



Building your Outer Nutrition Business



Training Outline

- Section 1: Getting Started
- Section 2: Preparing For Your Outer Nutrition Spa Party
- Section 3: Conducting Your Outer Nutrition Spa Party
- Section 4: Following Up





Building Your Outer Nutrition Business

Section 1: Getting Started



Section 1

- The Herbalife Unique Advantage
- What You Will Learn
- Outer Nutrition
- Outer Nutrition Philosophy
- Outer Nutrition Products
- Overview Of Tools And How To Use Them



The Herbalife Unique Advantage

The Personal Care industry has millions of different products, brands, ingredient stories, celebrity endorsements and various product claims and expectations.

How can one possibly navigate their way through Department Stores in hopes of finding products that are right for them? It's a daunting task filled with confusion and frustration.



The Herbalife Unique Advantage

So what is Herbalife's Unique Advantage? YOU!

By the time you have finished this training, you will have the unique advantage of being an Outer Nutrition product expert. And, you will be able to open doors that until now have been closed. Your customers won't have to spend countless hours scrutinizing product labels trying to decide what products are right for them.

They won't have to research ingredient lists to determine what those ingredients actually do. They won't have to wonder what the best ways to use the products are. They won't have to do any of this because they have YOU! A living, breathing testimonial to how wonderful Herbalife Outer Nutrition products are.



The Herbalife Unique Advantage

Your advantage is that you have the ability to stand before your customer and showcase the products using your expertise. You can share all of the relevant product information and talk about your experiences with the products through your own personal testimonial.

So **USE** Outer Nutrition products to experience their benefits, **WEAR** your Herbalife button and clothing to promote the brand, and **TALK** to people about your passion for Herbalife and the Outer Nutrition product line.



What You Will Learn

This training has been designed to help you build your Herbalife Outer Nutrition business.

This training will provide you with information on products, best practices, and tips for using tools, resources and your strong business manner to grow your Outer Nutrition business.

As a result of this training, you will have the knowledge, skills and self- confidence needed to retail, sponsor and train with Herbalife Outer Nutrition products.



What You Will Learn

You will also learn the various options you can utilize to build your Outer Nutrition business. The aim is to allow customers to experience Herbalife in a comfortable, intimate setting where they can try products before they buy them.

Our Outer Nutrition products are not only healthy for your skin, they will allow your customers to see and feel a difference.

By sharing each product's unique ingredients, luxurious textures and delicious scents, your customers will no longer look at daily Outer Nutrition as a "Have to Do" but a "Want to Do."



What You Will Learn

In this training you will:

- Learn about tools developed to assist in approaching a new customer, setting up a spa party, handling objections and achieving sales.
- Learn how to professionally demonstrate the Outer Nutrition products for your customers in a manner that is fun and friendly.
- Learn how to reach out to potential customers, build your confidence by engaging your circle of influence, obtain new referrals and most importantly, build your Outer Nutrition business.

Remember, great success comes from trial and error. This presentation will provide you with the necessary elements to build your confidence and your sales while allowing for your own unique personal touches.

Outer Nutrition

Herbalife Outer Nutrition is the umbrella term used to describe the wide variety of skin and hair care products we offer.

Why Outer Nutrition ? Outer Nutrition brings your Herbalife business full circle connecting what you put into your body to what you put on your body.

Having a healthy diet affects how your skin looks and feels.

Nutrients your body needs should be met primarily through consuming foods.

In certain cases, dietary supplements may be useful in providing one or more nutrients that otherwise might be consumed in less than recommended amounts.

Skin nutrition, through topical application of antioxidant vitamins help fend off free radical damage.

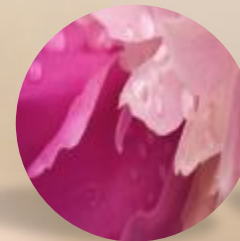
Build upon good nutrition in your diet and a healthy, active lifestyle by adopting Outer Nutrition products for your appearance!

Outer Nutrition products are founded in principles of Nature, Nutrition and Science to deliver healthy-looking, beautiful skin!

Outer Nutrition Philosophy

Herbalife's unique blend of ingredients, derived from Nature, Nutrition and Science, are combined together to deliver solution driven Outer Nutrition products that offer clinically tested results, as well as a luxuriously pampering experience.

Botanical extracts optimize touch, scent and texture to provide a memorable and pleasurable experience every day. Clinically tested, lush textures and nature inspired scents add up to the High Tech/High Touch Herbalife advantage.



Outer Nutrition Products

Herbalife Outer Nutrition products cleanse, tone, treat, target, moisturize, and purify skin. Whether skin is normal to dry, normal to oily, dull and uneven, or has fine lines and wrinkles, customers can find products that fit their specific needs.

Our product line includes the following:

- Cleanser
- Toner
- Moisturizer
- Night Treatment
- Serum
- Eye Products
- Exfoliating Scrub
- Mask



TIP: Use the Skin Wellness Evaluation to help customers find products specifically for their Outer Nutrition needs.

Overview Of Tools And How To Use Them

The following tools have been developed to help you promote your Outer Nutrition business and educate customers on the best products for their Outer Nutrition needs.

These tools include:

- Product Brochure
- Product Posters
- Skin Wellness Evaluation
- Skin Demonstration Card
- Customer Loyalty Card
- Invitation/Referral Card

Let's review these tool and discuss how to use them.



Overview Of Tools And How To Use Them

Product Brochure

Your product brochure is a great tool to use when learning about Outer Nutrition products. Brochures will provide the most up-to-date information on products, their ingredients, their benefits, and all the approved claims you may use in marketing the products. Brochures are also a great resource to use during your demonstration. When speaking about a product, point to where it sits in the brochure. Once you finish your demonstration, hand out brochures so customers can select their favorite products for purchase.



Overview Of Tools And How To Use Them

Outer Nutrition Product Posters

Placing Outer Nutrition posters in highly visible areas will create awareness of the product line prompting customers to ask questions about the products.



Overview Of Tools And How To Use Them

Skin Wellness Evaluation

The Skin Wellness Evaluation helps customers determine skin needs and build connections between those needs and Herbalife Outer Nutrition products. Walking through this worksheet at the beginning of your demonstration will ensure you are customizing your product selection and demonstration technique to fit the needs of your customer.



