

A hand holding a stethoscope against a light blue background. The stethoscope is blue and the hand is holding the chest piece. The background is a soft, out-of-focus image of a person in a white lab coat.

# GETTING STARTED GUIDE FOR NUTRAMETRIX CONSULTANTS



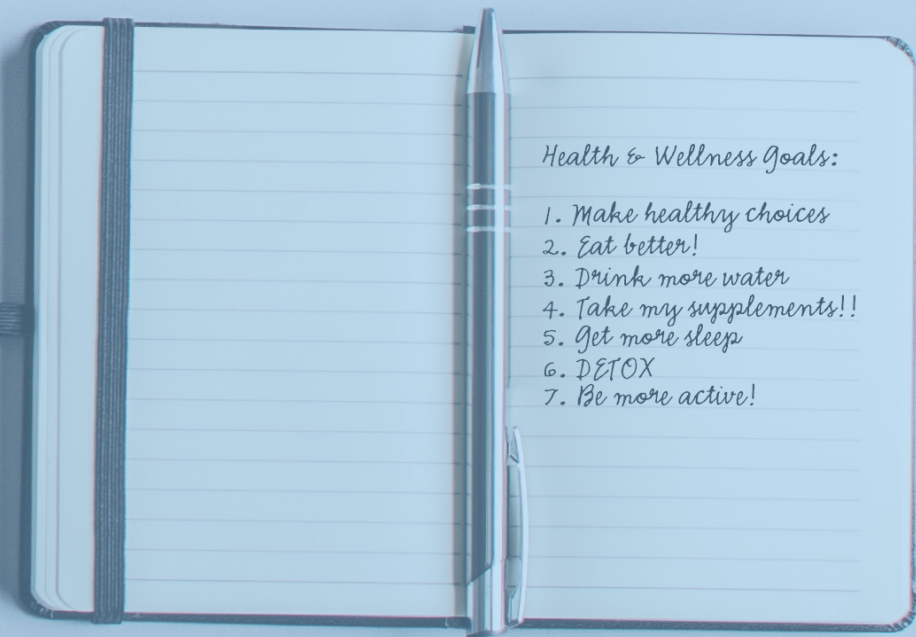
## TABLE OF CONTENTS

- 4 PRE-NC EDUCATION PLAN**
- 6 CREATING YOUR NUTRAMETRIX<sup>®</sup> IDENTITY**
- 7 MY PERSONAL GOALS**
- 8 START YOUR RESOURCE LIST**
- 10 RESOURCE CONTACT TRACKING:  
NUTRAMETRIX CONSULTANT**
- 11 RESOURCE CONTACT TRACKING:  
HEALTH PROFESSIONAL**
- 12 BECOMING A NC**
- 13 NC DAILY ACTIVITY PLAN: THE 10-HOUR WORK WEEK**
- 14 IDENTIFYING HP PARTNERS**
  - 14 Pareto's Principle – The 80/20 Rule
  - 14 Determining the Sales Potential of a Practice
  - 15 Focusing Your Efforts for Maximum Growth
- 15 PLANNING FOR YOUR NUTRAMETRIX ORGANIZATION**
  - 15 Sample Earning Potential
- 16 CREATING HP IMPLEMENTATION PLANS**
- 16 BUILDING RELATIONSHIPS WITH YOUR HPS**
  - 16 Frequency of Practice Visits
  - 17 Understanding Personalities and Buying Styles
  - 17 Creating a Team of NCs to Support Growth
- 17 HANDLING OBJECTIONS**
  - 17 Appointment Setting Objections
  - 18 Implementation Objections
- 18 MANAGING YOUR BUSINESS**
  - 18 Gathering Your Tools
  - 18 Downloadable Tools
  - 19 Physical Tools
- 18 CONTINUED COMMITMENT**



# WELCOME TO NUTRAMETRIX

Congratulations on your choice to become a nutraMetrix Consultant. The key to success is to determine your own vision, build a solid action plan to get there, and to never give up on your dreams. The nutraMetrix staff and corporate team are committed to your success.



## *Health & Wellness Goals:*

- 1. Make healthy choices*
- 2. Eat better!*
- 3. Drink more water*
- 4. Take my supplements!!*
- 5. Get more sleep*
- 6. DETOX*
- 7. Be more active!*



**nutraMe**  
Custom h

- Contains 100 percent or more of the value of essential vitamins and minerals to supplement deficiencies in diet
- Combats free radicals\*
- Increases energy\*
- Promotes strong bones and healthy joints\*
- Helps decrease stress and improve mood\*

