



### STEP 1

Begin by reaching out to people on your list of 100 contacts in your warm and cold market.

Here, you have two options to start with:

#### 1. If you're reaching out to someone you know, send an initial message that builds curiosity.

**EX.** Hey! Hope you're doing well. I was wondering if you might be able to do me a favor 🙏

--OR--

#### 2. If you are reaching out to a referral, make sure to mention the person you have in common.

**EX.** Hey! I hope you're doing well. My friend \_\_\_\_\_ said you might be interested in a product I have! Do you have a minute to chat?

### STEP 2

Wait for a response, then pitch your offer to gauge your prospect's initial interest.

**Ex.** I found this amazing weight-loss product that works for me! I've tried it, and I'm really excited by my results! I'm looking for x people to try it with me for a week. Are you interested, or do you know anyone who might be?

At this point, your prospect may tell you that they do not know anyone who's interested. Don't take it personally. In this case, respond in a friendly way that leaves the door open for future communication. You may be able to follow up at a later date!

**Ex.** No problem! Let me know if you think of someone who might be interested 😊  
Have a nice day!



### STEP 3

If your prospect shows interest, this is your chance to talk about the product itself. Refer to the talking points below to answer a few questions your prospect might ask:

#### What is it?

- Focus on the benefits of the product and share personal results!

**EX.** It's a cleansing tea that helped me see results fast! I've been drinking it for about three weeks, and I've already lost five pounds and feel so much less bloated!

- Remember, millions of people love this tea. It has recorded tens of millions of sales worldwide since it was released in 2008, and it was voted a top direct-selling product!

<https://www.businessforhome.org/2016/06/the-top-direct-selling-product-2016-poll/>

- Don't be afraid to use before and after pictures to show someone your results visually!
- If you don't have a personal testimony, use a friend's or a customer's story, or check out some before and after photos from people who have used the tea on Startmy15.com.
  - Be sure to reference only the testimonies that mention the Iaso® Original Brew Tea.
  - Important: Always include proper disclaimers when sharing a weight loss testimony! You can familiarize yourself with disclaimers by checking out testimonies posted to startmy15.com

#### How does it work?

- Give your customer an idea of what to expect from the product.

**EX.** It's meant to cleanse your body by giving you a gentle bowel movement.

- If that causes them concern, say:
  - Don't worry! If you want to ease into the product, you could start with one cup per day!
- Let your customers know that for the full effect, we recommend drinking two and a half cups per day!



### What does it do?

- It's best to focus on your personal results or the results of someone you know to best explain how the tea works. People will trust you more if you speak from experience!
- We recommend focusing on these points to talk about the benefits of the tea:
  - A gentle cleanse for your body
  - Supports weight loss
  - Feel less bloated
  - Supports gut health

### STEP 4

Once you have your prospect interested in the product, pitch your offer.

If they're interested, then congratulations! Arrange a time to meet up with your prospect, deliver the product, or ship them their tea to finish up your sale!

If your prospect isn't interested in purchasing the tea, don't take it to heart. Sometimes "no" means "not right now!" You may be able to follow up at a later date. End with a message that leaves the option of future communication!

**EX.** That's okay, I understand! Feel free to reach out to me if you change your mind!

### Additional tips:

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- If you're selling in-person, bring a water bottle with you so prospects can try their instant tea immediately!
- If you're talking to someone who isn't interested in losing weight, it may be better to ask for referrals than try to pitch them the product. On the other hand, if you know that a friend is doing a fitness program or a diet, they may be interested in the product!
- Use The 15 Day Challenge to your advantage! Show someone that they can achieve even greater results if they exercise and eat healthier while they drink the tea.



**EX.** If you want to see even greater results, you could pair your tea with The 15 Day Challenge! It's a lifestyle program to help you stay focused on a healthier lifestyle for 15 days, and it comes with digital tools to help you keep track of your progress! Plus, it's part of a free contest where you could win some cash just for submitting your results!

### Additional FAQs

- **How fast does the tea work?**
  - It varies; some people experience results within a couple of hours, whereas others experience them the next day!
- **Do I need to alter my lifestyle (exercise more, go on a diet, etc.)?**
  - We recommend drinking tea as part of a healthy lifestyle!
- **How do you define a healthy lifestyle?**
  - Staying hydrated, eating healthier, and moving for at least 30 minutes per day. If your prospect asks these types of questions, this would be a great opportunity to tell them about The 15 Day Challenge!
- **Should I double my dose to make up for missing one?**
  - No, please follow the recommended dosage on the package! If you miss a dose, just continue as normal with the next dose.