

Business Introduction Script



Hi **NAME**, this is **YOUR NAME** from Online Business Systems. We had an appointment set up to discuss the details of our work from home business. Are you still available for the next 20 minutes?

Before we get started, I want to make sure that you reviewed everything in the information package; the DVD, audio CD, and the booklet? **(If they did not, reschedule the call.)** Great! I need you to grab a pen and paper to take good notes. Let me know when you're ready. **(Make sure they are prepared to take notes before moving on.)**

IF COACH IS ASSISTING – INTRODUCE THEM HERE:

NAME, as you saw in the DVD and heard on the CD; we work as a team and we have Coaches that help us to build our business. So not only will you be working with me, but you'll be working with my Coach **(COACH'S NAME)** who is joining us for the call today. **NAME**, this is **(COACH'S NAME)**; **(COACH'S NAME)**, this is **NAME**.

NAME, the purpose of this call is for me to find out more about you, what you're looking for, and to help you determine if the business is a good match. This is important because I will be your personal coach! I'll be teaching you everything step-by-step and will be working with you to show you how to operate your business from home or wherever you have access to the internet.

So **NAME**, I'm going to ask you a few quick questions and then I will explain more about our business and what we do. If everything sounds like a good fit, at the end of the call we're going to go ahead and get you started today, OK? ...Great!

1. Let me start by asking you if there is a reason why you're looking to work from home or if there is something that appeals to you about owning your own business?

Note: This question will often reveal some information that you can use as you ask the questions below...

2. **NAME**, have you owned a business before?

(If yes) Great! What kind of business did you own?

(If no) Not a problem! Like I mentioned, we provide full training and I'll be working with you one-on-one.

3. What kind of work are you doing right now?

4. Is there anyone that will be joining you in the business that is part of your decision-making process in getting started? **(Wait for response)** If so, are they available to join us right now?

5. **NAME**, with the schedule you have now, roughly how many hours each week could you work your business?

6. Have you thought about how much monthly income you are looking to earn from your business in the first few months? How about a year or two from now?

7. One last question...there are three qualities we look for in people we work with:

First: People who are serious about making some changes in their life;

Second: People who are teachable and are willing to follow a proven step-by-step plan;

Third: People who have a CAN-DO attitude and are willing to work.

NAME, do you feel you have these qualities and can achieve your goals? Great!

Well **NAME**, I have a pretty good understanding of what you're looking for and I believe you will find our business to be a great fit!

Since we are going to be working together, I'd like to share a little about my background and what's happened in my business...

YOUR TESTIMONIAL: FIRST MONTH IN BUSINESS

Note: Your income testimony is a very important aspect of your business. Please be sure to review your income testimony with your coach to make sure it is "packaged" properly and accurately. Also review the document entitled Accurate Representation of the Herbalife Products and Method, which is located in the SCRIPTS Sections of the Training Site for the Do's and Don'ts of product testimonies and claims.

I was looking for a business because... **SHARE YOUR 'WHY'**. I got the information package and went through the 2-step process just like you're doing right now. After getting all the business details, I made the decision to get started right away! My coach immediately plugged me into the Internet system and right from the start, I found that everything was step-by-step. They helped to complete my training, build a business plan that was right for me and now, we work closely together so that I can reach my goals.

Since we'll be working with my coach, I wanted to let you know that...**Insert TAB Team member's testimonial here!**

YOUR TESTIMONIAL: TWO MONTHS OR MORE IN BUSINESS

I was looking for a business because... **SHARE YOUR 'WHY'**. I got the information package and went through the 2-step process just like you're doing right now. So after getting all the business details, I made the decision to get started right away! My coach immediately plugged me into the internet system and right from the start, I found that everything was step-by-step. They helped to complete my training, build a business plan that was right for me and now, we work closely together so that I can reach my goals. Just by following my business plan and using the system, I earned over \$XXXX in my first month, and now I'm consistently earning over \$XXXX every month. I really love what I do!

NAME, now that we've gotten to know each other a little bit, what we're going to do is cover some facts about our industry, our company and our turnkey internet program that we call **Online Business Systems**. So that we don't miss any important details, we've created an audio that both of us are going to listen to over the phone. **NAME**, are you in a quiet place where you don't have any distractions around and where you can take good notes? (**Wait for them to get into a quiet place if they are not**). Great! The audio is going to be about 10 minutes and when it's done, we can talk about how to get you started. OK? Perfect, hang on just a moment while I connect us with the presentation...Are you ready?