**PRE-NC EDUCATION PLAN**

| <b>FAMILIARIZATION</b>  | <b>Resource Location</b>  | <b>Date</b> | <b>Notes</b> |
|---|---|-------------|--------------|
| Learn the nutraMetrix Web Portal  | <a href="http://www.nutraMetrix.com">www.nutraMetrix.com</a>  |             |              |
| Register as a Customer  | Your <a href="#">SHOP.com</a> web portal  |             |              |
| Take the Nutri-Physical   | Using your preferred customer ID, go to your <a href="#">SHOP.com</a> web portal and take the Nutri-Physical  |             |              |
| Familiarize yourself with <a href="#">marketamerica.com</a> and <a href="#">SHOP.com</a>  | Your <a href="#">SHOP.com</a> web portal  |             |              |
| Check out CashBack and use "Invite Your Friends" tool   | Your <a href="#">SHOP.com</a> web portal  |             |              |
| Check out "Our Brands"  | Your <a href="#">SHOP.com</a> web portal  |             |              |
| Check out "Partner Stores"  | Your <a href="#">SHOP.com</a> web portal  |             |              |
| Install Shop Buddy  | Go to your <a href="#">SHOP.com</a> web portal, log in using your PCID and install Shop Buddy   |             |              |
| Watch video "2015 MAIC-nutraMetrix Overview" with Brandi Murphy and Lisa Grant  | <a href="https://youtu.be/q_J90KUiKck?list=PLDfY5YxYNdEvDq1eNMsryrRNhaaMHXQZ">https://youtu.be/q_J90KUiKck?list=PLDfY5YxYNdEvDq1eNMsryrRNhaaMHXQZ</a>   |             |              |
| Watch video "An Introduction to the nutraMetrix Division of Market America"   | <a href="https://www.youtube.com/watch?v=rGq246FzAn8">https://www.youtube.com/watch?v=rGq246FzAn8</a>   |             |              |
| Watch recorded webinar "Introduction to nutraMetrix for Licensed Health Professionals" featuring nutraMetrix Director of Training and Sales Brandi Murphy | <a href="https://www.meeton.com/profile/nutrametrix/video/introduction-to-nutrametrix-custom-health-solutions-featuring-nutrametrix-director-of-training-and-sales-brandi-murphy_5072/">https://www.meeton.com/profile/nutrametrix/video/introduction-to-nutrametrix-custom-health-solutions-featuring-nutrametrix-director-of-training-and-sales-brandi-murphy_5072/</a> |             |              |
| Watch TLS Weight Loss Solution videos   | <a href="http://www.tlsSlim.com/resources/educational-videos/">www.tlsSlim.com/resources/educational-videos/</a>  |             |              |
| Watch video "The UnFranchise <sup>®</sup> Business Plan"  | <a href="http://www.UnFranchiseTraining.com">www.UnFranchiseTraining.com</a>  |             |              |
| Explore the nutraMetrix YouTube Channel   | <a href="https://www.youtube.com/user/OfficialnutraMetrix">https://www.youtube.com/user/OfficialnutraMetrix</a>   |             |              |
| Complete Shopping Annuity Assessment  | <a href="http://www.UnFranchise.com">www.UnFranchise.com</a> > My Account > Shopping Annuity  |             |              |
| Create Shopping Advisor   | <a href="http://www.UnFranchise.com">www.UnFranchise.com</a> > My Account > Shopping Annuity  |             |              |
| Check out tools available in UnFranchise Training   | <a href="http://www.unfranchisetraining.com">www.unfranchisetraining.com</a>  |             |              |
| Review ShopBox Facebook tool  | <a href="https://www.youtube.com/watch?v=RCVzwwpjBAE">https://www.youtube.com/watch?v=RCVzwwpjBAE</a>   |             |              |
| Watch MeetOn videos   | <a href="http://www.meeton.com/profile/nutrametrix/">http://www.meeton.com/profile/nutrametrix/</a>   |             |              |

**PRE-NC EDUCATION PLAN (CONTINUED)**

| <b>CURRICULUM</b>                            | <b>Location</b>  | <b>Date</b> | <b>Notes</b> |
|--|--|-------------|--------------|
| Attend live nutraMetrix broadcast            | Check the nutraMetrix NC Support Group on Facebook for details on upcoming broadcasts  |             |              |
| Register for nutraMetrix Consultant Training | Visit <a href="http://www.nutraMetrix.com">www.nutraMetrix.com</a> to register for an upcoming training. Fax: (336) 605-0041 or mail registration forms to: nutraMetrix, 1302 Pleasant Ridge Rd., Greensboro, NC 27409 |             |              |
| Make travel arrangements                     | Do NOT make any travel arrangements until registration is confirmed by nutraMetrix team  |             |              |
| Familiarize yourself with your local GMTSS   | <a href="http://unfranchise.com">unfranchise.com</a> > help and training > GMTSS   |             |              |

