Imagine being invited to a friend’s home for an afternoon visit on a hot summer day. During the course of the visit, she gets out a juicy orange. As the two of you continue to talk, she peels the orange and you can smell its perfectly sweet aroma. After she’s done peeling the orange, she starts sectioning it and puts it in a beautiful glass bowl. As she sits down on the couch next to you, she begins to eat one slice after another. You can smell how delicious it is. She even comments, “This is the best orange I have EVER tasted.”

She never offers you one slice.

She just eats this delicious thing in front of you while you watch and try not to drool.

We know you love your Nature’s Sunshine products. Maybe you’ve had great success with the IN.FORM system, your family loves our line of Authentic Essential Oils or you have a deep passion for herbal remedies. Whatever products you love most, consider that if you’re not willing to share what you love with those closest to you, you may be preventing them from experiencing the same results and the same health improvements, all because you don’t want to “bother” them.
CONVERTING CONVERSATIONS INTO CUSTOMERS

Use this simple, three-step process to convert conversations into customers.

**INVITE ➔ EXPERIENCE ➔ ENROLL**

First, you invite your friend to take a no-strings attached action. When we invite, we aren’t inviting them to buy, we’re inviting them to try. Whether you are talking to a potential customer, a health care practitioner or someone who may be interested in growing a business, you’re simply inviting them to take the first step.

The good news is you don’t have to be a product or business expert to simply invite someone to take the first step. **You could invite them to:**

- Sample a product
- Attend a party or class
- Fill out the Health Assessment
- Have a one-on-one health consultation with you (in person or on the phone)
- Have a conversation with someone in your upline
- Share a video or tool

As you have conversations with old friends or new prospects, don’t overwhelm them with choices. After you have asked them some questions (as we discussed in the previous chapter), make one invitation to help them take the next step with Nature’s Sunshine.

**HERE’S A SAMPLE CONVERSATION:**

**You (to friend):** It’s great to see how healthy you look! I know you’re exercising a lot and that you’ve lost some weight. What are some of your health goals this year?

**Michelle (friend):** My goal is to lose 10 more pounds of baby weight. I lost a bunch at first, but now I’ve sort of plateaued and the scale isn’t budging.

**You:** What have you been doing so far?

**Michelle:** I started running and I’m training for a race. I’ve been counting my calories, but it seems like all I can think about is food.

**You:** I’ve been using a program called IN.FORM. I’ve been a Nature’s Sunshine customer for a while, and I’ve always loved their supplements. So when this program came out, I thought I’d give it a try. I’ve been really impressed with how it’s worked for me.

(Here comes the invitation) **Would you like to try a sample of the protein shakes?**

In this case, it was more natural to invite Michelle to sample the product, but you could have also easily said:

*I’ve been using a new weight management system called IN.FORM. I’ve been a Nature’s Sunshine customer for a while, and I’ve always loved their supplements. So when they developed this program, I thought I’d give it a try. I’ve been really impressed with how it’s worked for me.*

(Here comes the invitation) **Would you like to come to a class I’m teaching next week? I’m sharing my story and the talking about their patented program that has helped me lose 10 pounds and keep it off. I have some other friends coming, too. It will be a lot of fun!**

If she accepts your invitation, you’ll move her through to the next step: experience. The goal here is to actually get her to **ACT** on the invitation she accepted.
INVITE → EXPERIENCE → ENROLL

If you’ve ever invited someone to try a product, come to an event or have another conversation with you and they didn’t, you’re not alone. Don’t give up. Keep sharing and inviting.

TIPS TO ENCOURAGE YOUR POTENTIAL USERS AND BUILDERS TO TAKE ACTION

1. Make the invitation clear.
   a. Don’t say, “Would you like to come to a party sometime?”
      Ask, “We’re having a party next Thursday, are you available?”
   b. Don’t say, “Would you like to try some products?”
      Ask, “Would you like to try an IN.FORM metabolic support protein shake?”
   c. Don’t ask, “Would you like to build a business?”
      Ask, “Would you like to generate additional revenue from home?”

2. Offer a follow-up date. With a pre-planned class there’s already a date. With product samples or business invitations provide a follow-up date so your invitee can keep a time frame in mind with the sample.

3. Make a gentle and sincere reminder. Before the deadline, send a quick text, card or call with a simple message: “Just thinking about you and wanted to see if you have any questions about the _______ I left with you.”

4. Kindly follow up after the deadline. When you follow up, don’t be surprised if they haven’t had a chance to try the product or look at the paper you gave them.
   Keep it simple. “I was just calling to see if you’ve had a chance to try _______”
   If they say something like, “No, I’ve been so busy.”
   Try a soft response that includes a validation and question:
   “Life IS busy isn’t it! Do you have any questions I can answer for you?”
   You can ask if there is another good time to follow up.
   Or say, “Enjoy your week(end). I’ll check back with you at the end of next week.”

