

“Wellness 101” Online Event Outline

Presentation Begin

WELCOME - Host/Hostess/New UFO (5min)

- For Launch Event
 - Host to thank guests, the reason WHY you started your UnFranchise business
 - **Example**
Hello, thank you all for coming to support me. For those of you that don't know me, I am Sam, I am an accountant with Marriott. I felt in this time having an additional source of income is a security blanket, which is why I started Shop.com.
Today is my opening, I have chosen to launch a wellness event as my opening out of the 10 Divisions that we have. I am new –so I have some of my business partners helping me today. Like you, I will sit back to watch and learn.
 - *I will hand the presentation over to Angie my senior partner.*
- For On Going wellness
- **For UFOs.**
Hello, thank you all for coming to support me. Truly for all my friends thank you for bringing your friends as well for this wellness workshop. For those of you that don't know me, I am Sam, I am an accountant with Singtel. I am truly grateful for your support. I fell in love with this wellness workshop you about to see, as the last time I saw/did it, it help many of my friends including my family/self. Since then it has help me with my asthma and my using the inhaler has reduced tremendously. I will 2 of my business partners helping me today they are Tom & Jerry. Let's begin

Presentation is Divided into 3 parts. Please review the Slides for talking notes.

PART 1: INTRO MA/SHOP.COM - Sponsor/Assisting UFO (5 min)



Introducing the company

Let's get to know the company behind the product line.

Introduction of Market America and Shop.com

(Use annual report. Read from p. 2)

- Based in Greensboro, NC; started in 1992*
- Product Brokerage and Internet Marketing specializing in social shopping, one-to-one marketing*
- Divisions and diversity: all Billion \$\$ Markets that consumers are wanting. They are Cosmetics, skincare, Financial, internet and web development, nutrition and antiaging of Course, Global care, house cleaning, Weight management, jewelry, Baby care.*
- Nearly 5 billion \$ in retail sales; \$3.4 billion paid to Unfranchise Owners/No down quarters*
- Awarded Torch award A+++ by BBB for integrity and customer service and became first company that receive 2 torch awards, that is awarded by the BBB. And currently Rank #?? in the world for top Internet retailer by Internet Retails of the world.*
- Partnered with Microsoft and acquired Shop.com in 2010*
- With Shop.com we specialize in online shopping, as well as being Shop Consultants*
- Financially strong, multiple countries: Singapore, Malaysia, Taiwan, England, Australia etc.*

- For New UFO Names – Today I/we have selected to wellness as their launch product division.*
- For UFO- Today I/we have Selected to share basic wellness concept. Has we learn more we can reach more and*

- **Key to introduction is the Ice Breaker. Keep Time – it's very important to keep their attention.**
 - **Speakers introduce themselves first, then Floor Opens up (if silence, 5 pre-selected UFO will introduce themselves)**
 - **Before we begin, Let me introduce myself:**
 1. **What you do,**
 2. **Why you started shop.com**
 3. **What product Impacted me.**
 - **Speakers: Name, what you do, why you started MA and one product impact you.**
 - **Example:**
 - *Hi my name is (name). I am an (occupation). The reason why I started the business is to help my family. The one product that helped me is the digestive enzymes, that help me with my acid reflux. Let me hand the floor over to our next 2 presenters Sam and John*
 - **After Speaker introduction:**
 - Let's get to know each other. Thank to you all the speakers. Now I like to welcome everyone on this call. We like you all to turn on the video so we can get to know you and put the face with the name. If you don't mind sharing, If you are a guest or Customer , your name who invited you and how the product help you or what you like to learn today.
 - **UFO Attending:**
 - If you can organically happen it will be ideal. But let at least a few UFO to introduce themselves. 15 secs or less to share your name, where you from and what product impact you the most. Ideally about 5 testimonials.
 - *My name is (Name) I am from Singapore. The one product that helped me is Digestive Enzymes help with my acid reflux*
 - *My name is (Name) I am from Singapore. I am here to learn about...??*
 - **Guests:** UFOs to introduce their guest. If we can have it happen naturally be great. If guests don't volunteer, then briefly introduce your guests to everyone. It will help warm them up
 - *I would like to introduce some of my friends attending today. To help get to know each other, if you all don't mind unmuting yourself and turn on your camera for now so we can put the face with the name. **Share with us your name, where you from and what you like to learn today.***
 - Continue on - Will now hand over the presentation to:

□ **PART 2: Video Presentation (30min) (Generally The B Level)**

- **Use the slides for guidance**



- **Thank the guest for completed the survey at registration. Let them know that this workshop is for them and to help them match products to their question. At this time send the Guest handout via the Zoom chat for all the participant (you can also send the day of directly to your guests).**
- **Example:**
 - *Thank you all for registering and filling out the survey. This will help us better serve you. The survey you filled out asked you what you like to learn and interest subject matter on wellness. As we go along, we will be watching a video and in between the video we will be introducing some success*

stories and highlights.