| <b>RECOMMENDED TRAININGS</b>   | <b>Location</b>   | <b>Date</b> | <b>Notes</b> |
|--------------------------------|---|-------------|--------------|
| New UnFranchise Owner Training | New UFOs and guests are strongly encouraged to attend before the NC Training. Search GMTSS. |             |              |
| Basic 5 Training               | New UFOs and guests are strongly encouraged to attend before the NC Training. Search GMTSS. |             |              |
| ECCT                           | New UFOs and guests are strongly encouraged to attend before the NC Training. Search GMTSS. |             |              |
| nutraMetrix Consultant Course  | Recertify NC Course annually  |             |              |

| <b>RECOMMENDED CONTINUING EDUCATION</b>  | <b>Location</b>  | <b>Date</b> | <b>Notes</b> |
|--|--|-------------|--------------|
| Attend your local UBPs   | Search GMTSS from UnFranchise Business Account / back office   |             |              |
| Attend local general product trainings   | Search GMTSS from UnFranchise Business Account / back office   |             |              |
| Attend local seminars  | Search GMTSS from UnFranchise Business Account / back office   |             |              |
| Attend regional convention   | Search GMTSS from UnFranchise Business Account / back office   |             |              |
| Attend World Conference  | Search GMTSS from UnFranchise Business Account / back office   |             |              |
| Attend International Convention  | Search GMTSS from UnFranchise Business Account / back office   |             |              |
| Watch recorded videos to stay on top of the latest tools, tips and success stories | <a href="http://MeetOn.com">MeetOn.com</a><br>Live videos are on Facebook inside Official nutraMetrix NC Support Group |             |              |
| Recertify nutraMetrix  | Recommended once per year but mandatory every two years  |             |              |
| Attend Product Symposium   | Once per year  |             |              |
| Join a nutraMetrix Accountability Group  | Look in your email for the next group starting up  |             |              |

PRE-NC EDUCATION PLAN (CONTINUED)

| ADDITIONAL AUDIOS |  | Date | Notes |
|-------------------|--|------|-------|
|                   |  |      |       |
|                   |  |      |       |
|                   |  |      |       |
|                   |  |      |       |
|                   |  |      |       |
|                   |  |      |       |
|                   |  |      |       |
|                   |  |      |       |
|                   |  |      |       |
|                   |  |      |       |
|                   |  |      |       |
|                   |  |      |       |
|                   |  |      |       |

| BROWSE RESOURCE DIRECTORY                             |  |  |  |
|---|--|--|--|
| <a href="#">UnFranchiseTraining.com</a> → nutraMetrix |  |  |  |
| UnFranchise Back Office / Downloads / nutraMetrix     |  |  |  |
| nutraMetrix Facebook group access                     |  |  |  |
| MeetOn Curriculum                                     | <a href="#">www.UnFranchiseTraining.com</a> > certified trainers > NCs and HPs |  |  |

## CREATING YOUR NUTRAMETRIX<sup>®</sup> IDENTITY

Write your own personal I AM / I IMPLEMENT statement in the space below  
Be sure to include any certifications that you may have, if any.

Explain, in your own words, why you have partnered (or are considering partnering) with nutraMetrix.

Looking forward 5-10 years — when you have achieved the goals you have in starting your nutraMetrix business — what did you accomplish? Describe your “I DID IT!” and what your world looks like now that you did it.

Now, practice introducing yourself to the people sitting next to you. Continue practicing until you are completely comfortable introducing yourself in your new role as a nutraMetrix consultant. You have to know where you are going before you can design a plan to get there. Create your mission statement and vision for your success. This is your conversation when talking to others about nutraMetrix.



## MY PERSONAL GOALS

Both retail and residuals are part of your goals as a nutraMetrix Consultant. You must master product movement in order to help others do the same, and you must learn how to build successful residuals to reach your goals. By taking the attitude of helping others and providing education, you embrace a powerful yet simple key to success, and can set tangible goals to achieve your vision.

### RETAIL GOALS

- I will build and sustain \$ \_\_\_\_\_ in retail sales per month by \_\_\_\_\_
- The four products I will focus on include:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

### RESIDUAL GOALS

- I will add \$ \_\_\_\_\_ per month in residual income by \_\_\_\_\_

To achieve these goals I will:

My Goal Statement:

It is \_\_\_\_\_ and I am celebrating my new pin level of \_\_\_\_\_,  
earning \$ \_\_\_\_\_ in a four-week pay cycle. I have increased my retail sales by \$ \_\_\_\_\_ per month.