Overview Of Tools And How To Use Them

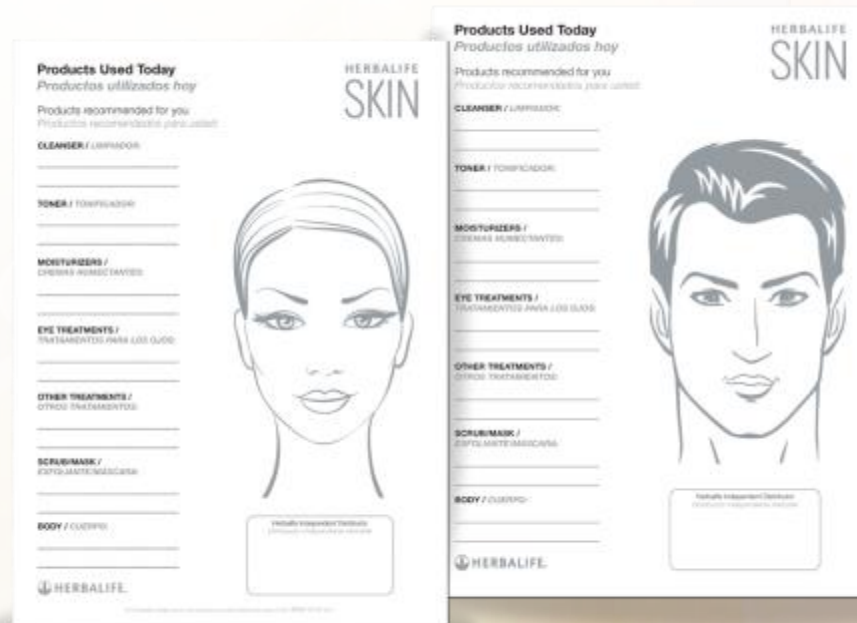
Show customers how to select the correct products for their skin type. This will be very easy because the product portfolio has been designed for All Skin Types with the exception of the Cleansers, which are for normal to dry and normal to oily skin.

Normal to Dry Skin	Normal to Oily Skin
<ul style="list-style-type: none">• Noticeable dry skin that lacks moisture• Dry flakey patches• Fine lines are more noticeable• Pores are not visible• Usually free from blemishes and breakouts	<ul style="list-style-type: none">• Excess oil in the T-zone area (Forehead, nose, chin and cheeks)• Skin looks shiny• Visible pores• May have blemishes or breakouts

Understanding your customers' routine and product usage may also have an effect on closing the sale. By understanding their beauty routine, you are able to recommend products that fit their specific needs without overwhelming them with too much too soon.

Skin Demonstration Card

The Skin Demonstration Card is a great tool to use during your demonstration. As your customers try products, write the name and a brief description of each product used on the card.



The image shows two identical Skin Demonstration Cards, one for women and one for men. Each card features a line drawing of a woman's face and a man's face, respectively. The cards are titled "HERBALIFE SKIN" and include sections for "Products Used Today" and "Products recommended for you".

Products Used Today
Productos utilizados hoy

Products recommended for you
Productos recomendados para usted

CLEANSER / LIMPIADOR

TONER / TONIFICADOR

MOISTURIZERS / CREMAS HIDRATANTES

EYE TREATMENTS / TRATAMIENTOS PARA LOS OJOS

OTHER TREATMENTS / OTROS TRATAMIENTOS

SCRUB/MASK / EXFOLIANTE/ENMASCARADO

BODY / CUERPO

HERBALIFE

Products Used Today
Productos utilizados hoy

Products recommended for you
Productos recomendados para usted

CLEANSER / LIMPIADOR

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EYE TREATMENTS / TRATAMIENTOS PARA LOS OJOS

OTHER TREATMENTS / OTROS TRATAMIENTOS

SCRUB/MASK / EXFOLIANTE/ENMASCARADO

BODY / CUERPO

HERBALIFE

As you begin closing the sale, go over each product written on the card and make purchase recommendations. At the end of the demonstration, make sure your contact information is listed on the card and hand it to customers as they leave. Customers will find it easy to refer to this card when reordering product.

Customer Loyalty Card

The Customer Loyalty Card is a great way to track and reward customers for visiting your Nutrition Club. Each time your customer visits your Nutrition Club, they receive a mark recording their visit. On the 5th visit, your customer is rewarded with a free shake. On their 9th visit, your customer is rewarded with a free Outer Nutrition Spa Party.



Customer Loyalty Card

Be sure to build excitement around earning a free Outer Nutrition Spa Party after the 9th visit. Let the customer know that they have the option of receiving a one-on-one demonstration or inviting a few friends for a Spa Party.

If you do not have a Nutrition Club, use the Customer Loyalty Card to reward customers for meaningful engagements. Meaningful engagements are determined by you, and can include anything from purchasing products to using the health coach services you offer.



Customer Invitation/Referral Card

Use the Customer Invitation/Referral Card to introduce customers, and their friends, to the Herbalife Outer Nutrition product line with an exclusive demonstration. When engaging customers, talk to them about the Outer Nutrition product line and invite them to receive a free demonstration with the Invitation/Referral Card.



Customer Invitation/Referral Card

When handing out Invitation/Referral Cards, be sure to have your contact information on the card so your customer can follow up and schedule their demonstration. Let him/her know that you offer both one-on-one demonstrations and Spa Parties. When the customer shows up for their demonstration, have them fill out their contact information on the card, then collect the card.

This will ensure you and the customer stay in contact after the demonstration. Before the customer leaves, give them a few Invitation/Referral Cards to share with friends.





Building Your Outer Nutrition Business

Section 2: Preparing For Your Outer Nutrition Spa Party



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Section 2

- Setting Goals
- Your Professional Image
- What Is An Outer Nutrition Spa Party
- Ways To Promote
- Inviting Customers To A Spa Party
- Scheduling An Outer Nutrition Spa Party
- Your Outer Nutrition Spa Party Party Checklist
- Setting Up the Room
- Now You're Ready To Go



Setting Goals

Before you can build your Outer Nutrition business it's important to have a full understanding of what you are hoping to accomplish. Are you hoping to attract new customers? Or, are you starting a new business altogether?



Setting Goals

Whatever it is you are hoping to accomplish, you need to start at the beginning and ask yourself a few simple questions:

- What are my personal goals?
- How do I plan on incorporating Outer Nutrition products into my existing business?
- What are my perceived obstacles?
- What are my biggest fears?
- How many volume points would I like my Outer Nutrition business to generate each month?
- How many volume points per month would I like my organization to achieve?
- How much time am I willing to commit?
- What are my strengths when it comes to my Outer Nutrition business?



Setting Goals

It may sound like a lot of questions but each one is important to think about as your answers will be the beginning of your personal road map to success. And, your answers may change over time as your business starts to grow.

Use the following worksheet as an additional resource for mapping out your Outer Nutrition business goals.

