

The Purium Conversation

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1

INQUIRE

This initial step involves engaging with potential clients through open-ended questions to understand their personal goals, challenges, and interests. It's crucial to demonstrate genuine curiosity and practice active listening.

If you don't want to come across pushy or salesy, and being authentic is important to you, this is the step that can help you with that. You can't put their agenda first if you don't know what it is.

2

INSPIRE

Once you've gained an understanding of their needs, the next phase is to inspire them. This can be done by sharing success stories, before and after photos, personal experiences, and the potential lifestyle benefits of the ULT.

You don't always have to lead with your own personal story, rather, share a story that demonstrates benefits aligned with their interests. Avoid hype and never make any income or medical claims.

3

INFORM

Here, we present detailed information about the products, and their potential benefits. This stage is about clarity and professionalism, offering comprehensive insights through product demonstrations, videos, share testimonials, and educational literature.

Informing doesn't mean giving them an overload of technical information. We just want them to understand enough to make a decision for themselves, while having reasonable expectations of their experience.

4

INVITE

The final step is to extend an invitation for them to experience the product, join you as a Brand Partner, jump on a connect call or join a zoom meeting. This should be a natural progression from the earlier steps, focusing on a gentle and personalized approach.

This is the step where they are being empowered to make a decision about taking the next step.

>>> **INQUIRE**
INSPIRE
INFORM
INVITE

WHAT NOT TO SAY

(dont's)

"You have/should to try these amazing superfoods! They will change your life!"

- Too pushy and creates unrealistic expectations.

"Since you are a health coach you should take a look at my organic products."

- Too aggressive and creates pressure.

"I have the perfect business opportunity for you to make money fast, even if you don't have much time."

- Doesn't set realistic expectations.

"Since you are a health coach you should take a look at my organic products."

- Too aggressive and creates pressure.

WHAT TO ASK

(do's)

"Have you ever considered exploring natural ways to enhance your health? I'd love to share what I been doing if you're interested."

- Invites curiosity and respects the other person's autonomy.

"I'm doing a nutrition program. It's super interesting and might align with what you do. I would love to share it with you if you are open to it."

- Presents the opportunity as an option, not a necessity.

"Would you be open to hearing about a business opportunity that has helped me generate a side income?"

- Asks for consent to share

"I'm doing a nutrition program. It's super interesting and might align with what you do. I would love to share it with you if you are open to it."

- Presents the opportunity as an option, not a necessity.

TOOLS WE CAN USE:
Targeted questions, or interactive social media posts.

INQUIRE
➤➤➤ **INSPIRE**
INFORM
INVITE

WHAT NOT TO SAY

(dont's)

"If you don't do this program you'll regret it."

- This phrase is too forceful and creates unnecessary pressure.

"Most people don't get better with their health because they don't try hard enough/take meds, etc."

- This could be demotivating and judgmental.

"You're missing out on the best opportunity to feel better."

- It's presumptuous and might be perceived as manipulative.

"My program can solve your health issues/finances."

- Overpromises and may come off as insincere or unrealistic.

WHAT TO SAY

(do's)

"I believe everyone has the potential/deserves to feel better with their health. What are your health goals?"

- This shows interest in their aspirations.

"I've seen many people transform their lives through this program. Would you like to hear some of their stories?"

- Share success stories in a way that is inviting and inspiring.

"What inspires you in the field of holistic health?"

- Engages them in a topic of mutual interest and can lead to a more meaningful conversation.

"I'm passionate about helping others reach their health goals. Do you have any wellness goals you're working towards?"

- Demonstrates a genuine interest in their well-being and opens the door to discuss how your products might align with their goals.

TOOLS WE CAN USE:

Social media for authentic storytelling or host inspiring zooms, in-person events, TN Book, SBC posts

INQUIRE
INSPIRE
>>> **INFORM**
INVITE

WHAT NOT TO SAY

(dont's)

"My products are guaranteed to work for everyone."

- Avoid making overgeneralized or unrealistic claims.

"You won't find anything better than this on the market."

- Refrain from disparaging competitors or making absolute statements.

"Just trust me, it works, you have to try this!"

- Avoid dismissing the importance of understanding the product.

"This program is great, if I was you I would just go for it."

- Avoid pressuring for quick decisions without providing adequate information.

WHAT TO SAY

(do's)

"Our products have helped many people, but everyone's experience is unique. If you are open to it, I can tell you more about how they work."

- Provide honest and realistic information.

"I can share some more information about our products, so you can see what makes ours stand out."

- Highlighting unique benefits without degrading others.

"I'd be happy to explain how our products work and the science behind them. Do you have any specific questions?"

- Show willingness to provide information.

"This opportunity could be significant for you, but it's important to have all the information first. If you are open to it we can through it together."

- Encourage informed decision-making by offering comprehensive details.

TOOLS WE CAN USE:
This stage is about clarity and professionalism, connect calls, videos, zooms, and educational literature.

INQUIRE
INSPIRE
INFORM
>>> INVITE

WHAT NOT TO SAY

(dont's)

"You have to start my program ASAP if you want to feel better."

- Avoid creating pressure or unrealistic expectations.

"Don't miss out on this opportunity to feel better!"

- Refrain from using high-pressure tactics or creating a sense of false urgency.

"Everyone is joining; you'll be left behind if you don't."

- Avoid using peer pressure or fear of missing out as motivators.

"Just sign up, and you'll start feeling better."

- Avoid making promises of easy success or downplaying the effort required.

WHAT TO SAY

(do's)

"I've found this program very helpful for me to feel better. Would you be open to learning more about it?"

- Offer an invitation that is open-ended.

"I think you might be interested in what we're doing. Can I share some information with you?"

- Show respect for their potential interest.

"So many people are getting on board with my program and I feel this might also support you. Would you like to hear what this is about?"

- Personalize your invitation by acknowledging their potential.

"If you're looking for ways to improve your health and wellness, our community might be what you're looking for. Would you like to hear more about it?"

- Connect the invitation to their personal interests or goals.

TOOLS WE CAN USE:

Social media for authentic storytelling or host inspiring zooms and in-person events.



Breakout Room

WHAT NOT TO SAY

(don't's)

1. "Don't You Want to...?"
2. "You should...?"
3. "Why Haven't You...?"
4. "Don't You Wish...?"
5. "Do You Realize...?"
6. "Why Would You Not...?"
7. "Aren't You Ready to...?"
8. "Don't You Want to...?"
9. "Why Stick to...?"
10. "Isn't It Time You...?"

WHAT TO ASK

(do's)

1. Have You Ever Considered...?
2. Would You Be Open to...?
3. If I Could Show You...
4. What Are Your Thoughts On...?
5. How Do You Feel About...?
6. What Has Been Your Experience With...?
7. What Motivates You to...?
8. What Challenges Have You Faced...?
9. How Important Is... to You?
10. Could You See Yourself...?