I am excited because



**MY EDUCATION PLAN**

| EVENT TITLE                       | LOCATION | DATE | GUESTS | NOTES |
|-----------------------------------|----------|------|--------|-------|
| UnFranchise Business Presentation |          |      |        |       |
| Local Seminar                     |          |      |        |       |
| Local Seminar                     |          |      |        |       |
| Local Seminar                     |          |      |        |       |
| Local Seminar                     |          |      |        |       |
| Regional Convention               |          |      |        |       |
| MA World Conference               |          |      |        |       |
| MA International Convention       |          |      |        |       |
| Other                             |          |      |        |       |
| General Product Training          |          |      |        |       |
| nutraMetrix NC Training           |          |      |        |       |
| TLS 101 and 201                   |          |      |        |       |













## BECOMING A NUTRAMETRIX CONSULTANT (NC)

Track your contacts throughout the process of initial approach through implementation and training.

| IDENTIFYING YOUR VISION |   | MY VISION STATEMENT |
|-------------------------|---|---------------------|
| <b>WHY</b>              | <p>It is simple to say that is hard to get where you want to go if you don't know where you are going. Imagine a time 5-10 years from now when you have achieved your goals and you can say and feel ... "I DID IT! I REALLY DID IT!"</p> <p>What did you do?<br/>           How do you see your life?<br/>           What are the results you experienced?<br/>           What are the things you do?<br/>           Who are the people you have helped?<br/>           What is the freedom you achieved?<br/>           What does your business look like?<br/>           When you have reached your destination, what does it mean to you?</p> |                     |
| <b>HOW</b>              | <ul style="list-style-type: none"> <li>• Create a dream board that fully represents what you have accomplished. Update it regularly and cross off things as they come to happen.</li> <li>• Write a vision statement that clearly depicts what you have accomplished at a time in the future when you can say "I DID IT!"</li> <li>• Make a list of WHOM you need to achieve that vision. Which NC personalities? Which health professionals? Which individuals with what skill sets? List them.</li> </ul>   |                     |
| <b>WHAT</b>             | <p>Caption the vision of what you are creating as part of your "why" and convey it in what you do so people understand not just where you are, but where you are going — and with that, find those who share the same destination.</p>  |                     |

| ESTABLISHING YOUR IDENTITY |  | MY DIFFERENTIATORS      |
|----------------------------|--|-------------------------|
| <b>WHY</b>                 | <p>By knowing clearly who you are and what you do, and communicating it effectively, you brand yourself as a business professional and begin attracting the types of businesses and contacts you want.</p>                 |                         |
| <b>HOW</b>                 | <p>What skills, experience or specialties do you personally have? What makes you different as a provider of business consulting services? Are there any specialties you wish to approach as you develop your business?</p> | <b>I AM</b>             |
| <b>WHAT</b>                | <p>Clearly establish your identity and know it, and its variations so you can brand yourself clearly with your contacts, referrals and referral sources.</p>   | <b>I IMPLEMENT</b>      |
|                            |  | <b>I AM LOOKING FOR</b> |
|                            |  | <b>DO YOU KNOW A</b>    |

## BECOMING A NUTRAMETRIX CONSULTANT (NC) (CONTINUED)

Track your contacts throughout the process of initial approach through implementation and training.

### DETERMINING YOUR GOALS

**WHY** Everyone has goals, but those who achieve them apply a timeline, accountability, and focus on result-producing activities to achieve them. By translating your vision into numbers and achievements, with associated timelines, you can then break out the daily activity required to reach your desired results.

**HOW** Determine how much you need to earn in weekly/monthly commissions to live the lifestyle you want to create. Then break that number down into the amount of BV required to achieve those commission goals. How many HPs do you need in each leg of your organization to achieve those goals?

**WHAT** How many appointments do you need to book each week in order to achieve your goals? How many phone calls do you need to make to book those appointments? How many follow-up visits will it take? Be sure to get very detailed when breaking your goals down into the daily steps.

### MY GOAL STATEMENT



## NC DAILY ACTIVITY PLAN: THE 10-HOUR WORK WEEK

Whether you are a new NC, an existing consultant who is maintaining and growing accounts, or growing your consultancy as a full-time professional, daily activity is the key to your success. Additionally, the activity to do on a daily basis is different depending on where you are in your business.

### PUTTING TRAINING INTO ACTION

This action plan is designed for a new NC who is getting started on a plan for success. While your goals and the time you can put into your consultancy are unique to you, the tasks are the same. Just increase or decrease activity to match both your goals and schedule. This daily action plan is designed to build a solid foundation for success in both your short-term and long-term goals.

