



GRAND OPENING OR RE-OPENING CALL WITH NEW REPRESENTATIVE

1. **Dates & Time:** Two dates, two options for guests. 20 minute calls. Set dates on or before launch.
2. **Purpose:** to announce the opening or re-opening of a distributor's business; to provide chance for the distributor's family and friends to come show their love and support of distributor's new endeavors; to give distributor chance to share product & business story & introduce leader; to offer through leader's sharing third-party validation and professionalism; to ask guests to share the hard questions that new rep may be asked so leader can model how to answer those questions; to build confidence in the new rep by having leader accompany her on call and to receive support by the people who know and care about new rep.

3. **Format:**

Welcome - The new distributor welcomes guests to the call.

New Rep Shares Product & Biz Story

New Rep Introduces Business Leader

Leader Thanks Guests & Makes Request - Everyone starting something new needs support because of the small and big challenges anyone faces in starting up a new business.

Please jot down questions as I share my story and some information on what we do. What kind of question? Any question that comes to mind, or that you think could be asked.

I'll open lines for Q&A after I share. _____ will be taking notes on how I answer so she can learn.

Leader Shares Mission and Product & Business Story

Leader Shares the most basic and brief information - The three ways The Juice Plus Company inspires healthy living is 1) to educate people on the importance of fruits and vegetables, 7-13 servings a day, to help the 90% of Americans who don't do that to eat more; 2) to offer an easy way for people to get more fruits and veggies through the Juice Plus capsules and soft chews; 3) to offer the fun way through using the Tower Garden to grow organic and local fruits and veggies.

Q&A: New Distributor learns how to answer. Guests are learning more about our business, JP and TG. It's a win-win.

Conclusion: Sponsor thanks guests for support

Asks them to provide continued support by asking new rep how it's going, sending referrals her way, if interested in upping their own fruit and vegetable intake placing an order – whatever makes sense for them.