HERBALIFE SKIN

SKIN WELLNESS EVALUATION

Name: _____ Coach: _____ Date: _____
Phone: _____ Email: _____

Facial SKIN CARE

1. What type of skin do you have?
Dry _____ Oily _____ Normal _____
2. Do you wash your face every morning? Yes No
3. Do you wash your face every night? Yes No
4. Do you currently use a daily facial skin care regimen? Yes No
5. If yes, check the following products you use:
Cleanser _____ Toner _____
Eye Moisturizer _____ Eye Products _____ Scrub _____ Mask _____
Night Moisturizer _____ Serum _____ SPF Protection _____
6. Do you have fine lines and wrinkles? Yes No
7. Do you have breakouts or blemishes? Yes No
8. Have you experienced loss of skin firmness? Yes No
9. Do you have uneven or dull skin tone? Yes No
10. Do you have white heads or black heads? Yes No
11. Do you have visible pores? Yes No

Body SKIN CARE

1. Do you currently use a daily body skin care regimen? Yes No
2. If yes, check the following products you use:
Star Soap _____ Body Wash _____ Body Lotion _____ Shaving Cream/Gel _____
3. Is the skin on your body dry in any areas? Yes No
4. Do you ever experience skin irritation (rashes, sun burn)? Yes No
5. Are you concerned with discolored skin anywhere on your body? Yes No

HAIR CARE

1. Do you currently use a daily hair care regimen? Yes No
2. If yes, check the following products: Shampoo _____ Conditioner _____ Other _____
3. Is your hair color treated? Yes No
4. Is your hair dry and prone to breakage? Yes No

Let's Get Started and Design Your Own Personalized Program Today!

HERBALIFE.

HERBALIFE SKIN

Setting Your Personal Goals

My Goals for my Herblife Outer Nutrition business are _____

My current Outer Nutrition sales generate _____ amount of revenue per month

I would like my Outer Nutrition sales to generate _____ per month in revenue

My goals are to increase the percentage of my Outer Nutrition business sales to _____
within 3 Months _____% within 1 Year _____%

PERSONAL GOALS

My personal goals for growing my Outer Nutrition business are:

1. _____ Date to achieve it by: _____
2. _____ Date to achieve it by: _____
3. _____ Date to achieve it by: _____
4. _____ Date to achieve it by: _____
5. _____ Date to achieve it by: _____

My strengths to achieve my goals are _____

My weaknesses I need to develop into strengths are _____

HERBALIFE.

Setting Your Personal Goals

My goals for my Herbalife Outer Nutrition business are:

My current Outer Nutrition sales generate _____ amount of revenue per month

I would like my Outer Nutrition sales to generate _____ per month in revenue

My goals are to increase the percentage of my Outer Nutrition business sales to

_____ %

Within 3 Months

_____ %

Within 1 Year

HERBALIFE SKIN

SKIN WELLNESS EVALUATION

Name: _____ Sex: _____ Date: _____
Address: _____ Phone: _____

HAIR CARE

1. What type of hair do you have?
a. Straight _____ b. Wavy _____ c. Curly _____
2. Do you wash your hair every morning? Yes No
3. Do you wash your hair every night? Yes No
4. Do you normally use a shampoo for hair care regimen? Yes No
5. If you check the following products you use?
_____ Shampoo _____ Hair Products _____ Mask
_____ Hair Moisturizer _____ Serum _____ SPF Protection

6. Do you have hair loss and/or thinning? Yes No
7. Do you have dandruff or itchy scalp? Yes No
8. Have you experienced any of your hair loss? Yes No
9. Do you have excessive hair loss? Yes No
10. Do you have brittle hair or split ends? Yes No
11. Do you have receding hair? Yes No

BODY SKIN CARE

1. Do you currently use a body lotion or skin cream? Yes No
2. If you check the following products you use:
_____ Body Cream _____ Body Wash _____ Body Lotion _____ Shower Cream/Gel

3. Is the skin on your body dry in any areas? Yes No
4. Do you use exfoliation (scrubs or loofah sponges, soap bars)? Yes No
5. Are you satisfied with the type of skin you have on your body? Yes No

HAIR CARE

1. Do you currently use a body hair care regimen? Yes No
2. If you check the following products:
_____ Shampoo _____ Conditioner _____ Other
Do you have any hair loss? Yes No
3. Do you have any hair care knowledge? Yes No

Let's Get Started and Design Your Own Personalized Program Today!

HERBALIFE

HERBALIFE SKIN

Setting Your Personal Goals

My goal for my Herbalife Skin business is _____
My current Skin business sales generate _____ amount of revenue per month
I would like my Skin business sales to generate _____ per month in revenue
My goal is to increase the percentage of my Skin business sales to _____
_____ % Within 3 Months
_____ % Within 1 Year

PERSONAL GOALS

My personal goals for growing my Skin business are:

1. _____ Before/After Time: _____
2. _____ Before/After Time: _____
3. _____ Before/After Time: _____
4. _____ Before/After Time: _____
5. _____ Before/After Time: _____

My strengths to achieve my goals are: _____
My weaknesses I need to develop into strengths are: _____

HERBALIFE

Setting Your Personal Goals

PERSONAL GOALS:

My personal goals for growing my Outer Nutrition business are.

- | | |
|-----------|--------------------|
| 1. _____ | Date to achieve it |
| by: _____ | |
| 2. _____ | Date to achieve it |
| by: _____ | |
| 3. _____ | Date to achieve it |
| by: _____ | |
| 4. _____ | Date to achieve it |
| by: _____ | |
| 5. _____ | Date to achieve it |
| by: _____ | |

My strengths to achieve my goals are _____

My weaknesses I need to develop into strengths are _____

Your Professional Image

Your first impression sets the tone for your meeting, and the success of your demonstration depends on your appearance. Since you never know whom you might meet or where you might meet them, it's important to look your best at all times.

Remember you are not only representing yourself, you are representing Herbalife. And, you never get a second chance to make a first impression.



Your Professional Image

A professional appearance means:

Wearing the right clothes

You can never go wrong with a nice suit or dress but a more business casual approach is also acceptable. Just make sure your overall look is appropriate for your customers. Nothing too baggy, nothing too tight and nothing too revealing. Pay attention to your shoes as well. Flip-flops and running shoes may not be appropriate. Comfortable and presentable always works. And if you have branded clothing, that's even better. What better way to represent your products and the company then to be branded professionally.



Clean hair and a suitable hairstyle

Outer Nutrition products fall into the “beauty” category so you need to look the part. You are the brand! And, your hair should never be a distraction.

