

--SPREAD THIS TO YOUR ENTIRE TEAM--

Script on handing out samples (4 parts-Questions, Statement, Close, Follow up):

A. 4 Questions to ask

1. Do you drink coffee or tea at least occasionally?
2. How do you drink your coffee? (black, cream, & sugar, mocha, etc.)
3. What brand do you like the best? (Starbucks®, Tim Horton's®, Maxwell House®, Folgers®, etc.)
4. When was the last time (***name of company***) sent you a check for drinking their coffee?

B. Statement To Make:

Show them the "sample/sachet" and say: "***This is the coffee that pays you!***"

C. Close:

Before handing them a sample say:

I'll give you a sample, but understand this sample is not free as it costs me money, so I just want to follow up after you drink the coffee and get 2 pieces of information from you:

How you liked the taste?

How it makes you feel?

* If they will not commit to giving you their opinion of how they liked the taste and how it made them feel, do not give them a sample. Put the value on the sample. It's Gold!

D. Follow Up:

1. Within 24 hours call them up and make sure you ask the question above:
How did you like the taste?
How did it make you feel?
2. If they liked the taste and how it made them feel say to them:

***"I can get more for you.....Would you like to get it at Retail or Wholesale?"
(Don't speak until they answer this question)***

**They will probably ask you the difference in price. Tell them
(ex: The Gourmet Black sells for \$30 per box plus shipping/handling
Retail. It sells for \$15 plus shipping/handling Wholesale).**

- If they answer they'd like to buy it at Retail either schedule a time to drop off some boxes to them or send them to your website and have them click the "Shop/Enroll" button and order from there.
- If they answer they'd like to buy it at Wholesale, Sign them up.

Tip: Don't talk about the business with them unless they ask.
When they start having others ask for the products from them,
then share with them the business side.



KEEP IT SIMPLE.