Be available and approachable through the experience process. Some people will act quickly on their invitation. Others may need more time, but the way you respond through the experience process will greatly determine if they take the next step. Always be patient. Follow up and be available for questions. If they feel like you care about them, their health and their timeline more than you care about the enrollment, then they’re more likely to take the next step. If they feel pressure, they may say no even if they like the product!

Inviting and helping them experience the products (or the business opportunity) is like planting seeds. Some require more nurturing and time before they grow than others. Someone you invite this week could immediately turn into a customer. But someone else you invite this week may turn into a customer next year. Of course, we’d love everyone to enroll quickly, but when they are ready, they’ll come back to you if they felt nurtured and along the way.

After they’ve had a chance to experience the product or explore the business opportunity, it’s time to enroll!
INVITE → EXPERIENCE → ENROLL

We talk about enrolling as a way to sign people up as users or sharers, but it’s so much more. The goal of enrollment is to collect a decision. Some may not be ready to take the next step, while others will be ready to sign up and build. Remember, it’s not as simple as yes or no, sometimes the next step is that they need more information.

Let’s explore some next steps for each response.

**IF HE/SHE SAYS YES**
- Make it easy for a person to enroll in the program. Sit with them to sign up, or be on the phone with them after you have provided a link. Let your customers know that you are here to support them every step of the way.
- Remember that the sale isn’t over when they enroll. Continue to nurture your customer relationships so that people will consistently try new products.
- If they’re ready to build a business, create a system for them to get regular support from you and your upline. Are there monthly training calls or private social media groups they should be invited to? Is there a regular time they can meet with you to help them ramp up and excel? Provide a lot of support in the beginning and set them up to succeed!

**IF HE/SHE SAYS NO**
- Remember, “not now” does not mean “not ever.” Let them know you are there for their future health needs. Better yet, ask them if they know anyone who could benefit from natural health solutions. Turn a “not now” into a referral!
- Consider conversations that begin like this: “Thank you so much for being willing to give the products a try. What were you hoping to experience that you didn’t?” Care about the answers. You may not have solutions or the ability to change prices or formulas, but it makes you interested in them and their experience.
HANDLING OBJECTIONS
We’ve compiled some answers to the two most common objections, but remember to make them your own! It’s always a good idea to validate their concerns to ensure they know you care. Just make sure you remain positive in the conversation. The statements below offer a variety of replies depending on your personality and your relationship. Consider the answers that are right for you and your prospect. The goal is to always show you have their best interest at heart so that if they become ready in time, they know, like and trust you.

We love the line: “Thank you for being willing to share that with me candidly.” Give it a try!

It’s too expensive. OR I don’t have the money for these products.
• “I felt that way when I got started, so I found three people to share this with and those bonuses pretty much cover my monthly product cost. If you’re interested, I can help you do the same thing!”
• “If money were out of the picture, would you be interested in these products?”
• “I felt that way in the beginning, too! Then I realized that my health needed to be a priority, and I was able to move some things around in my budget to allow for this investment. And I have never regretted that decision. I could help you through this process.”
• “I understand budgets are tight. If anything changes with your financial circumstances, I’d love to help you get started.”
• “What is your health worth to you?”

I don’t have time. OR I already have a job.
• “Time IS tight, isn’t it? Seems like we’re always going in a million directions, too. I started by carving out only 1 hour a day, and I was surprised at how much I got done in that amount of time.”
• “I was nervous when I added this to my plate, but I was able to find time that fit with my schedule and my family’s schedule, and I only spend ____ hours a week! I get my products paid for, and I enjoy connecting with other like-minded individuals.”
• “If you had all the time in the world, would you be interested in doing this as a business? I’ve been able to find ways to fit it into my schedule without it taking over my life. I love being able to work from home, be on my own time clock and make money at the same time. Can I share with you my system and schedule?”
• “Most NSP business owners have a job. Let me ask you, how would your financial circumstances change if you earned an extra $500 or $1,000 per month?”

I need more information.
If someone tells you they need more information, this is a good sign! Be patient and help them get answers to questions that they have.
• Set up a time to talk with them one-on-one.
• Set up a time to have them meet with your upline or another customer that may have some unique insights to a specific product line or business angle.
• Invite them to a workshop or class hosted by you or someone on your team.
• Direct them to the website (but send specific links so they don’t have to look around to find what they seek).
**ACTION ITEMS**

1. Remember the 4 SWs from Tiffany Peterson: “Some will, some won’t, so what, someone’s waiting.” Don’t be discouraged when someone says no. Continue connecting and inviting to find your Yeses!

2. Practice answers to common objections every week. When they come, you’ll feel more confident in responding YOUR way. Role play with your team!

3. Create a resources list with your favorite site links. Then you’ll be ready to direct people to more information when they ask.

4. Create a system for nurturing new team members. Do you create a group through a social media outlet? Hold a weekly call? Send a monthly newsletter or fact sheet? Create a sense of community and a place for people to help each other on their Nature’s Sunshine journey. It also takes a lot of pressure off of you to have all the right answers!

5. Read the next chapter to continue your journey on the path to prosperity. Strengthening your leadership skills will help you build customers and builders.