

--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.