Your Professional Image

A professional appearance means:

Making sure your hands and nails are well taken care of

Be sure to keep your nails neatly manicured and at an appropriate length. If your nails are polished make sure there are no chips. Choose a natural or nude color so you don't risk distracting the customer from the products or your presentation.



Smelling Fresh!

This is plain old common sense. Don't wear too much perfume or cologne. You don't want to overpower your customers. Be sure to wear deodorant and keep some breath mints on hand.



What Is An Outer Nutrition Spa Party?

An Outer Nutrition Spa Party is an opportunity for you to teach customers how to use products properly to achieve amazing results. The goal is to create a fun, casual environment that allows the customer to get to know you, learn about products, enjoy the product benefits, purchase products and provide referrals.



What Is An Outer Nutrition Spa Party?

An Herbalife Outer Nutrition Spa Party gives you the opportunity to do the following:

- Teach your customers about good skin care practices
- Explain the benefits of each product
- Demonstrate how to effectively apply each product, step by step, for maximum results
- Recognize customer needs
- Build relationships with your customers
- Gain referrals for future demonstrations
- Talk about Herbalife's Inner and Outer Nutrition products
- Discuss the Herbalife Business Opportunity



Ways to Promote

You can either conduct a One-On-One Demonstration or have an Outer Nutrition Spa Party with a group of customers.



One-on-One
Demonstration



Outer Nutrition
Spa Parties

Let's review each option

One-on-One Demonstration

Conducting a one-on-one demonstration is a great way to introduce someone to Herbalife Outer Nutrition products.

The intimate, casual environment allows your customer to receive uninterrupted education on the products and helps them feel comfortable asking questions and receiving your focused feedback.

During your one-on-one evaluation, it is beneficial to use the Skin Wellness Evaluation.



One-on-One Demonstration

Inviting customers to experience a one-on-one demonstration is simple:

- Invite your “Circle of Influence” for a demonstration. These are your friends and family and they are there to help you practice and gain confidence.
- Offer to have a demonstration with those in your Circle of Influence to experiment with different techniques and get constructive feedback. This is a great way to get sales while helping those you care about most look and feel their best.



One-on-One Demonstration

- Use the Invitation/Referral Card to tell people about your party. They are professional looking and will definitely peak one's interest. Give cards to your friends, acquaintances and current Nutrition customers.



One-on-One Demonstration

- Make sure you are using the Outer Nutrition products yourself and have a good understanding of what each product does. There is nothing better than a living testimonial. Be sure to share your experiences and what you like most about each product. This will be your personal pitch!
- Have your Outer Nutrition Product Brochure and Product Catalog on hand to refer to for information. This can be your “cheat sheet” as you gain more experience.



Outer Nutrition Spa Parties

Outer Nutrition Product Parties can be a blast. Instead of doing a one-one-one demonstration you can do the same thing but with a larger group of participants.

You can invite guests to your home, office or club and conduct the Party by yourself or, you can find someone to Host a party for you.



Outer Nutrition Spa Parties

Finding Hosts and Hostesses can be the perfect way to get you in front of NEW people.

Reach out to your Circle of Influence and your existing customers

To see if they would like to Host an Outer Nutrition Spa Party for you. Have them invite their friends and family to join in the fun experience.

Be sure to talk to all of your current customers about hosting an Outer Nutrition Spa Party

Including those customers who aren't currently purchasing Outer Nutrition products from you.

Send invitations to your current customers, friends, etc.

Inviting them to attend your exclusive Outer Nutrition Spa Party.

Tip: Make sure each invitation includes 2 people so your customers can bring someone with them.

Outer Nutrition Spa Parties

To ensure a personalized customer experience, be sure to use the **Skin Wellness Evaluation tool** at the beginning of each demonstration.

As you are evaluating customer skin care needs and looking for opportunities to introduce them to the entire Outer Nutrition product line, it may also be beneficial to ask the following questions specific to facial skin care, body skin care and hair care.

Gathering answers to these questions will help you build connections between customer skin care needs and Herbalife Outer Nutrition products.



Facial Skin Care

Questions		Answers	
1	What type of skin do you have?	___Dry___Oily___Normal	
2	Do you wash your face every morning?	Yes	No
3	Do you wash your face every night?	Yes	No
4	Do you currently use a daily facial skin care regimen?	Yes	No
5	If yes, check the following products you use?	___Cleanser___Toner___Day Moisturizer ___Eye Products___Scrub___Mask ___Night Moisturizer___Serum ___SPF Protection	
6	Do you have fine lines and wrinkles?	Yes	No
7	Do you have breakouts or blemishes?	Yes	No
8	Have you experienced loss of skin firmness?	Yes	No
9	Do you have uneven or dull skin tone?	Yes	No
10	Do you have white heads or black heads?	Yes	No
11	Do you have visible pores?	Yes	No

Body Skin Care

Questions		Answers	
1	Do you currently use a daily body skin care regimen?	Yes	No
2	If yes, check the following products you use:	<input type="checkbox"/> Bar Soap	<input type="checkbox"/> Body Wash <input type="checkbox"/> Body Lotion <input type="checkbox"/> Shaving Cream/Gel
3	Is the skin on your body dry in any areas?	Yes	No
4	Do you ever experience skin irritation (razor burn, sun burn)?	Yes	No

Hair Care

Questions		Answers	
1	Do you currently use a daily hair care regimen?	Yes	No
2	If yes, check the following products you use:	<input type="checkbox"/> Shampoo	<input type="checkbox"/> Conditioner
		<input type="checkbox"/> Other	
3	Is your hair color treated?	Yes	No
4	Is your hair dry and prone to breakage?	Yes	No

Inviting Customers To A Spa Party:

Your Invite/Referral Card is the best tool for inviting customers to a free one-on-one demonstration, finding hosts and hostesses, and inviting customers to join your Outer Nutrition Spa Party. Keep your eyes and ears open for people who express interest in beauty and Outer Nutrition. If you hear someone bring up the subject, give them an Invite/Referral Card and talk to them about our Outer Nutrition product line.

You are welcome to use your own scripting when inviting customers to an Outer Nutrition Spa Party, but if you are looking for some suggestions, feel free to use the following:



Inviting Customers To A Spa Party:

“Hi, this is _____. I just got back from an incredible training and I am so excited that I had to call you. The company that I do wellness coaching for has an amazing line of Outer Nutrition products. I know you love to look your best so I thought of you right away! I would love to share the products with you and give you a personal demonstration where you can try the entire line for FREE and tell me what you think. I think it will be a lot of fun for both of us. I have an opening tomorrow at ___ and ___; which time works better for you? Great. (Set up location details). If you would like to invite a couple of friends that would be great as we are going to have a lot of fun! Thanks, see you tomorrow at ___!



