



Healthy Alternatives
Promoting Healthy Lifestyles

“What Do You Do” Script

When asked what you do, always give your answer with benefits stated to create interest.

If you don't offer benefits to the products or the business, then there will probably be no interest in either one. If you say I am a distributor with Nikken, So what? If you say I have my own home based business, So what? If you say I am International Wellness consultant, So what? If there are no benefits stated at all, then there is nothing to spark an interest in the prospect. You have to sell something to garner that interest.

To generate interest, try these responses:

“I show people how to live a healthier lifestyle, have more free time, and earn additional income each month.”

“I show people how to feel great by using innovative wellness technologies and help them set up their own international businesses working from home.”

“I help people earn extra income, work for themselves, and spend a lot more free time with their family.”

“I show people how to get a rebate check each month and help others do the same.”

“I show people how to earn a free car from our company every two years and work from their own home.”

“I show people ways to improve their health and earn extra income at the same time.”

*“By the way, John, what do you do for a living?” (I happen to **love** this one!)*

“Well, Cindy, you know how so many people are concerned about their health, want to be able to spend more time with their family and have more money each month? Well what I do is show people how to improve their health, have more free time in their lives, and earn unlimited income each month.”

Now, once you have captured the prospect's interest, you can introduce the company:

“We are affiliated with the largest Health and Wellness company in the world by the name of Nikken. Have you heard of them?”



At this point, you can proceed to set up an appointment to go through in more depth about the company, what it has meant to you and what it can offer to him or her.