|   |       | DAILY RESULTS TRACKING |     |     |     |     |
|---|-------|------------------------|-----|-----|-----|-----|
| DAILY ACTIVITY  | NOTES | MON                    | TUE | WED | THU | FRI |
| <b>BASIC 5 CATEGORY: ATTITUDE &amp; KNOWLEDGE</b>   |       |                        |     |     |     |     |
| Read 15 Minutes Career Manual   |       |                        |     |     |     |     |
| Listen to two audios, log date & "take away"  |       |                        |     |     |     |     |
| Review a section of your NC Binder to refresh concepts                                    |       |                        |     |     |     |     |
| Check off completed items on your printed nutraMetrix Challenge                           |       |                        |     |     |     |     |
| Learn one new product per day   |       |                        |     |     |     |     |
| Watch one <a href="http://MeetOn.com">MeetOn.com</a> video                                |       |                        |     |     |     |     |
| Review daily Facebook posts in the official nutraMetrix NC group                          |       |                        |     |     |     |     |
| <b>BASIC 5 CATEGORY: GOAL SETTING &amp; ACTION PLAN</b>                                   |       |                        |     |     |     |     |
| Read your Goal Statement  |       |                        |     |     |     |     |
| Track daily activity & review your past day's progress                                    |       |                        |     |     |     |     |
| <b>BASIC 5 CATEGORY: RETAILING</b>  |       |                        |     |     |     |     |
| Post a product-interest comment on Facebook   |       |                        |     |     |     |     |
| Share the Nutri-Physical or Skin Care Analysis with one person                            |       |                        |     |     |     |     |
| Email a product link to someone you know  |       |                        |     |     |     |     |
| Do a "Why How What" product introduction  |       |                        |     |     |     |     |
| Use your <a href="http://SHOP.COM">SHOP.COM</a> "invite a friend" for five email contacts |       |                        |     |     |     |     |

**NC DAILY ACTIVITY PLAN: THE 10-HOUR WORK WEEK (CONTINUED)**

| DAILY ACTIVITY   | NOTES | DAILY RESULTS TRACKING |     |     |     |     |
|--|-------|------------------------|-----|-----|-----|-----|
|  |       | MON                    | TUE | WED | THU | FRI |
| <b>BASIC 5 CATEGORY: PROSPECTING &amp; RECRUITING</b>  |       |                        |     |     |     |     |
| <b>Daily Conversation:</b> Make a 3-foot-rule conversation each day to ask at least one person, "What do you do?" Follow when appropriate with "I am/I implement/I am looking for ..." then "If you know anyone who would be a fit for _____, I would love to meet them. Remember to provide a business card before departing. (Increase as you get comfortable) |       |                        |     |     |     |     |
| <b>List Building:</b> Make three phone calls to simply list build, using "I am/I implement/I am looking for/Do you know a ..." and add these qualified names to your list.   |       |                        |     |     |     |     |
| <b>Invitations:</b> Look at upcoming events and webinars and book at least one person from your contact list to an upcoming introduction webinar or event.   |       |                        |     |     |     |     |
| <b>Appointment:</b> Schedule a 15-minute appointment with a health professional, via phone, walk-in or referral.   |       |                        |     |     |     |     |
| <b>BASIC 5 CATEGORY: ABC &amp; FOLLOW-UP</b>   |       |                        |     |     |     |     |
| Call webinar attendees to ask for feedback, questions and whether they are a fit or have referrals to those who may. Log notes.  |       |                        |     |     |     |     |
| Call your Type 1 NCs (outside) for a progress check.   |       |                        |     |     |     |     |
| Email any on-site NCs for a check-in to see if they have questions or share a tip or resource.   |       |                        |     |     |     |     |
| Prepare an article or product print sheet to drop off to your existing health professionals once each week.  |       |                        |     |     |     |     |
| Provide any appropriate follow-up steps for each appointment completed.  |       |                        |     |     |     |     |





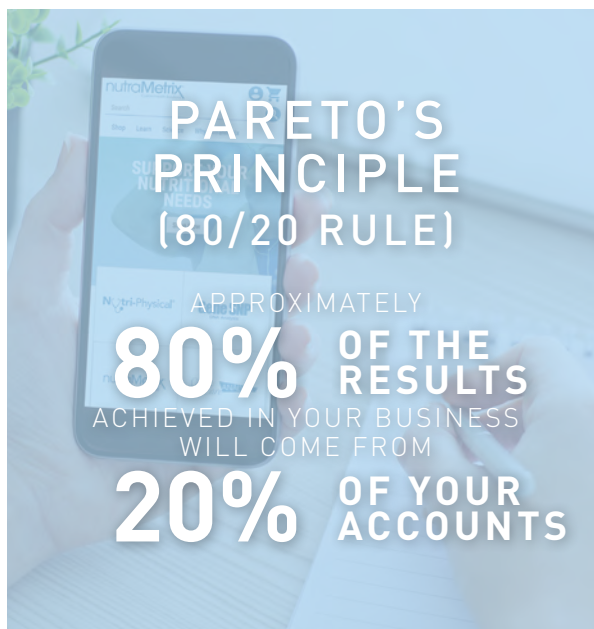
## IDENTIFYING HP PARTNERS

When selecting HPs to partner with, keep in mind the Simon Sinek TED Talk you watched during NC Training. You may want to watch it again to refresh your memory. You can watch it by clicking this link:

[www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)



In order to make the biggest impact in your nutraMetrix business, it is important that you seek out and partner with Health Professionals who believe in the mission of nutraMetrix, and are willing to incorporate it into the bigger vision they have for their practice. Not every Health Professional you come into contact with will be a good fit for nutraMetrix. That is okay! Your job is to meet each Health Professional where they are, determine if nutraMetrix is a good fit for their practice, and then when the fit is right, support them in the implementation process.



### **PARETO'S PRINCIPLE (THE 80/20 RULE)**

When working with your HP accounts, keep in mind Pareto's Principle (The 80/20 Rule), which dictates that approximately 80% of the results achieved in your business will come from 20% of your accounts. With this in mind, it is important that you identify your HP accounts that are most committed to implementing the program into their practice and focusing your efforts on these HPs. You are going to need to decide which of your potential HP accounts have the biggest potential for the highest sales growth.

### **DETERMINING THE SALES POTENTIAL OF A PRACTICE**

Several factors can indicate the potential of a HP to successfully implement the nutraMetrix products and services into their practice, including:

- The size of the practice and patient volume
- HP personality type
- HP belief in the role of nutritional support in health
- HP understanding of how to introduce products to their patients
- Staff involvement
- If the practice has a dispensary or health and wellness product inventory
- If the practice already has effective marketing systems in place to efficiently incorporate nutrition

By evaluating the sales potential of the practice, you should be able to determine how much of your time needs to be invested with that particular office. You want to make sure that you are spending the majority of your time with practices that are going to yield results.



## IDENTIFYING HP PARTNERS (CONTINUED)

Remember, having an account that has an inventory that sits on the shelf collecting dust does nothing to help you achieve your goals or further the mission of nutraMetrix. It also does nothing to help the Health Professional achieve their goal of improving patient outcomes or generating revenue for the practice. In order for the mission of changing healthcare to be fulfilled, the products actually have to move into the hands of the patients.

This does not mean that we ignore accounts with a small patient base, or that do not have existing marketing systems in place. It simply means we “meet them where they are.”

This is why the initial 15-minute Discovery Meeting is so important. As a NC, it allows you to gauge the interest level of the HP and possibly their staff to determine if nutraMetrix is a good fit, and to determine the actual sales potential of that practice.

### FOCUSING YOUR EFFORTS FOR MAXIMUM GROWTH

You may want to consider dividing your potential HP accounts into the following tiers to help you with scheduling your level of support for their practice:

- Tier 1 These accounts have the highest actual sales potential. They would make great “model practices” that demonstrate what good implementation strategies look like. They have goals of generating \$10,000 or more per month in nutraMetrix sales, and the HP and staff are completely on board with the implementation plan.
- Tier 2 These accounts have goals of selling between \$5,000-\$10,000 per month.
- Tier 3 These accounts have goals of selling between \$2,000-\$5,000 per month.
- Tier 4 These accounts have goals of selling less than \$2,000 per month.

There is nothing wrong with having Tier 3 and Tier 4 accounts. In fact, according to Pareto’s Principle, we can assume that 80% of accounts will fall into one of these two categories. Understanding the goals and the sales potential of each of your practices can help you determine exactly how many HP offices you will need in order to achieve your own financial goals.

## PLANNING FOR YOUR NUTRAMETRIX ORGANIZATION

Now that you understand that you will be working with different Tiers of Health Professionals, each with their own potential for sales growth and their own goals for their practice, you can begin to plan out how many Health Professionals you will need in each line of your organization to achieve your own financial goals.

### SAMPLE EARNING POTENTIAL

To keep things simple, let’s focus on the implementation of the nutraMetrix Daily Essentials Packets into the HP offices in your organization.

If your goal is to generate a minimum of \$100,000 per year in income through your commissions, you will need to go through the pay cycle a minimum of once per week on one of your BDCs. This means your organization will need to produce a minimum of 5000 BV per week on each side of your business. In order for this to happen through the sale of nutraMetrix Daily Essentials Packets, it means that roughly 150 boxes of packets will need to be sold per week on each side of your organization. This would actually generate 5100 BV per week, which would yield \$109,000 per year in commissions.

Next, you need to ask yourself “How many practices/patients will it take for my organization to generate that volume?”

- 4 HPs/side moving to 38 patients per week?
- 8 HPs/side moving to 22 patients per week?
- 15 HPs/side moving to 10 patients per week?
- Big practices, small practices, Tier 1, 2, 3 or 4?
- It really is your choice!