Inviting Customers To A Spa Party:

Hi, this is _____. I have been having so much fun doing Outer Nutrition Spa Parties using our incredible Outer Nutrition products that I thought of you right away. I would love to have you host a party where I can introduce you and any of your friends and family to these fantastic products. It will be so much fun and I will take care of everything. I will supply the products and everything else we will need for the party. It's such a fun and casual way to try out some new products and look and feel better as a result. We can set something up for next week if that works. How does that sound?



Inviting Customers To A Spa Party:

“Remind your friends that our party will start at _____. I will be at your place 30 minutes beforehand so I can prepare everything.”

I can't thank you enough _____ for being a Host. This is going to be so much fun. See you soon. Goodbye.”



Inviting Customers To A Spa Party:

Make sure everyone understands this Party is free of charge. They will have a lot of fun and they will learn a lot of new things. No one will have to purchase anything – only if they are truly satisfied with the result.

Do not try to sell products over the phone prior to the party. This isn't fair to you, your customer or the products. It will be much more impactful to showcase the products in person at the party.

Allow your customers to experience the products first hand and then decide if they like them or not. We know they will love Herbalife Outer Nutrition products, but it's better if they discover this for themselves.

Be enthusiastic. It's contagious and you will spark a natural curiosity in your customers. If you are enthusiastic your customers will be too.



Tip: Reach out to your current customers first! You already have a relationship with them and they will be happy to try the products and provide you with feedback. You will also be more comfortable with people you already know, so this will make for great practice.

Scheduling An Outer Nutrition Spa Party

It is wise to create a presentation schedule to help manage your Spa Party appointments. Be sure to document the customer name, whether it is a one-on-one demonstration or Spa Party, date and time of the event, location of the event and the customer contact information.

Be sure to keep track of your presentation schedule. You should know exactly how many meetings you have in a week, and you should always have a back-up plan ready to go in case you have a cancellation. Of course, the more demonstrations you do the more customers you will get. So schedule as many demos or parties as possible. This experience will help build your confidence and will bring you success much sooner. Make the commitment to you and your business and party, party, party.



Your Outer Nutrition Spa Party Checklist

Being prepared for your Outer Nutrition Spa Party is the best way to ensure you have a seamless demonstration. Use the following checklist to ensure you have everything prepared and ready to go.



- Outer Nutrition products for demonstration and display (plus tools)
- Cotton puffs or pads
- Hair/Head bands
- Mirrors
- Wash cloths and/or disposable clothes or disposable facial wipes
- Towels
- Individual bowls of water
- Camera or mobile device with a camera
- Centerpiece/decorations
 - Placemats
 - Coordinating towels
 - Flowers
 - Healthy snacks
 - Pitcher of water with fruit slices

Your Outer Nutrition Spa Party Checklist

- Glasses for beverages
- Ingredients to prepare beverages
- Water pitchers containing fruit slices or cucumber slices
- Skin Wellness Evaluation
- Order forms
- Product Catalog
- Outer Nutrition Brochure
- Invite/Referral Cards
- Loyalty Cards
- Pen/Pencils
- Calculator
- Receipt book
- Business cards
- Gift for host



Your Outer Nutrition Spa Party Checklist

Tips

- Stick with a simple white washcloth and towel so you can bleach and keep them white.
- Centerpieces and decorations are optional but can really create a fun, beautiful atmosphere to set the tone and define the look and feel of the brand.
- Herbalife® Wild Berry Instant Beverage Mix and sparkling water served in a champagne flute with berry or Raspberry Tea and Soda Water with berries are great ways to serve beverages.
- Be sure to write the names of your customers on the blank Skin Wellness Evaluation. As you walk around and assist your customers, this will help you recall names more easily for a truly personal service.



Your Outer Nutrition Spa Party Checklist

Be sure all products are clean and presentable. Make sure you have enough for everyone to use. Keep track of how many people you are sampling so you know when you are running out of product. Remember, each product contains a 30- day supply.



Setting Up The Room

The key to success is to create an inviting, spa like experience with great attention to detail. The following ideas have been implemented with proven success:

Relaxing
music
playing upon
arrival

Soft
lighting



Herbalife
“cocktails”
offered upon
arrival

Beautiful,
coordinated tables
with table cloths,
towels, flowers,
candles, potpourri,
healthy snacks.

Setting Up The Room

The key to success is to create an inviting, spa like experience with great attention to detail. The following ideas have been implemented with proven success:

Herbalife® Wild Berry Instant Beverage Mix and sparkling water served in a champagne flute with berry for added glamour

Beverage station with water pitchers containing sliced oranges or cucumbers



Raspberry Tea and Soda Water with berries

A special gift for your host

Beautiful product display

Setting Up The Room

When setting up the room for your party, be sure to:

- Arrange chairs around a table where you will be doing the demonstration
- Make sure you have a chair for all invited guests
- Put up your Outer Nutrition Product Posters in high visible areas in the room

Set up each individual area with the following:

- Place Mat
- Mirror
- Bowl of water
- Head Band
- Cotton Puffs/Pads
- Wash Cloth
- Hand Towel
- Skin Wellness Evaluation
- Pens/Pencils



Setting Up The Room

Have at least one full set of products to be used during the demonstration on the table. If you are having a larger party you may want to have additional sets on hand. Arrange the products so your customers can see them and pick them up if they want. Have another set of brand new products in their cartons on display. There is no need to have individual products for each customer to try. All of the Outer Nutrition products are available in airless pumps and tubes, which make them easy to demo.

Remember, you are trying to create a unique experience in a relaxing spa inspired environment. If you can, pick up some fresh flowers and light scented candles. Play music that is fun yet relaxing.



Setting Up The Room

If you can offer some healthy snacks and beverages do so. A simple glass pitcher of water with sliced lemons and limes can be refreshing and will look amazing on your table.

Have fun with your displays. Light scented candles (if it's safe to do so), play relaxing music; set Nutritional products out on a table for your customers to see.

If you are having your party at a host's home, plan to arrive 30 minutes beforehand so that you will have ample time to set up.

Once you get your table and display looking perfect –
Take a Picture!

The next time you prepare for a party it will go very quickly. If you second-guess yourself, look at the picture as a reminder.

This is a guaranteed way for you to consistently re-create your own unique atmosphere time and time again

Now You're Ready To Go

You are now ready for the big event. Let's look at your final checklist.

