

24 Day Challenge Follow Up Success Guide

This check list is an accountability tool for you to use to make sure you are following all the steps to make sure your customers get the best results possible on products. It will also help direct you in the “what’s next” conversation after the 24 Day Challenge is finished. All of the tools can be found on www.ChallengeFollowup.com

This is your business. There are many ways to follow up. You may see some variance from the following plan from what you normally do, that is fine. Use wisdom and do what works best for you but most important have a plan in place.

1. First meeting with customer-face to face is best.
 - a. Tools needed
 - i. Guide Book or measurement sheets (found on tools page)
 - ii. Follow up record sheet
 - iii. Cleanse, spark, catalyst and shakes
 - b. Sign them up for the automatic email follow up campaign. Very top link on the follow up page.
 - c. Steps for first meeting
 - i. Explain to them that you will go over the first 10 days of the program (cleanse phase). Do not try to explain the MNS phase as it will be too much for them. Tell them that this is 24 days and just the start of their journey. Tell them most people that get the best results stay on products for 90 days or more.
 - ii. Plant the seed that the first goal is energy, which leads to moving more and eating better which adds up to weight or inches lost. If they are a daily scale watcher they will go crazy as this can fluctuate with what they eat and drink.
 - iii. High energy + appetite under control + clothes sizes moving = success
 - iv. Take weight (write on page 2 of guide book or on measurement sheet)
 - v. Take measurements
 - vi. Take a before picture or have them take one at home
 - vii. Go over the questions on the follow up record sheet to give you an idea of what they need to work on
 - viii. Use nutrition guide book to explain the cleanse phase
 - ix. Pull out one fiber pack, one herbal cleanse pack and one probiotic pack along with the cleanse insert
 - x. Turn to page 7-10 of guide book or give them the Days 1-10 directions to go over it.
 - xi. Go over Days 1-3 either on page 7 or 8 or you can use the Directions sheet if you have printed it out.
 1. Right after waking up take 3 catalyst and mix fiber drink in 8 ounces of water. Do not let it sit but drink it right away as it thickens.
 2. If it’s not necessary to say its necessary not say it. Do not tell them that the fiber pack is nasty because some people really like it. Do not plant negative seeds.
 3. Explain eating lean and green and choosing between the different food options provided
 4. If they are not eating breakfast start them out on meal replacements right away
 5. Before bed they will take the contents of packet labeled herbal cleanse
 - xii. Go over Days 4-7. Turn to page 9(or use the directions sheet) and explain that they will not use the fiber for days 4-7 but replace that with the packet labeled Probiotic Restore.

- xiii. Go over Day 8-10. Turn to page 10 (or use the directions sheet) and explain adding the fiber pack back in on days 8-10
 - d. This would be the time to go over the importance of getting a starting point with weight, measurements and a good before picture. It has been proven to be a huge tool to the program and encourage them to either do it then (if you have a scale and tape measure). Go over the picture on page 5 and just explain how motivating it has been for so many people.
 - e. Set up a time that is best for you to follow up with them within the next 2 days
 - f. Ask what day they are going to start. You may want to let them know that you are asking this because we have a great email program that will send you updates to the directions as you go. The day before they are set to begin, you go to www.ChallengeFollowup.com and #1 has a link to enter into the 24 Day Challenge email sequence.
 - g. Last thing to tell them is that they are going to get great results and as people begin to ask what they are doing you would appreciate the referral or you can help them get their friends/family started.
2. Day 2-3 follow up phone call (3-4 minutes)
 - a. Call them and ask if they have a couple of minutes for you to follow up and see how the cleanse is going.
 - b. Ask them to tell you what they are doing on a typical day (listen for correct timing with products and make sure they are eating every few hours)
 - c. Use the follow up guide sheet from the tools page to work through any issues
 - d. If things are going good then set up your next call/meeting for day 8-10 (before the cleanse is over)
 - e. Take notes on the follow up record
 3. Day 8-10 meeting or call. This is best in person as some people like to see they have lost weight and inches in such a short amount of time and also builds more time into building a relationship with that person.
 - a. Review progress, answer questions and overcome any obstacles by following the guide or using your sponsor
 - i. As a rule if you are new and there are any issues get them on the phone with your sponsor so they can talk them through
 - ii. Celebrate any success-energy, weight loss or clothes fitting looser
 1. Who do you know who would want to get results like this?
 2. Have you had people asking what you are doing?
 - b. Have them pull out the guide book (page 12 and 13) or the Max Phase sheet (Directions for days 11-24)
 - i. Explain the MNS system and how/when to take the products
 - ii. Encourage them that this is when they are going to start feeling an incredible amount of energy
 - iii. Set up your next follow up call for day 12-14
 - c. Take notes on the follow up record
 4. Day 12-14 call
 - a. Ask them if it is a good time to talk. Find out how they are feeling and if clothes are fitting looser, etc.
 - b. Ask them to explain how they have been taking the products (mainly the Metabolic Nutrition System)
 - c. Encourage them to continue on their current path and set up the final weigh in meeting on day 24
 5. Day 18-20
 - a. Call and ask them how things are going and remind them of the final meeting on Day 24
 6. Day 24 meeting
 - a. Tools needed: Guide book and order form
 - b. Take final measurements exactly like you took the initial measurements
 - c. Weigh and write down results
 - d. Calculate results and celebrate!

- i. Talk about what's next
- ii. Everyone loves spark so start there. Then move onto the importance of staying on the MNS for their core nutrition. None of us get 7-11 fruits and vegetables per day and this just fills in the gaps making sure you get everything you need.
- iii. As you said in the beginning the people that get the best success stay on products for 90 days or more. Pull out the order form and talk about their options:
 1. Continue to buy products at retail from you (most expensive)
 2. Sign up as a WHOLESALE customer
 - a. Point to the \$79 investment which is like a Sam's club membership. They get \$50 worth of Spark and Slam which they are already using and a 20% discount on products
 3. Tell them they can get a 20-40% discount and ask what makes the most sense for them?
 4. Briefly explain the different discount levels or get them on the phone with your sponsor.
 5. An 8 week maintenance program for \$500 order (25% off) looks like this:
 - a. 4 MNS
 - b. 2 Tubs Spark
 - c. 2 Catalyst
 - d. 4 Meal Shakes
- iv. If they decide to sign up. Ideally have them do it right there on the computer along with their initial order. Second best option is for them to fill out the order form with all of their info and the product combination they start with. You then sign them up under your account.
 1. Teach them how to log into their site and how to order products.