## CREATING HP IMPLEMENTATION PLANS

By following the steps outlined in the *Practice Planning Guide for nutraMetrix Consultants*, along with the *Health Professional Implementation Guide*, you will be on your way to helping your practices achieve their patient wellness goals, as well as the practice's financial goals. These tools are available for download in the nutraMetrix section of [UnFranchise.com](http://UnFranchise.com).

Zig Ziglar is known for saying,

***“You can have everything in life you want,  
if you will just help enough other people get what they want.”***

By helping the HPs on your team move their practice forward with nutraMetrix implementation, you will be able to secure your own financial future through nutraMetrix.\*

## BUILDING RELATIONSHIPS WITH YOUR HPS

As you know, business relationships are built on open communication and trust. Therefore, it is absolutely essential that you solidify your relationships with your HPs and the staff members who are working on their accounts. You must keep a close eye on their practice, especially during the initial phases of implementation, to make sure they properly understand how to move the product line to the end user — the patients.

### FREQUENCY OF PRACTICE VISITS

There is a direct relationship between the frequency of visits to your HP offices and the sales they produce. If you are following the steps outlined in the *Practice Planning Guide for nutraMetrix Consultants*, you will be conducting a minimum of three preliminary visits with your HP during the discovery process. These include:

- The 15-Minute Discovery Meeting
- The Proposal Meeting
- The Implementation Meeting

Should the practice decide they are ready to go forward with the Implementation Plan, there are additional meetings and trainings that will have to be scheduled in the practice beyond these scheduled meetings including the Staff 1-2-3 presentation, training meetings for key staff members, as well as possible TLS<sup>®</sup> Weight Loss Solution or Gene SNP<sup>™</sup> overviews.

Ensuring proper follow-up with the practitioner and/or appropriate staff after each session is key to the relationship building process. Your work does not end when a HP decides to partner with you. Rather the real work begins once the HP has agreed to open their account.

Ideally, in the beginning stages of implementation, you should be meeting with your HPs and/or their staff weekly to monitor progress on sales initiatives, answer questions, look for potential challenges, and identify areas for improvement. Utilizing the weekly tracking system outlined in the *Practice Planning Guide for nutraMetrix Consultants* will help you identify challenges before they get out of hand. Of course, if the office is too busy to accommodate weekly visits, you should strive to set up a minimum of monthly visits.

As the implementation evolves beyond the first year, you may be able to decrease the frequency of your visits to a quarterly basis. However, it is important to maintain regular contact with your HPs via phone check-ins, email, and possibly Skype or Webinar sessions.

Do not forget that your HPs are also being visited on a routine basis by parties with competing interests who are looking to develop their own market share in the HP office. Don't make the mistake of thinking everything is going fine without checking on your accounts on a frequent basis.

## HANDLING OBJECTIONS

### APPOINTMENT-SETTING OBJECTIONS

Health Professionals are very busy, and many different sales representatives from various industries and companies are competing for their precious time. You learned several techniques for trying to book appointments with Health Professionals during NC Training. These include:

- Presenting a warm smile and positive attitude when approaching the staff member (either in person or on the phone)
- Lead with WHY you are doing what you are doing. Make your passion and enthusiasm for achieving your mission be contagious
- Always be on time, courteous and professional, whether speaking to Health Professionals or their staff members
- Keep your appointment requests short — no more than 10-15 minutes for the initial appointment
- Offer to meet the Health Professional outside of the office, if necessary
- Build a relationship with the staff and invite the practitioner to attend a local nutraMetrix GMTSS event, an overview webinar, or HP course
- If you are having difficulty scheduling a Discovery Meeting with the Health Professional, ask to schedule with the Office Manager to see if they think nutraMetrix could be a good fit for the practice

### IMPLEMENTATION OBJECTIONS

Sometimes objections come up during the implementation process. The objections could be based around product questions or simply from the HP not feeling comfortable with a specific strategy. Do not view objections as something to be afraid of. Objections are usually questions in disguise and provide a unique teaching opportunity.

When a Health Professional or staff member expresses an objection to you, it is helpful to follow the following steps to overcome the obstacle.

- Thank them for sharing their objection or concern with you. You can't help them overcome concerns if you do not know what they are. For example — "Thank you for sharing your concern with me, Dr. Smith."
- Clarify that you understand their objection to make sure you have a clear understanding of their concern. For example — "So, I think what you are saying is ..."
- Present the solution and answer with facts that will help overcome the objection. For example — "You may be aware that ..."
- Ask for agreement. For example — "Based on this information, would you agree that ..."
- Check to make sure you have resolved the objection or lessened the concern. For example — "Dr. Smith, do you feel more comfortable recommending this product now that you understand how it supports ..."



## MANAGING YOUR BUSINESS

### GATHERING YOUR TOOLS

#### DOWNLOADABLE TOOLS

As a nutraMetrix Consultant, you now have access to hundreds of downloadable resources that are available in the downloads area of [UnFranchise.com](http://UnFranchise.com) under the nutraMetrix menu option.

