

## HERBALIFE SKIN **PRODUCT DEMO / PRESENTATION**



**(TIP: Watch the SPA pampering Video to train yourself... go to SAlpha.com > DMO > Skin - Total plan)**

Demo scenario...for Example, your prospect customer is Helen...

Hey Helen; before we start with our HERBALIFE SKIN products, let me tell you a few things about this line of products.

Walk them through some of the facts about SKIN or **show them the SKIN INTRO Video** on a LAP TOP or DEVICE.

\*If you can't show the Video **make sure you know** what is said on the Video so you can explain the facts too!

(Download from SAlpha.com > DMO > SKIN Total Plan)

At the end say...**Great stuff, isn't it?**

**Now let's get started.**

All our products are for all Skin types except our Cleansers, they are for Normal to Oily skin and also for Normal to Dry skin.

**All our products are designed to Refresh, Replenish and Rejuvenate your skin.**

**1.** Helen, before we talk about each product, let's fill out this **Skin Wellness Evaluation**

- Pay attention to what they say and write
- 2.** Make sure you have all the open products, for the test, on the table nicely set. (All the open (trial) products should be clean as if opened 5 min. ago)
  - 3.** Take their evaluation and make some comments, their Evaluation will let you know their skin type. Show them and hand them the **Herbalife SKIN survey** form and explain that you are going to go through each product in this order so they can evaluate them and give you their opinion on each product.
  - 4.** Start the product testing

**Attention!** The customer should put all the Outer Nutrition products on his/her face  
Himself / herself!

### **Don't touch the customer's face!**

There are many reasons for this:

Only professionally trained cosmetologists or qualified beauticians are allowed to work on a customer's face.

Even if you are a professional, don't do it.

**It's not duplicatable!**

Also, not all customers want a stranger touching their face.

Also, if the customer puts the cream or a mask on his/her face himself/herself, then he/she is **using the product** already, which later makes the sale much easier as they know how to use it themselves!

### **Step 1-Cleanse**

- **Cleanser.** (The one that matches their skin type)

Helen, let's start with cleaning your face. Squeeze a little into your wet palm, work into lather, put it on your face in circular motions and then wash away with warm water or use a towelette.

The cleanser is designed to thoroughly cleanse your skin

- **NOTE:** Helen washes away the cleanser and each cleansing step (scrub and mask) with a wash cloth and warm water or a moist disposable towelette (preferably a scent free wipe) or cosmetic pad.

•**Step 2 – Instant Reveal Scrub** to reveal new skin  
And **Purifying Mint Clay Mask** for deep cleansing

(\*In case of sensitive skin apply the scrub and mask on the back of their hand.)

**Mint Clay Mask** – lightweight clay mask that cleanses and absorbs impurities. Improves skin texture and tone, leaving your skin clean, clear and glowing.

Wait for **8-10 minutes** while the mask dries up (**SEE STEP 7 for what to do in the mean time**) and then wash it away with warm water. When you wash away the mask from your face / hand, you will see a vivid result on your face / hand.

*After a few minutes:* Do you feel a slight tingling sensation? (For some people this can be STRONG tingling) Great! That's exactly what is supposed to be happening.

It's the result of the impurities being drawn out from under the skin.

(**Make sure they get started on STEP 7 while the mask is on**)

• TIP: While the mask is on, sit down opposite the person and **start a dialogue** and take interest in the person with the purpose of finding out if he/she may be dissatisfied in any area of his/her life. