



## NPS Sales Scripts

### At point of first contact (phone or in person)...

**After having a conversation discussing their goals, fears, etc. to find out what their reason “why” is...**

*“We provide you with everything you need to be successful... the workouts, the guidance, the motivation, the accountability... and individually-customized Registered Dietitian-designed and approved meal plans.*

*This is not a one-size-fits-all cookie-cutter meal plan, a recipe book, or list of ‘approved’ and ‘unapproved’ foods like everyone else provides, but your meal plan is designed specifically for you, and only you...*

- Your age,
- Your weight,
- Your height,
- Your health history,
- Your goals,
- What you do for a living,
- Foods you like...

*Because let’s face it, if we tell you to eat foods you don’t like, you’re not going to do it, are you?”*

**(Wait for them to acknowledge the last point. They ALWAYS will!)**

*“Well, we’re smart enough to realize that, and we prefer to set you up for success instead of setting you up for failure.*

*Make sense?*

*We also realize that nutrition is 60%-80% of your success, and you can **NEVER** out-exercise bad nutrition.*

*So, if we don’t provide you with the most important part of the equation, and make sure it is designed specifically for you, we are setting you up to fail, which is not what we’re in business to do.*

*So, like I said, we’re going to provide you with **everything** you need to succeed, serve it to you on a silver platter, and if you simply follow the instructions your results are 100% guaranteed.*

*Fair enough?”*

**Continue to the price...**





*"For everything I just mentioned..."*

- *The workouts,*
- *The guidance,*
- *The motivation,*
- *The accountability,*
- *The meal plan designed specifically for you*

*We ask you to invest only \$\_\_\_\_\_.*

*That's one heck of a deal and it's why our challenges/program fills up so quickly."*

**IF you are using the trip vouchers as an incentive for your challenges, etc...**

*"OH! I almost forgot! And when you lose the 20 or more pounds in the 6 weeks by simply following the instructions, I'm going to send you on a trip for two to Las Vegas!"*

*"How does that sound? I can't believe almost forgot that!"*

**Close – Set the appointment...**

*"Now, we only take people on a first-come, first serve basis because that's really the only fair way to do it. And as you can imagine, when we run these challenges/programs they tend to fill up quickly. So, if you're ready to get started, let's go ahead and schedule a time for you to come in and reserve your spot.*

*I'm sure by then you will have more questions for me, and I'll be happy to take as long as necessary to answer all of them and make sure you are 100% satisfied with your decision."*



## **Down selling to Pro Diets (this is for when someone does not move forward with a FEO/program for any reason whatsoever)...**

### **First we align with them (you understand their problem) ...**

*“Sandy, I totally understand your dilemma. Money is tight for a lot of us. And with Christmas coming up, we have to take care of our family first. I absolutely respect that.*

*I’ve recently been in a very similar situation, and know what it’s like.*

*But I also know that you are serious about (your health, weight loss, etc.) or you wouldn’t be (on the phone with me, sitting in front of me) right now.”*

### **Then we provide the solution...**

*“I think I have a solution that works for you.*

*Let’s schedule a time to get together... Let me show you 5-6 exercises to do on your own at home. Now keep in mind that these exercises won’t give you the greatest bang for your buck, because the very best exercises do require coaching. But this will get you going in the right direction, will get you results, and won’t require a major investment from you at this time.*

*Also, as we talked about earlier, nutrition is 60%-80% of the equation for your success. So, let me also put you on the same individually-customized meal plan that our most successful clients are on.*

*I’m more than happy to do that for you since I know this is important to you, and I’ll only charge you \$19.95 for doing it.*

*That sound fair to you?”*

### **Next, you MUST get their credit card information after they agree to this...**

*“Great! Then what time works best for you? I have openings tomorrow at \_\_\_\_\_.*

*This is awesome! I’m really excited to help you! Now all I need is for you to provide me with credit card information to hold your spot.”*

### **If they hesitate to provide credit card information...**

*“I do this because my one-on-one training service costs \$75 per hour, but I’m only charging you \$19.95 for the time. That’s alright with me because from talking with you today, I like you and really want to help you.*

*But I do need to make sure we have a firm appointment so I can manage my time as effectively as possible. Time is the one asset we have that we can never get back once it’s gone, so I’m sure you can understand why it’s important to me to only work with folks that respect my time.”*



## **Down selling to Pro Diets when a member provides their cancellation notice (this is typically a person who is anticipating an uncomfortable conversation) ...**

### **After listening to their reason for offering their cancellation notice...**

*“Sandy, I’m really sorry to hear this. You’ve become an important part of our family, and I’m going to personally miss you.*

*But I totally understand your dilemma. Money is tight for a lot of us. And with Christmas coming up, we have to take care of our family first. I absolutely respect that.*

*But I also know that you are serious about (your health, weight loss, etc.) because I’ve watched how hard you’ve worked in here at every session, and I know (how much it has meant to you/how much weight you’ve lost, etc.).*

*I’d really hate for you to go backwards after how hard you’ve worked to get where you’re at today.”*

### **Then we provide the solution...**

*“I have an idea that works for you.*

*Before your 30 days are up, let’s schedule a time to get together... Let me show you 5-6 exercises to do on your own at home. Now keep in mind that these exercises won’t give you the same bang for your buck as you are currently, because the very best exercises do require coaching. But this will keep you going in the right direction, will get you results, and won’t require a major financial or time investment from you.*

*Also, as you are fully aware of by now, nutrition has been 60%-80% of the equation for your success. So, let’s keep you on the same meal plan you’re already on to ensure you keep everything intact.*

*I’m more than happy to do that for you since I know this is important to you, and I’ll only charge you \$19.95 for doing it.*

*That sound fair to you?”*