- I know exactly how many customers I will be meeting with today.
- I am dressed professionally.
- My table is set up with all of the necessary product and demonstration tools.
- I have extra product on hand for sale.
- I have everything I need to take product orders today.
- I have my beverages prepared to greet my customers with.
- If you are having a Spa Party, arrive at the host's house 30 minutes prior to the event to set up the room.





Building Your Outer Nutrition Business

Section 3: Conducting Your Outer Nutrition Spa Party



Section 3

- Outer Nutrition Spa Party Objectives
- The Art Of Presenting
- Your Outer Nutrition Spa Party Agenda
- Handling Objections
- Asking For Referrals
- Getting The Sale
- Other Things To Keep In Mind
- Product Tips For Customers



Outer Nutrition Spa Party Objectives

In addition to connecting customers to Outer Nutrition products and their benefits, your Outer Nutrition Spa Party also provides the opportunity to make the sale, sponsor customers interested in the business opportunity, gather referrals and book other appointments. The following are some suggested approaches for starting these discussions:



Outer Nutrition Spa Party Objectives

Sales

Listen to your customers' needs. Get them talking by asking questions such as:

- “What products are you currently using?”
- “What is your number one, can't live without, Outer Nutrition product?”

The most important thing is to assume that they are going to buy your products and they usually will. Stay positive and if someone doesn't immediately buy a product, ask for a referral instead, book another appointment, or ask if they are interested in hosting their own Outer Nutrition Spa Party with you.



Outer Nutrition Spa Party Objectives

Sponsoring

There are two very easy ways of to do this:

- “You have such a great personality and you look amazing, have you ever thought of helping people look and feel better? No? Well you should. I think you would be really great at it.”
- “Do you know of anyone who would like to work part-time and earn extra money doing what I am doing?””



Outer Nutrition Spa Party Objectives

Referrals

Ask for a referral

- “Do you know anyone who might be interested in having beautiful skin and hair?”
- “Do you know anyone who would be interested in getting fit, gaining energy, and feeling great?”



Asking for
Referrals

Outer Nutrition Spa Party Objectives

Book Another Spa Party

Always ask customers attending your Outer Nutrition Spa Party if they would be interested in hosting or attending your next party. This could be for a shake party, weight loss challenge, or to attend an Herbalife Opportunity Meeting. The more parties you book, the more people you become exposed to, sell to, receive referrals from, and sponsor into the business. From this, your Herbalife Outer Nutrition sales will flourish.



Booking Future
Demos

The Art Of Presenting

Customers are attending your Spa Party because they want to learn more about Herbalife products, but what they really want is for you to **present** the products. You are there to introduce each product and show why your customers need it. Some key points to keep in mind:

- When you present the products hold them in your hand so everyone can see them.
- Smile! You will put your customers at ease and set a positive and friendly tone.
- Tilt your head slightly to the side and nod in agreement as you speak.
- Encourage participation. Ask questions throughout your presentation.
- Look your customers in the eye.
- Demonstrate some of the products on the back of your own hand and comment on how amazing they feel and smell.

It's also helpful to read through your product catalog/product brochure several times and memorize as much as you can beforehand.



Your Outer Nutrition Spa Party Agenda:

It is best to follow an agenda when conducting your Outer Nutrition Spa Party.

Following an agenda will ensure you stay on time and cover all topics.

Here is a suggested detailed agenda to use for your demonstrations.



Your Outer Nutrition Spa Party Agenda:

1. Meeting Introduction

Introduce yourself and try to say everyone's name - This puts your customers at ease while helping others remember names as well.

Talk briefly about the history of Herbalife and what we have to offer - This establishes credibility of our core products. Then Introduce the Outer Nutrition products.

Remember, Outer Nutrition parties are all about your customers, not you. So keep your introduction brief and focus on taking care of your customers.



Your Outer Nutrition Spa Party Agenda:

2. Importance of Outer Nutrition

Start by talking about the many factors that lead to skin aging such as pollution, unprotected sun exposure, bad habits (e.g., smoking, drinking) and poor diet.

Stress the importance of sun protection measures that compliment the use of our products (e.g., wearing hats, long sleeves, avoiding sun during hottest time of the days, wearing sunscreen products labeled "Broad spectrum with SPF 15 or higher").

Find out what improvements they would like to see. Stress the importance of regular, daily skin care.



Your Outer Nutrition Spa Party Agenda:

3. Determine the right product mix

Help your customers fill out their Skin Wellness Evaluation and determine the appropriate product mix for them. This personalizes the experience right from the start!

Asking, **“how do you currently care for your skin?”** is a simple question that will help you know just how much time and money your customer is spending to take care of their skin. It will also give you some insights into the current condition of their skin.



Your Outer Nutrition Spa Party Agenda:

If your customers tells you:

- They use bar soap on their face
 - This could be causing their skin to be dry and irritated. A quick switch to a facial cleanser will provide great improvement to their skin.
- They have never tried an exfoliating scrub
 - This will be a great experience for them. One in which they will see a difference immediately in their skin.
- They never use facial masks
 - They might feel something unusual when the mask is applied like a tightening or tingling. Their skin may appear red after rinsing off the mask. This will all go away, but the information is critical for you to have so you can professionally explain.
- They don't use any Outer Nutrition products
 - Their skin may react to the products initially but with continued use the skin will actually look and feel better.

Your Outer Nutrition Spa Party Agenda:

Don't be afraid to ask questions and discuss everything and anything that you feel is important. Asking questions can help you find out your customers needs.

TIP: Most people know if their skin is dry or oily. If the skin is oily you will see excess oil in the T-Zone area. This is the area of the face with the most sweat glands and includes the forehead, cheeks, chin and nose. Pores will be more visible on someone with oily skin and they are more prone to blemishes and breakouts. For dry skin, fine lines are much more noticeable and you can actually see dry flakey patches on the skin. You won't notice oil build up in the T-Zone area.

Don't be afraid
to ask questions



Your Outer Nutrition Spa Party Agenda:

4. Demonstrate products

During the Spa Party your job is to guide customers through the process of applying products, not to apply products for the customers. Having your customers apply the product themselves helps them build confidence using the products on their own and ensures you are available to help anyone with specific questions.

When conducting the demonstration, be sure to have your customers apply products in the following order:

- Cleanser
- Exfoliating Scrub
- Mask
- Toner
- Serum
- Moisturizer
- Night Cream
- Eye Products





Let's walk through a demonstration of each product:

Cleanser

You can demonstrate the use of the cleanser on the back of your hand.

Select the appropriate cleanser based on skin type. Invite the customers to use the product. Talk about the unique ingredients in each of the cleanser types.

Mention the delicious fresh scents and point out how important regular cleansing is in an Outer Nutrition program.