'3-WAY CALL' TO ONE OF THE CALLS BELOW (BE SURE YOU ARE MUTED DURING THE RECORDING)

MALE (USA): 530-531-1023

FEMALE (USA): 925-800-1029

MALE (CDN): 530-531-1027

FEMALE (CDN): 530-531-1029

AFTER 3-WAY AUDIO - BE SURE TO HIT YOUR FLASH BUTTON TO DISCONNECT THEM FROM THE AUDIO! (if not using PB)

Hi **NAME**, are you still there? Great!

Now that we've gone through all the business details, your next step is to go ahead and get started! Personally, I went with the Option #2 package because I wanted to build a business on the internet using a proven system that works, instead of starting from scratch. It was definitely a great decision!

After this call, I'll arrange to have the business package shipped directly to you - it should arrive within 72 hours. When everything arrives, we will have your first training call so that we can open everything up and go through it together. We should have your initial training completed in the first few days so that you are up and running by this time next week!

So **NAME**, let's go ahead and get you started!

Do you want to use the same credit card and shipping information for your **Option #2 Business Package** today?

(VERIFY CREDIT CARD INFORMATION OR GET NEW CREDIT CARD INFO)

NAME, now let's get your next two training calls booked. Can you get your calendar? Let me know when you have it in front of you... **(Wait until they confirm they have it.)**

So **NAME**, for your first training call, we just need about 15 minutes. Let's schedule that for the same day we expect your package to arrive...I have **(TIME – in THEIR time zone)** OR **(TIME)** available for that day – which one works better for you?

For your second training call, we need to schedule it for the day after your package arrives. We will need about an hour for this training call. I have **(TIME – in THEIR time zone)** OR **(TIME)** available for that day – which one works better for you?

Perfect – I have you scheduled in for **(REPEAT APPOINTMENT TIMES)**. I'm also going to send you an e-mail to remind you which will include all my contact information – sometimes that e-mail filters to a junk mail folder, so make sure that you're watching for it. Just in case, here is the best number for you to reach me at: **(YOUR PHONE NUMBER)**.

While you're waiting for your package to arrive, let's get you started on your business set up and introductory training immediately! Write this down...log into myobsoffice.com. When you get there, click on the big blue 'Join Now' button and fill out the information to finish your registration. Make sure that when you register, you use the **SAME E-MAIL** that you did when you ordered the information package. You will also be asked for your 'Personal Coach's Herbalife ID#' – my ID is: **(YOUR OBS USERNAME)**. Were you able to write all that down?

Once your registration is finished, log in to your new online system and click the 'Turbo Steps' button and complete the steps in the 'Introduction' training. These need to be done before our next appointment on **(DATE/TIME)**, ok? Excellent! I'll let you go so that you can get started right now. Congratulations...and welcome to the team!

(GET OFF THE PHONE)

Q&A: BUSINESS INTRODUCTION CALL

Below are some common questions that are asked during the Business Introduction call. Use the scripted answers below to provide your business prospect with an accurate, simple answer.

HOW/WHAT?

Q: Exactly, how does the business operate?

Let me ask you **NAME**, how did you learn about Online Business Systems? (wait for answer...)

Great! You followed that marketing to our website because you were interested in a business, you ordered the decision package and here we are talking today. Very simply, Online Business Systems provides all the marketing tools and methods, customer management and tracking, as well as, really great training! It truly is a fantastic system.

Does that answer your question? Are you ready to get started?

Q: What will I be doing? I'm still not sure how it works.

What's really great about the system is that everything is step-by-step. As your coach, I will guide you through the training, which will teach you how to market your business. I'll also be there to answer questions and help you right from day one. You see, there's no point in reinventing the wheel – this system works, everything is there for you, we just have to teach you to use it!

Does that answer your question? Are you ready to get started?

Q: How do I get customers?

Once we have you set up, you will have your own website that people can order the products from. And just to clarify what the audio explained, you're definitely not going door-to-door or making cold calls. As we complete your training, I'm going to show you how market your business using the tools and resources that OBS has developed, so that your business can generate interest.

Does that answer your question? Are you ready to get started?

Q: What exactly is Online Business Systems?

OBS is a marketing system that has been specifically designed to build a Herbalife business. It has all the tools and resources that we need to build our business through websites. Does that answer your question? Are you ready to get started?

