

Get to Know USANA® *Presentation Guide*



Our **Get to Know USANA** presentation is the simplest way to share USANA's premium products and business opportunity with your potential customers or team members. This guide is designed to help you make the most of every presentation, as well as provide an overview of each section of Get to Know USANA (including the mobile and PowerPoint versions).

If you're intimidated at the thought of presenting, just be authentic to your story and approach your audience like you would a close friend. Not everyone is ready to become an entrepreneur overnight, but anybody can benefit from USANA's science-based health products.

Prepare for Your Event

Before your event, consider the venue, the number of attendees, and what aspects of USANA your prospects seem the most interested in. Do additional research on the products your attendees have shown interest in, and study up on the science and technologies of each by researching on AsktheScientists.com. Have your personalized links ready to share via email or text. You can even create custom Share Lists of these products, which will allow potential customers to quickly buy your recommended products. And when someone shops from this link, you can tell them they're shopping as your personal customer and receiving Preferred Pricing. You'll earn commissions on any of the purchases they make. Visit **The Hub > My Business > Tools > Share Lists** to learn more.

Also consider how you'll present, whether to a larger audience, one-on-one with the tablet version of the presentation, or through a video conference call. If you're meeting in-person, bring something tangible, such as the Mini Customer Catalog or the Get to Know USANA Booklet, to give your prospect at the end of the meeting. For online engagements, craft an email to send as a follow-up.

Give an Effective Presentation

As you develop a relationship and build rapport with your attendees, you will begin to learn their motivations and goals and be able to more effectively present based on their needs. Consider the products they have expressed interest in, as well as some of your favorites you can speak on. Show your commitment and appreciation by recalling specific conversations you've had previously with each prospect.

USANA means something different to everyone, so don't be afraid to tailor your presentation based on your prospect's priorities and the allotted time you have to present. If someone is focused on nutrition, help define their needs with information on optimizers. It may also be appropriate to jump directly into the business opportunity if that's what someone is primarily interested in.

Finally, decide how you'll close your presentation. Follow up on any questions or concerns in a timely manner. People generally like receiving printed materials they can take home to read at their leisure. But to keep your audience engaged, wait until the end of your presentation to give them these handouts.

Breaking Down Get to Know USANA

Get to Know USANA is divided into three sections: Company, Products, and Opportunity. Your potential team members will first learn our history—the core values, high standards, and partnerships which set USANA apart. Then they get a brief overview of the range of science-based products they would be able to incorporate into their lives. Finally, simple graphics provide an understanding of how the people who love our products can make money by starting a USANA business and sharing the products they love.

Company

The booklets and PowerPoint begin by detailing USANA as a business and show our global reach. We're a billion-dollar company with a track record spanning over a quarter century, and our core values cement the integrity we act on. Thousands of people across the world—USANA Associates—are proudly committed to sharing our vision of health and wellness every day.

The USANA True Health Foundation, USANA Athlete program, Sanoviv Medical Institute, and our partnership with *The Dr. Oz Show* are some of the ways we continually validate our commitments to a healthier world. Look up the latest news online and visit their websites and social media to see for yourself why we chose these partnerships. The people you're presenting to will expect you to know this information.

Products

With a wide range of premium nutritionals, advanced skincare and beauty products, and low-glycemic protein shakes and other foods, USANA has something for everyone. Prefacing third-party references and research partners provide credibility. Our USANA Athlete program is a great way to discuss the quality of our products, testing, and industry-leading manufacturing standards. And our unique innovations—such as Nutritional Hybrid Technology and USANA InCelligence Technology®—give us clear, distinguishing points in the market. These technologies are huge differentiators for us, and understanding them is easy with AsktheScientists.com.

Nutritionals are sorted by primary health benefits. It starts with our HealthPak™, which provides a baseline of complementary, synergistic nutrients. Our many optimizers build on this foundation for those seeking the best in personalized nutrition. Nutrimeal™ and USANA MySmart® are healthy ways to increase protein intake, and the 5-Day RESET™ Kit provides a simple way start a journey toward a healthier lifestyle. Rev3 Energy® is a convenient, clean way to energize your day, and the USANA® WholeBio™ nutrition bar is a deliciously satisfying snack.

The product section ends with Celavive® and Sensé™ Body Care. Celavive uses our Olivol® Botanical Blend and InCelligence Cell-Signaling Complex to truly stand out as a high-performance skincare line. Complexes designed for different skin types further promote our focus on personalization. Sensé™ body care products are made from botanical extracts from natural sources and topical nutrition complexes, so you can expect beautiful results for your body, hair, and smile.

When talking about our products, we often refer to the “USANA Difference,” which is what sets our products apart from our competitors. Make sure you understand this so you can speak to the premium quality of USANA products. You should also know your audience and anticipate the categories they might be especially interested in. Visit **The Hub > Training > Ethics & Education > Proper Product Claims** to learn more about speaking on your experience with USANA products.

Opportunity

Some of your potential customers may be interested in the opportunity to earn money selling a product they use and trust. There are many ways to earn an income with USANA, and it's easy to get started. From part-time sales to full-time business building, there is an opportunity at every level. Remember that the thought of “becoming your own boss” and quitting your day job to run a full-time direct selling business isn't as appealing to newer generations. It's definitely an option with USANA—like any business, if you're willing to put the work in, the sky's the limit. But sometimes people just want an easy way to pay for their products or make a quick paycheck every now and then.

The opportunity section also covers details on how you get paid if you choose to run a USANA business. Simple graphics break down how Business Centers and the Binary Compensation Plan work and provide examples of potential earnings. Download the booklet version (available on the Share USANA Media Center) to share additional details about starting a USANA business.