You also have access to additional materials on [UnFranchiseTraining.com](http://UnFranchiseTraining.com). To access the nutraMetrix-specific content, select the menu option for “Certified Trainers,” then the option for “NCs and HPs.” You will need to use the following to gain entry:

- username: professional
- password: consultant

Be sure to download and review the *Practice Planning Guide for nutraMetrix Consultants* and the *Health Professional Implementation Guide*, as well as the various sales and marketing pieces available for your use.

#### PHYSICAL TOOLS

In addition to the digital tools that are available for download, you will need to order some nutraMetrix products and marketing materials that you will need during your visits with Health Professionals

Here is a list of some of the materials that you may need on a quarterly basis to help get you started.

| nutraMetrix <sup>®</sup> BV Product     | NMX CODE | UNIT | UFO \$/UNIT | TOTAL UFO \$    | BV/UNIT | TOTAL BV         |
|---|----------|------|-------------|-----------------|---------|------------------|
| Isotonix Daily Essentials Packets       | 6496NM   | 3    | \$55.00     | \$165.00        | 35      | 105              |
| Isotonix Daily Essentials Kit           | 6459NM   | 1    | \$143.00    | \$143.00        | 100     | 100              |
| Isotonix OPC-3 (30 servings)            | 13810    | 3    | \$23.50     | \$70.50         | 18.25   | 54.75            |
| Isotonix Vitamin D3 w/K2                | 13972    | 3    | \$24.50     | \$73.50         | 18      | 54               |
| TLS Nutrition Shake (Creamy Vanilla)    | 6390NM   | 1    | \$25.95     | \$25.95         | 8       | 8                |
| TLS Nutrition Shake (Chocolate Delight) | 6391NM   | 1    | \$25.95     | \$25.95         | 8       | 8                |
| TLS Protein Shake (Creamy Vanilla)      | 6709NM   | 1    | \$25.95     | \$25.95         | 8       | 8                |
| TLS Protein Shake (Chocolate Delight)   | 6710NM   | 1    | \$25.95     | \$25.95         | 8       | 8                |
|   |          |      |             | <b>\$555.80</b> |         | <b>345.75 BV</b> |

**MANAGING YOUR BUSINESS (CONTINUED)**

| <b>nutraMetrix<sup>®</sup> Marketing &amp; Implementation Materials</b>   | <b>NMX CODE</b> | <b>UNIT</b> | <b>\$/UNIT</b> | <b>TOTAL \$</b>                 |
|---|-----------------|-------------|----------------|---------------------------------|
| Wellness Goals Education System   | 13770           | 6           | \$43.00        | \$258.00                        |
| nutraMetrix Catalog   | 13923           | 2           | \$10.00        | \$20.00                         |
| <i>Live Better Longer</i>   | 778NM           | 10          | \$5.00         | \$50.00                         |
| nutraMetrix Body Poster (18 x 24) <i>(available through Print Center)</i> |                 | 10          | \$4.99         | \$49.90                         |
| Wellness Goals Poster (24 x 18) <i>(available through Print Center)</i>   |                 | 10          | \$4.99         | \$49.90                         |
| TLS Poster Body Poster  |                 | 5           | \$5.98         | \$29.90                         |
| TLS Poster Low-GI   |                 | 5           | \$5.98         | \$29.90                         |
|   |                 |             |                | <b>\$487.60<br/>per quarter</b> |

You will notice that there are hard costs associated with purchasing these products. You should create a goal to recoup these costs by retailing products to your own customer base. If you need help with creating a retail initiative in your business, contact your senior business partners. You may want to discuss conducting the following events to jump start your retail business:

- Isotonix Home Overviews
- Detox Home Overviews
- Wellness 101 Parties
- In-home Product Overviews
- Promote your Custom Mini websites on social media
- Online parties for any product with Shopbox

**CONTINUED COMMITMENT**

As an Independent nutraMetrix Consultant and UnFranchise Owner, you have all the tools necessary to develop a strong financial future. Successful UnFranchise Owners know that in order to run a successful business, they must be disciplined, well-trained, followers of the proven business plan, and maintain a positive mental attitude. Those who do not succeed often fail because of a lack of discipline, focus, attention to detail, or trying to do things their own way without following the system.

Make the decision today to commit to following the system as outlined in your reference documents. Stay focused on your goals and demonstrate that you are determined to never give up, even if things seem difficult in the beginning. If you find yourself struggling, reach out for help.

You have the business plan that will help you become a successful nutraMetrix UnFranchise Owner.

The nutraMetrix Corporate Team believes in you.

You can do this.

Welcome to the team.



# nutraMetrix<sup>®</sup>

Custom Health Solutions

