

Savvy Sampling Tips

Turning samples into sales requires planning and preparation. Smart sampling starts new conversations, builds customer loyalty and offers prospective customers and associates a more personalised experience.



WHY SAMPLE?

Sampling helps you:

1. Reach out to more prospective Customers and Associates
2. Initiate conversations
3. Ask for referrals
4. Schedule follow-ups



WHO TO SAMPLE?

Vet your list – only share with warm and engaged prospects:

1. Existing Customers eager to try the products.
2. Prospective Customers looking to experience a product.
3. Prospective Associates looking to experience a product and see how samples can be used to grow a business.

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Sampling is one of the best conversation starters and can strongly influence purchasing decisions.

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PRO TIP: Reach out to three people who fit into each of the categories above. Also, add them to your social media accounts so they can learn more about your products and business.

SAMPLE LANGUAGE: “I’m going to send you a sample. Would you be willing to use it in the next two days and give me your feedback?”



HOW TO SAMPLE?

Here are some ways you can sample our mini discovery sets

1. Arrange a mail out to your top 10 customers
2. Create a giveaway for your social media audience
3. Use them as a gift for anyone who attends your in home
4. Always carry some with you so when you are complimented on your skin you can give them out

PRO TIP: During your follow-up, ask how they liked the sample, how their skin felt and for any other feedback. Track your prospects and the outcome so you can reach out with additional information about their purchase, referrals, or the business opportunity.

SAMPLE LANGUAGE: “I’m so glad you like the sample! Let’s get you started on The Celletoi Complete Collection. Our Subscription Rewards program offers great product discounts, I’ll send over a link so you can place your order. Can’t wait to see your results!”

Say This When Sampling

Keep the conversation going based on your prospect's
Response to their sample.

SCENARIO 1

WHO...

If they love the product, discounts and meeting new people.

YOU COULD SAY...

"Let's schedule some time today where we can review the various options and these fabulous offers. We also have some really simple systems to help you share these products with others. I can't wait to show you how it all works."

THE REASON...

Enrol a new Associate and help them launch their business.

SCENARIO 2

WHO...

If they love it and are ready to purchase.

YOU COULD SAY...

"I had a feeling you would love it as much as I do! Let's schedule time to complete your purchase, get you started if you know anyone who would love this as much as we do, I'd love to share this with them as well!" (Secure contact information for referrals.)

THE REASON...

Enrol a new Customer to help them achieve great looking skin.

SCENARIO 3

WHO...

If they love it, but are not ready to purchase.

YOU COULD SAY...

"I'm so glad you loved the sample! If I sent you three samples would you be willing to share them with a few of your friends?" (Make sure to secure contact information to follow up.)

THE REASON...

Their love for the product is a reason to follow up and an opportunity to secure referrals.

SCENARIO 4

WHO...

If they are not interested.

YOU COULD SAY...

"If you don't mind me asking, what did you like or not like about it? Is it okay if I add you to my Facebook page to learn more and follow up with you in a month?"

THE REASON...

There is always an opportunity for them to fall in love with another Isagenix product. Following up is key!



FINAL TIP!

Treat samples like gold. Don't pass them out randomly or treat them like business cards. They should be used to help you build your business and are critical tools for initiating conversations and providing opportunities to follow up with prospective Customers and Associates.