Q: I don't like to talk on the phone. Do I have to talk to people on the phone?

One of the great things about this business is that we're not cold-calling people, or calling people that aren't interested.

We get the opportunity to talk with people like you ____, people that have expressed a serious interest. Just as we're doing right now, the time we spend on the phone is to get to know people and to answer any questions they have. We're not here trying to sell anything, we're just here to present the information by talking to people who are serious about the business or the products. If they're interested in starting, then we work together and take that next step. We're always available by telephone and email to answer questions. Because of that, there will be some phone work but only with people who want to hear from us.

Does that answer your question? Are you ready to get started?

Q: Are you are going to teach me how to do this?

Yes, I'm going to be your personal business coach and I'll work with you to set up and grow your business. Together, we'll be speaking with retail clients and people that are interested in starting a home based business. I'll be teaching and training you along the way so that you can earn as you learn!

Does that answer your question? Are you ready to get started?

MONEY/INVESTMENT?

Q: Will I need to invest any more money?

The cost of the business package includes everything you need to get your business set-up and running. We'll develop a specific business plan for you based on your time commitment and your personal goals and we'll work with you to set up different parts of your business depending upon what you want to do.

Does that make sense? Are you ready to get started?

Q: How do I get paid/make money?

Two ways! The first is way is by retailing products to our customers and receiving compensation from sales – this is the foundation of what we do. The second way is by teaching and coaching other people how to do what you do which is compensated by Herbalife. During your initial training, we explain everything in greater detail.

Does that help to answer your question? Are you ready to get started?

Q: Do I have to pay for my own advertising?

Yes. What you have to remember is that we're no different than any other business – if we don't advertise, people don't know where to find us. There are lots of ways to advertise in this business, and it all depends on what you'd like to do. Some methods of advertising will cost you nothing, while others have a cost associated with them.

As your coach, we're going to work together to develop a business plan that works for YOU. This business plan will be based on your time commitment, your budget and your goals. Once we agree on the methods that work best for you, we'll show you how to do them. So, don't worry – anyone in any situation can succeed with OBS – if they put the time, effort and hard work in! That's what I'm here for – to help you through each step.

Does that help to answer your question? Are you ready to get started?

PYRAMID/MLM?

Q: Is this a pyramid?

No. Pyramid schemes are illegal. Our business is government regulated in all the countries we conduct business in – including the US and Canada. There are two big differences between a pyramid scheme and a multilevel marketing company. Firstly, a pyramid scheme doesn't have a consumable product...like televisions for example; once you buy one, you're not going to sell one to that person the next month. In our business, we have consumable products, most of which are available in one month supplies. So once your customer runs out, they'll be ordering again. Secondly, in a pyramid scheme, the person on the bottom can never make more than the person on the top. In our business, if you work harder and smarter than others, you're going to make more money than them, plain and simple.

Does that answer your question? Are you ready to get started?

Q: Is this Multi-Level Marketing?

Yes it is. This is a huge advantage because it means that we all have an interest in seeing each other do well! As you will see through your training, an MLM plan is beneficial because not only does it reward us for our own efforts, but it also rewards us for the efforts of our entire team – simply by teaching others how to do exactly what we do. However, if you're not interested in coaching, that's not a problem! The foundation of our business is retailing the products.

As far as Online Business Systems is concerned, they are not a Multi-level Marketing company – OBS is simply the marketing system we use to help build our businesses.

Does that answer your question? Are you ready to get started?

SKEPTICISM/UNCERTAINTY?

Q: I'm skeptical, can you tell me more?

Well I know how you feel – I also had some reservations when I first started with OBS. Here's what I found...Herbalife has been in business since 1980 with a high quality product developed by some of the top doctors and scientists in the world. Both Herbalife and OBS are members in good standing with the Better Business Bureau. Really, everything is laid out for you so that you don't have to start from scratch...I just have to teach you how to use it! We all have the same training, same tools and resources and the same products; really the only variable is you. Like anything worth pursuing, it's going to take time and effort and you have to follow the system. But if you treat it like a business, you'll be rewarded for the effort you put in!

Does that answer your question? Are you ready to get started?

PRODUCTS?

Q: How do you market the product?

