

# Tips when using the Nature Direct Script

## The Introduction

Delivering a Social is a highly effective way to showcase Nature's Directs unique range of products. Below are some tips to help you work through any nerves when presenting your social – I promise it will become second Nature.

### Why do Nature Direct Distributors use a script?

I believe that when Distributors have a script to guide them they feel more at ease. It helps build self-confidence which in turn helps you engage with guests your and host, it makes your social simple and effective

The Social script also ensures consistency in the way our products are explained and how they are offered to everyone this includes:

- Our business opportunity
- Our Social
- Our home care products

The script keeps your Social on track and helps you finish in a timely manner. It also ensures that what we do looks easy enough to be duplicated by anyone watching you - when it looks simple you're more likely to find people who want to join you and do what you're doing!

### How to use your Show 'n' Script?

It's as simple as you read and they follow along! On one side of each page are thought provoking images that the audience looks at while you read the words on the other side – easy!

We encourage you to add your own personality to the script with stories about your personal experiences. Or feel free to borrow others until you have your own!

Great idea to add post it notes to the script side to prompt you about key points you want to remember.

Be sure to spend time learning your new script – 10 minutes a day is a great way to ensure you feel comfortable with the words. The more you practice the more “like you” it will become.

## **The opening**

The purpose of the OPENING is to set the expectation of your audience - what a Social is and more importantly what it is not i.e. a pushy sales talk.

It plants a seed in your guest mind about chemical awareness and most importantly it demonstrates your credibility as an independent Distributor.

It shares the mission of Nature Direct which is to improve the lives of all who use it, by helping to reduce chemical use in the home and sharing how when people swap where they shop there are flexible and generous income building opportunities for those want a better work life balance.

## **Your personal Introduction**

The PERSONAL INTRODUCTION at a Social is an opportunity to share your story. It's a great way to connect and build rapport with the guests.

Stories are very effective because they help to engage your audience. If you can make a connection through a story the listener is more likely to begin to see how (what you're sharing) fits with their life. It makes you relatable, it makes you normal. Your story sells you – it helps create loyalty. When people connect with you they begin to build a relationship with you. Your audience will begin to know you, like you, trust you. This applies to any and ALL parts of your business not just Nature Direct

**Our industry is ALL about building relationships and being of service!**

**The middle of the presentation:** this is what we call the BODY of the script

We use this part to help us to build awareness around the common products used in people's homes and the marketing techniques often used to sell these products. Our job is to help our audience feel more informed about the safer choices available.

## **The Responsible sharing of information- really important to understand**

Guests at a Social do not want to be told what to think or be told what is right or wrong. Your role is to simply share information so your guests can come to their own conclusion.

An effective way to share information is to pose questions like *“Do you think...”* or *“Who here takes the time to read the food labels at supermarkets...”* or *“Do you assume cleaning products are safe because they're sold at the supermarkets?”*

You are NOT telling guests that some cleaning products at a supermarket are unsafe you're simply asking guests to consider the question. Never use scare tactics to shock or frighten your guests. Asking a few thought-provoking questions is always the aim.

## The Products

Showcasing your Nature Directs products is an exciting part of your Social. But beware it is a part where time can escape you and you can over do the “selling” of the product!

The key is not be a walking talking product catalogue but to help your guests imagine using the products in their homes and workplaces by sharing stories of what has worked for you and what has worked for others, remember stories are what will sell your products.

Not every product needs to be covered in great detail – we have a limited concentration span and I PROMISE you your customers will not remember every detail that was explained to them. So keep it simple, and follow up each customer once they receive their products. You can then help them with where and how to use what they purchased. This ensures the products are used correctly, it's great service and helps you build a better relationship with your customers.

**Again this should be a practice with whatever product you are selling – customer service!**

*If you need help with product stories or learning more about the products ask your sponsor there's a wealth of information available to you. Be sure to join the Official Youngevity Nature Direct Facebook Page as this is where you will receive mentoring and sales training from Jeanette Anderson - there will also be stories galore for you to borrow!*

**So what are the products in our range?**

Show the script in action - just a few key products

## Closing your Social

The most important part of any presentation is the end – this is the call to action  
This is the place where you help your guests make decisions that feel right for them.  
It should not be rushed and it most defiantly should not be skipped

It is the place where you get to talk about the 3 products you love the most

1. **Your Business Opportunity:** it's the perfect place to highlight and paint a picture of why this is an amazing business opportunity – share a story or two of what people love about Nature Direct / Youngevity
2. **Your Booking** (The Future Social): share the benefits of hosting a Social and sharing the amazing products with their friends and family, and how they will be rewarded with fantastic freebies and ½ price items – everyone loves a bargain!
3. **Your tangible Product:** Share how you can help your guest with product choices that suit their individual needs and how many of our product come in great starter packs.

That is a snap shot of a Nature Direct Social. If you are NEW to our team, Welcome we are excited that you are part of a team who are very passionate about sharing the message of better health and wellness by reducing chemicals in the homes of our friends, family and communities – Clean Living made easy!