

# TRIAL MARKETING CAMPAIGN – Retailing To Recruit

## Why?

- **Duplication!** It's YOU plus two – one on your left and one on your right doing this together. Get out of your comfort zone and get 30 names in 30 days. Ask yourself and your team members, “If this would create a six-figure income in the next year, would I (you) do it?”
- All businesses need customers to survive and our business requires a minimum of 2 customers purchasing at least \$200 retail per quarter to meet our requirements (Form 1000)
- For our business to grow, we each need at minimum 10 customers.

## Goal : 30 people in 30 days - Trial Marketing Campaign

- THIS SYSTEM IS ABOUT RETAILING TO RECRUIT. Remember Retailing is #3 in the Basic 5, and #3 comes before #4 which is Prospecting, Recruiting, Sponsoring
- Begin by ordering the product that you would like to market
  - Daily Essential packet kits
  - Ultimate Aloe packet boxes
  - Digestive Enzymes Boxes
  - The 4 Essentials
  - Mochatonix

To make this campaign work you will need to purchase enough to hand out for 30 days. Learn to place an order every week that way you get paid every week.

### Suggested Samples Handout:

- 3 Daily Essentials & 3 Aloe
- 3 sets of the 4 essentials
- 3 Enzymes & 1 Mochontix

### What you Need:

- Print off the the product flyer, Education Flyers along with the Health Survey. This outline and the flyers for this campaign are available on: <http://www.rnsufos.com/trailsizemarketing.asp>
- Purchase thank you cards (be certain you include your phone # on the card), small bags and a small notebook (size that easily fits in a pocket or a handbag, since you will always have this with you).
- You are looking for someone to bless on a daily basis! Don't think you are going out to look for someone, you will find someone while you are out doing daily activities.

### Here are steps you can follow:

1. Make the Approach
2. Send Video
3. Schedule a follow up call
4. Ask them : “ Tell me you what you learn”
5. Set another appointment to Try Products
6. Try Product and ask for the sale

## Detail Outline

### Example 1: When meeting a Stranger in passing or at a social

#### 3 Daily Essential Packets & 3 Ultimate Aloe Packets

**Pay attention to people, give people compliments, start a conversation. Ask questions: “Where are you from?” “What do you do?” LISTEN!**

#### DAY 1 : Make the Approach

Gently move the conversation with a sincere compliment and the question: “I’m curious, would you be open to helping me out?” “Sure, how?” “I just started a trial marketing campaign to help people with nutrients that every person needs on a daily basis. “I can only do this trial with one person a day. Would you be willing to try a couple of products for 3 days? “Yes.”

Take the Aloe packets products out of the bag and briefly tell them about Ultimate Aloe. This is great for your immune system, digestion and elimination. You can put it in your water bottle or a glass of water for the next 3 days. “If you are willing to be part of my trial marketing campaign, it’s important that I get your name, email address and phone number so that I can email you 2 short videos and call you. You will receive links to two videos in your email about these products tomorrow and again I’ll call you in 2 days.” Hand them your notebook, ask them the when is the best time is to call. As you get their information, ask them to read the Product Education Flyers that are in the bag. “Tomorrow you will receive two videos about these products in an email. The first video is about Ultimate Aloe Juice and is only 2 minutes long.”

Ultimate Aloe Juice and is only 2 minutes long.” ( <https://www.youtube.com/watch?v=MwyAetimbYY> The second video is about the Isotonix Daily Essentials kit is just 5 minutes long. ( <https://youtu.be/u59YbChFJr0> ) (Nutrametrix version <https://www.youtube.com/watch?v=dOp1oF5gzK8> ) “The next day I’ll call you to review your experience with the Aloe, answer questions and give you more information. When is a good time to call?” (Day/Time: \_\_\_\_\_)

#### DAY 2: Send Video

Email them the links to the videos listed above

#### DAY 3: Schedule a follow up call

Make the call with enthusiasm and start by thanking them for being a part of your Trial

Marketing Campaign and ask them what they like about the Aloe. “What did you learn from the video?” (Review benefits of Aloe )

Next ask: “Did you watch the Daily Essentials video?” If yes “What did you learn from the video?” (Review the benefits of the products and tell them how mix the Daily Essentials. Finally, complete the Health Survey.

Note: don’t be concerned if they mention health challenges you aren’t familiar with – you have the wellness “Supplements in your House” document to refer to. The Health Survey will help you identify their needs(s). Schedule a phone call for following up on the Daily Essentials experience. Ask them the best time to call. (on Day 6) Optional: Text them a copy of their completed Health Survey.

DAY 4 & DAY : Ask them : “ Tell me you what you learn”

Send a text and ask if they have any questions about the products. Remind them you will call them in 3 days

DAY 6: Set another appointment to Try Products

Make the call with enthusiasm and thank them again for completing the Trial Marketing Campaign. (THE FORTUNE IS IN THE FOLLOW UP.) Refer to special pricing on the Trial Marketing Campaign Product Education Flyers. Aloe \$25.00, Daily Essentials \$71.95.

Close the Sale: Refer back to their Health Survey – BE SINCERE - Review their needs and concerns. Ask: “Is there any reason you would not be willing to use a product that would address these concerns?” (Get comfortable with discussing this and know your numbers for example, it would cost them only \$3.25 per day for both Ultimate Aloe and Daily Essentials) Schedule delivery for when you have the product. Optional:

Schedule a Wellness 101 (When you deliver product) “You indicated on your Health Survey you have family or friends that have health concerns. We do Wellness presentations to educate on health solutions. If you host one of these, your first 30- day supply of the Ultimate Aloe/Daily Essentials would be at cost. There is even a way to get your products for FREE! Let’s talk about it when I deliver you your product.”

Additional notes:

- When someone has a major health challenges or additional questions set up a 3-way call with your senior partner.
- “Your road to wellness is paved with healthy intestines.” Dr. Deedra Mason.