Once we have you set up, you will have your own website that people can order the products from. Now, we're no different than any other business, if we don't advertise that website, people won't find us. And just to clarify what the audio explained, you're definitely not going door-to-door or making cold calls. As we complete your training, I'm going to show you how market your website using the tools and resources that OBS has developed, so that you generate interest to the right people and they come to you.

Does that answer your question? Are you ready to get started?

Q: Do I need to stock inventory?

No not at all. Some people choose to keep a small amount of product on hand for local customers but you're certainly not required to. Herbalife will ship the products directly to your customers for you.

Does that answer your question? Are you ready to get started?

Q: Is there a minimum monthly purchase?

No not at all. There is no minimum order or a monthly purchase required.

Does that make sense? Are you ready to get started?

Q: Are the Products Safe?

Absolutely! They wouldn't allow us to sell a product unless it was 100% safe for everyone. Does this make sense? Here are some facts that I'm sure you will find reassuring:

All of Herbalife's products meet and FAR exceed the FDA's requirements.

They are pharmaceutical grade - which is the highest ingredient quality in the world – and are a natural blend of fruit, vegetable and herbal extracts. Simply, they help to provide the body with the nutrition that most people's regular diets are lacking.

The products have been developed by Herbalife's Medical Advisory Board, which is made up of more than 30 doctors and scientists who are all highly educated in health and nutrition - including Nobel Prize winning scientist, Dr. Louis Ignarro. These are some of the top doctors in the world and they are working within Herbalife.

There are many scientific clinical studies proving the effectiveness of our products – the results of these studies are posted on Herbalife's website.

So, as you can see, not only are they safe but they're essential for good health!

Does that answer your question? Are you ready to get started?

TIME/EFFORT?

Q: How much of my time will this take?

This is entirely up to you – one of the great things about our system is that you and I are going to work together to build a business plan that is best suited for your schedule. Some people start with a small commitment, for example 5 hours per week, and some people are able to start with full time hours. So you see, it's really your choice. The amount of time and effort you put in to your business will determine how quickly it builds.

Does this make sense? Are you ready to get started?

TOO MANY PEOPLE?

Q: How many people are doing this? Are they in my area?

There are many Herbalife distributors around the world – and that’s part of the great thing about our business. Herbalife operates in over 70 countries and what that means for us, is that we can build our business worldwide. We have a huge untapped market– in fact, only 10% of the North American population has heard of Herbalife or have tried Herbalife products.

Having existing distributors in your area is no problem – remember that you’re going to be using OBS to build your business. We’re going to teach you to use various methods of marketing that’ll reach far beyond your local area. It’s VERY unlikely that you’d ever step on anyone’s toes or vice versa. In fact, having other distributors in your area could be a good thing – many distributors work together to do some local marketing!

Does that make sense? Are you ready to get started?

REFUNDS/GUARANTEES

Q: Can I get my money back if I decide I don’t want to do this?

Yes. However, it does require a lot of time and resources to get you plugged into our system so if you’re not sure that this is what you want to do, I ask that you hold off until you’re sure. That said, if for some reason you find that you’re not able to move forward after receiving your business package, then you can get your money back, less the shipping, within 30 days.

Does that make sense? Are you ready to get started?

One of my prospects mentioned the “Insider’s Training Guide” – what’s that?

INSIDER’S TRAINING GUIDE

Q: What’s the Insider’s Training Guide?

The Insider’s Training Guide was created by Dr. Laura after interviewing some of the most successful OBS members.

It’s provided as an option for some prospects to purchase in addition to the Decision Package, and it is fulfilled automatically.

Leads that purchased the Insider’s Training Guide are going to be some of your BEST prospects. They were serious enough to spend extra money upfront and the Insider’s Guide reinforces everything positive about the OBS opportunity, straight from Dr. Laura!

In other words, make sure to put this prospect at the top of your list.

Q: Is there anything special I need to know about how to work leads that bought the Insider's Training Guide?

The only special thing to keep in mind is that this is a HOT prospect – if they bought the guide in addition to the Decision Package they're going to be excited and ready to go!

Q: Where can I see an example of the Insider's Training Guide?

All OBS members receive complimentary free access to the guide, you can view a copy of it here:

<http://www.theonlinebusiness.com/bo/recruiting/insiderguide>

Q: How do I handle questions about the Insider's Training Guide?

If your prospect is having a problem finding the Insider's Training Guide please ask them to check their email, or log in to <http://www.MyOBSPack.com> with their email address. If they've purchased the guide, it will show up there automatically.