable with the process and they will never be reluctant to put you on the phone with anyone. You have gained their trust and confidence, and helped build their belief in the power of the attraction 3/way call.*

- 5. You then coordinate your schedule** and "ink" at least 2-3 - 30 time slots for your new team member to put you on 3/way calls. On our team we call them **"30 Minute Models for Momentum."** **Explain the purpose and outcome of the 3/way call.** It is so we can further enhance the rapport you have with the person you are attracting, it's two people to support the third, people appreciate that you are new and do not know everything so they like that vulnerability. Be authentic with people and they will be attracted to you and your business. The most challenging part of the 3/way call is coordinating the schedule of 3 busy people – if your distributor and you are committed to the time, then all they need to do is (with great excitement) fill the time slots with those they want to attract to their business. Set these times immediately – **you want to do your first 3/way call within 24 – 48 hours!**

6. **Wellness Presentations:** If the team member is local, schedule two dates within their first 30 days in business to host a Wellness Presentation. (Ask them to invite people over and it can be as simple as (DVD and your story) it does not take a lot of preparation – just invite the people – You will do the rest. You will conduct the first one and be there to support them for the second one. **Even if they do not think that will be their strongest tool, encourage them to host at least one so they know how to conduct a WP for their new team members.** If sponsorship is long distance, go over the procedure and encourage a WP where they just put in a DVD and tell their story. It does not have to be complicated. Help them do this quickly and simply. (direct them to their online office to view invitations, etc.)
7. Quickly go over the conference calls that are in place on a regular basis. For our team the calls are every **Monday night and Wednesday morning** your leadership team participates in bringing powerful, informative calls to support and build your business. The Wednesday call is on a one week rebroadcast until the next speaker presents on the following Wednesday. The Monday night call is LIVE, not recorded and you do not want to ever miss that one, invite others to the call as you will have a flyer each week so you know the topic and who is speaking. **Tell them you would like to 3/way them into their first Monday night call. You'd like to introduce them to the entire organization!**
8. **Send a bio to your upline NMD** As a team one way we stay connect is through email. People are dominantly visual and they have the capability of archiving documents and/or information shared for them to learn and for future reference. It is one more area of support that is in place. (It honors people's time – they can read emails at their convenience). **Every couple of weeks we send out a "Welcome to our Juice Plus+ Family" email.** So as soon as they sponsor a new distributor they would want to send an email to you and me to include the name, two or three sentences about that person (one sentence should be how you know them and/or what you admire about them) and their email address. **Do not ask that new person to write their bio**

for you – this is a gracious gesture in that YOU are welcoming them, they are often uncomfortable writing about themselves it takes their mind off the important upstart activities they are doing, and they generally write a book instead of a few sentences. This is one more way we may our team members feel welcomed and get connected to the bigger picture. They'll read that welcome each week and see how diverse we are as a team. When you receive the first welcome there will be 3 documents attached, a welcome letter, Important Juice Plus+ numbers and website information and a checklist for you as a new team member so you'll be able to review what we did and you can then teach it. Note\* skip this portion if you do not welcome team members, get the new person connected however you do that.

9. **As you close – (this may be the single most important factor). Emphasize: It is our job to help them succeed, and to do that the two of you will have regular contact in order for that to happen.** Tell them you will be looking forward to daily (or at least every other day) **LIVE contact** with them. You will be waiting for them to call you. **YOU will not be calling them, and explain WHY.** They will call you because then you know that the time is good for them (that they are not otherwise engaged in something else), and their mind is on their Juice Plus+ business. I'll be looking forward to your questions, (tons of them) and the more you have the faster you'll grow! It is expected and NEVER a bother – the person that is in contact with me asking questions, getting answers are the ones that get my TIME! **What you have done is put your money where your mouth is by SHOWING them that you are there to support them. They see the true value in being sponsored by and being in contact with YOU!**

**There you have it! You have now set a new team member up for success – does this mean they will be successful? NO – if they do not engage in the components just discussed, connect and stay in touch with you, and DO the activity, the outcome will not be what it can be.**

As you work with your team member help them see that this is a business with NO LIMITS – encourage them not to place any upon themselves and expect success!

Respectfully,

Chris Drobos  
National Marketing Director  
"100 Club" Member

\*\*\*\*\*

### **"Keeping It Simple" Summary/Outline and Checklist**

1. Identify and establish their "Why"
2. Develop product and business story
3. Memory Jogger
4. Identify potential team members
5. Schedule 2-3 time slots for 3 way calls in first 24 hours
6. Schedule 2 Wellness Presentations within their first 30 days
7. Quickly go over conference call schedule
8. Write a short bio about your new team member and send to your upline NMD
9. Emphasize the importance of daily contact!