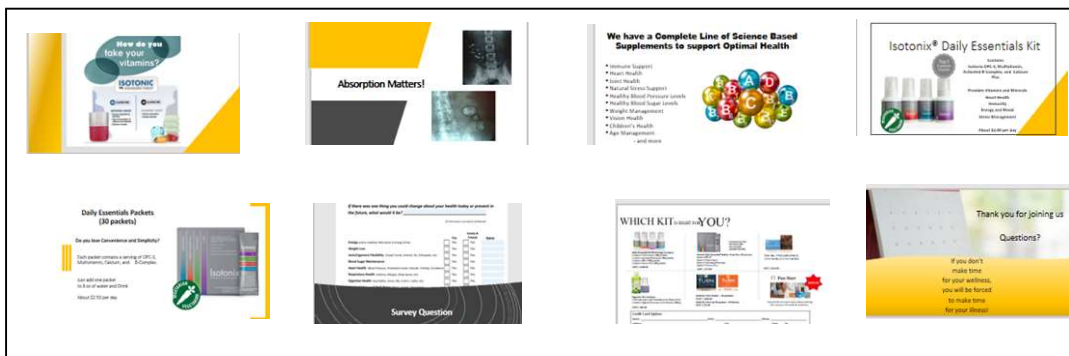
- Please do stay for our private Q&A session specially for you to answer questions that we have left out. Or questions that came to your during the presentation.
- Indicate that for personal touch, we will break them into a room so they can ask question

○ **The Video will pause 4 times (Please watch prior to event to familiarize yourself)**

- **IMPORTANT NOTE:** Try not to take too much time to add conversation. Make your part as duplicatable as possible.
- **Aloe at: 4:48 min, You will ask anyone that will share Aloe or Digestive Enzymes testimonial or you can prep the testimonial up just in case.**
Let's now have open floor up to see if anyone like to share how taking the enzymes or aloe has help them.
- **B. Complex testimonial at 11:20 min. You will now ask anyone to share b complex and calcium**
 - *Lets now have open floor up to see if anyone like to share how taking the calcium or B complex has help them*
- **Food into energy at 14:33 min. You will now ask anyone to share Multivitamin and TLS**
 - *Let's now have open floor up to see if anyone like to share their experience with our multivitamin and also our TLS Transition Lifestyle System.*
- **OPC3 Testimony at 16:52 min. You will share OPC and Daily essential Kit**
 - *Lets now have open floor up to see if anyone like to share how taking the OPC and Daily Essential Kit*

□ **PART 3: Answer questions and CLOSE – (A Level): 10 mins**

- **Let's do a little recap on our delivery system and how to take the product. We will be answering survey questions as well as featuring s product. Let's begin**
- **Straight to Survey**



○ **TAKE A LOOK AT THE SURVEY. BEGIN WITH THE MAIN QUESTION THEN BREAK INTO ROOMS TO ANSWER REMAINING QUESTION. USE CHEAT SHEET TO DO THIS FOR DUPLICATION.** Then the Options of purchase and then break into rooms
Example:

- Thank you for completing the survey and supporting (Host or people that invite you). We will break into rooms to complete the remaining questions to your survey
- Hope we can answer all your questions.
- In case you like to try some products we have recommended based upon your survey. Here are your 3 OPTIONS.

- **Option 1: To help Person that invite you here, perhaps you would like to try 1 or 2 at FULL RETAIL PRICE. Please do select from the form we attached on the chat group**
- **Option 2: OR Perhaps you like to have the Kit AT A DISCOUNTED PRICE.**
- **Option 3: Or would you like to get the products at WHOLE SALE PRICE. Please let**

the person that invited you know.

- Today, for your support is 10% off. Please let the host know how she can help you.

Remember our goal is to:

- Identify 2 potential business partners for the Host/New Business Partner (ABC Pattern)
- Develop 10 customers that night or in Follow-up!
- Sell product kits – Daily Essentials, Digestive Health, Detox kit, Optimal Wellness Kit, Fast Start Kit
- Auto Ship

AT THE BREAK ROOM

Have host welcome the guest:

Example:

- **Thank you for all your support. I truly appreciate all of you. I hope this workshop benefited you.**
- **Let me introduce you all to everyone. IF you will turn on your mic and camera for me. (Introduce them)**
- **I could not have done this event without my business partners. May I introduce my senior partner: XXX**

Seniors (A Level)

Thank you all for supporting (the Host). I would like to ask you all, "What do you like best you have seen so far?" (Please choose the most enthusiastic for the survey answering)

We are going to answer the survey (Use cheat sheet as reference)

Mr/Miss Enthusiastic, based on your survey, you have indicated that you are interested to know about sleep challenges. May I recommend Calcium.

Would you like to try it? (wait for answer) If no, thank them. If yes, which of the 3 option best suits you?

If option 1 or 2 is chosen, "thank you very much Mr/Miss Enthusiastic, for today only, I am going to ask The Host to order it for you so he/she can give you 10% discount and definitely set you **up a free customer account so that you can experience Shop.com. Host, please take note. NEXT GUEST**

NOTE: DISCOUNT.

- 1) ALA CARTE PURCHASE: OFFER Discount only with purchase \$99 above**
- 2) KIT: Offer 10 % OFF for any kit purchase**

Schedule a time to service them after the purchase (usually when products arrive) so you can show them how to take the products and begin the follow up process of 1,3,5,7,14,21

Options

- 1) If they are not ready, no worries, let them now you will call them back (have your guest advise when a good time to call back would be)**
- 2) If they say to wait to a certain time – then get a time and date to follow up**

At the end of the day, send them a link for the product they potentially like. At the follow up determine if they like to attend some product training, so you can send them information of our GPT or Product call in the future.

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