HERBALIFE SKIN-FACIAL CLEANSERS



HERBAL ALOE- HAIR



HERBAL BODY CLEANSERS



Exfoliating Scrub

With damp hands and skin, have your customers gently massage the scrub into their skin in a circular motion. Advise them to avoid the eye area. Rinse clean.



Mask

Once your customers have applied their mask, relax and briefly share the story of your success and talk about the business opportunity. During this conversation educate them on Herbalife Inner Nutrition products, which focus on fitness and nutrition.

Keep things upbeat and fun! Take pictures of your customers wearing the brightly colored mask to send to them in a thank you note.



Toner

Next, show how to apply toner to the face. It's best to spray the toner onto a white cotton puff and then apply to the face. This way they will see the residue.



Serum

Encourage your customers to try the Serum. Have them pay extra special attention to expression lines. Speak to the uniqueness of serums and how they compare to moisturizing creams.



Moisturizer

Ask participants to apply moisturizer using the 5-dot method (a dab of product on your forehead, nose, both cheeks and chin) and gently massage into the face and throat.

As they are doing this describe the ingredients and talk about how refreshed and soft their skin is going to feel.

Remind everyone of the importance of SPF during the daytime, and remind them that a basic Outer Nutrition regimen only takes a few minutes each day.*

You will need to choose one moisturizer for the demonstration. The Daily Glow is a perfect choice.

HERBAL BODY-MOISTURIZERS



HERBALIFE SKIN-MOISTURIZERS



*To complement your daily routine and provide UVA/UVB protection from ordinary exposure to the sun, use Skin Activator® Day Lotion SPF 15. Also, look for Herbalife SKIN SPF 30 coming soon!

Night Cream

Instead of actually applying the Night Cream, you can just speak about it, or have them apply a little dab on the back of one hand.

This will showcase the moisturizing properties of the Night Cream. They will be able to compare both hands and see an amazing benefit for themselves.



Eye Care

To really see and feel the difference between the two products, eye products are best demonstrated on the back of the hand. On one hand apply a dab of Eye Gel and next to it apply a dab of Eye Cream.

Allow your customers to see the differences between the two product textures and how they affect the skin. If anyone wishes, let them try the products around the eye area. Either have them choose one product or apply both around different eyes.



Your Outer Nutrition Spa Party Agenda:

5. Make a Fuss

Once you have completed the demonstration, encourage your customers to look at their skin in the mirror and feel how soft and silky they feel. Make them feel special by recognizing how amazing their skin looks.



Your Outer Nutrition Spa Party Agenda:

6. One-on-One Consultation

With the help of your Host or Hostess, clear the tables of any remaining items and leave only your product brochures, catalogs, products and pens. Announce that you will be happy to consult with your customers individually if they prefer. You decide with whom you will speak with first.

This works better than asking who wants to go first – you maintain the momentum of your presentation. Be aware of your customer's schedules and if someone needs to leave a bit early, spend one-on-one time with them first. While you are doing your consultation, encourage the other customers to look at the products and brochures while they are waiting.

One-on-One
Consultation



Your Outer Nutrition Spa Party Agenda:

6. One-on-One Consultation

Ask your customer if they have any questions. They may have special concerns for which you can offer other products, including Nutritional/Weight Loss products. Review the Skin Wellness Evaluation to make sure the products you recommend are appropriate.

Remember, it is your job to walk around and personally assist where needed to keep the flow going.



You

Customer

Your Outer Nutrition Spa Party Agenda:

6. One-on-One Consultation

Tip: If you recognize someone who is particularly excited about the products, consult with them first. If you can get one person to rave about the products and make a purchase, others will follow.

Tip: Don't wait for the last customer. They will catch up to the rest of the group. Maintain an upbeat pace and keep everyone focused on trying the next product in the regimen.

Tip: The products sell themselves! The unique textures and scents make them a true pleasure to use. Focus on these sensory attributes as you demonstrate.



Keep An Eye On The Time!

You are the one who will need to keep the party on schedule. It's better to finish on time than to try and cover every point about the products.

Outer Nutrition Spa Parties typically take 40-45 minutes, but will vary based on number of customers.

Introduction: 5 minutes

Outer Nutrition Spa Party: 30 minutes

Individual Closing: 5 to 10 minutes per person

If you are conducting the facial part at your Host's home always arrive at least 30 minutes early to set up.



Handling Objections

Objections are inevitable and can be for many different reasons. Don't take it personally just be prepared.

Here are some typical objections and ways you can overcome them.



Customer

You

Handling Objections

"I feel great right now but what if after a few days of using the products I am not thoroughly satisfied?"



Customer

You

Handling Objections

“That’s not a problem. There is a 30 day money-back guarantee, so you can exchange the products or get a refund.”



Customer

You

Handling Objections

"The products seem a bit expensive."



Customer

You

Handling Objections

“They might seem that way at first as Herbalife Outer Nutrition products are of the finest quality. Similar products from other major companies can cost 30 percent more.”



Customer

You

Handling Objections

I'll have to think about it."



Customer

You

Handling Objections

“Tell me what you will be thinking over. Is it the price? The product’s effectiveness? If there is something I didn’t convey please let me know. I want to make sure everyone receives great product knowledge during Outer Nutrition Spa Party and your input would be very helpful to me personally. If you have any questions, I would love to take a moment now and answer them for you.”



Customer

You

Asking For Referrals

It's important to always ask your customer's for REFERRALS. If your customers are impressed by your demonstration, they will likely provide referrals – even if they don't buy the products themselves!

With these referrals you can set up more demonstrations and begin to build your customer base.

Ask for referrals before you try to close the sale.



Asking for Referrals

Asking For Referrals

You can ask:

- “Do you know anyone who would like to receive a free facial?”
- “Do you know anyone who might be interested in hosting their own Herbalife Outer Nutrition Spa Party?”

Be sure to give them an Invitation/Referral Card so they can give them to friends and family.

Have them provide you with their contact information and follow up within 48 hours



Asking for Referrals

Getting The Sale

When you demonstrate a product, keep it simple and let your customers ask questions. If your customers are having a fun time they will be more likely to buy product from you.

Asking the right open-ended questions will get your customers thinking about the benefits of purchasing the products.

Start by asking:

- Doesn't your skin feel great?
- Doesn't your skin feel incredibly clean and soft?
- Wouldn't you love your skin to feel this amazing every day?



Getting The Sale

After you ask the question:

- Say nothing and wait for them to answer
- Write the answer down on the Skin Wellness Evaluation
- Agree on delivery and payment details
- Book another appointment to discuss Inner Nutrition

Remember:

Your goal is to have everyone purchase product - If you can get one person to purchase, others will follow.

If you don't have product on hand, explain to your customer's how quickly they will receive them if they order today.



Getting the Sale

Getting The Sale

Get all of your customer's details and payment information. If no one wants to purchase products at the Spa Party, hand out your business card and ensure they've got your details just in case they change their mind.

Tip: It's always best to have products available for sale during the demonstration if you can.

Tip: You don't need to push the entire Outer Nutrition product line on a new customer. In fact this can be a sure fire way to lose a sale. Getting them started on just a few products will help you build your business. As they start to see results they will come back for more.



Getting the Sale

Other Things To Keep In Mind

Give your Host or Hostess special attention

This is important! You will want to show everyone how much you appreciate your host for taking the time to host your Outer Nutrition Spa Party. Seat him or her close to you and include them in the presentation as often as possible. Be sure to give them an extra special thank you and present them with a small gift. Do this in front of the others; this will encourage other customers to host their own Outer Nutrition Spa Party with you.

TIP: You can also offer your Host/Hostess a discount on any products that they may wish to order.



Give your Host or Hostess
special attention

Other Things To Keep In Mind

A Positive Approach yields a Positive Response

Constantly solicit feedback in a way that generates favorable customer response. Ask questions such as:

“Feel how smooth it is on your skin?”

“Do you notice how it moisturizes instantly?”

“It smells amazing, doesn’t it?”

Your customers’ positive impressions of the products are reinforced when you and others have good things to say about the experience and the results. You create a pleasant atmosphere that naturally leads to your customer’s wanting to purchase products.

Tip: When asking for feedback, choose questions that always make it easy to answer with a YES!



Product Tips for Customers

As you walk your customers through the demonstration, share these beauty tips to ensure your customers experience the full benefits of the Outer Nutrition products. Customers will appreciate these simple, candid takeaways.

- Always wash your hands before you wash your face.
- Avoid using bar soap to wash your face. Bar soap tends to contain harsher ingredients and deodorizers that could leave the skin feeling dry and irritated.
- When you use toner, you can spray directly onto your skin or for maximum results, spray a cotton puff and gently swipe across your skin. You will be surprised by what you see.
- When applying moisturizers use the 5- dot method for proper application. Just a dab of product on your forehead, nose, both cheeks and chin. Then blend upwards and outwards.



Product Tips for Customers

- When applying eye products, do so with your ring finger only. It's the weakest finger on the hand and won't damage the delicate skin. Remember to pat the product around your eyes never rub.
- For quicker and better results, always apply serum under your Day and Night creams, never on top.
- If you have sensitive skin, don't exfoliate and mask on the same day. Exfoliate first and then a day or two later apply mask.
- Don't sleep in the mask. Rinse promptly after 10 minutes for maximum results.
- Follow the directions on your products for best results.





Building Your Outer Nutrition Business

Section 4: Following Up

Section 4

- After The Event
- Service Beyond The Sale
- Useful Tips To Keep In Mind
- Some Final Thoughts



After The Event

Following up is the best way to build a relationship with your customers. It also gives you the opportunity to cross sell other Outer Nutrition products as well as Inner Nutrition products.

- Send a card, email or text message to all invited customers, thanking them for attending.
- Enclose a photo from the event, preferably a picture of the customer with the mask on.
- Send an extra special Thank you to your Host if you had one.
- Inform everyone that you will be having another Outer Nutrition Spa Party in the future and ask for referrals to invite to the next party.
- Ask if they would like to Host a demonstration at their home.



Service Beyond The Sale

Customer service does not mean that you just try to get as many first time sales as possible. It means that you dedicate time to your customers. If you invest in your customers, they will invest in you. The goal is to have a repeat customer – a customer for life!



Service Beyond The Sale

Stay in contact:

- Call your customers to see if they are satisfied with their product results
- Invite them to any promotional events you may be having
- Inform them of any new products Herbalife may have launched
- Tell them to check out **HerbalifeSKIN.com** and **Discovergoodbeauty.com** for information on products, beauty and Outer Nutrition tips
- Regularly ask if they need to re-order products or if they wish to try some new ones.



Periodically Check In With Your Customers:



- Find out if they have started using the products
- Answer any questions they may have
- To ensure they are using the products properly, ask them to tell you specifically how they are using the products.



Periodically Check In With Your Customers:



- Ask how they are enjoying their products –

The products deliver results in 7 days so it's the perfect time to follow up.



Periodically Check In With Your Customers:



- Check in to see if they are getting good results
Make sure they are having a positive experience and experiencing results.



Periodically Check In With Your Customers:



- Follow up to remind them it's time to re-order product
- Ask if they would like to purchase any additional products

Note: Keep a record of the purchases so you know what to recommend.



Useful Tips To Keep In Mind

- Smile! The more fun your customers have, the more they will want to purchase product, give you referrals and Host an Outer Nutrition Spa Party for you.
- Encourage participation – Let customers touch and smell the products.
- Use warm and friendly body language. No crossed arms!
- Be confident! Love the products and their quality. If you believe in the products, your customers will too.
- “Assume the sale.” Talk about the products as if your customers have already purchased them.



Useful Tips To Keep In Mind

- If customers stray from your presentation, remind them that they will have a chance to ask more detailed questions at the end.
- Always refrain from touching a customer's face. If you need to demonstrate something, demonstrate on your face or the back of your hand.
- **USE** Outer Nutrition products to experience their benefits, **WEAR** your Herbalife button and clothing to promote the brand, and **TALK** to people about your passion for Herbalife and the Outer Nutrition product line.
- Know your products!



Some Final Thoughts

With a little preparation your presentation will be a fun experience, one that you will look forward to doing over and over again. And that's exactly what will build your business! Here are some final thoughts.

- Never promise what you can't fulfill.
- Always believe in the products and Herbalife and have a positive approach.
- One of the best ways to overcome disappointment is to simply forget about it and move ahead to your next success.



Some Final Thoughts

- Don't criticize competitive products, services or companies.
- Listen and respect the opinions of your customers. Even if the customer isn't right.
- Be confident. Even if you don't know everything about the products, you definitely know more than your customers.
- If presenting makes you nervous, don't worry it happens to the best of us. Continue to practice and the nerves will surely go away.



You're Now An Outer Nutrition Product Expert!

Now that you are an Herbalife Outer Nutrition product expert be sure to:

- Check out MyHerbalife.com for more information on tools, training and products.
- Train your downline to become Outer Nutrition product experts too.
- Start contacting customers to schedule a Spa Party.

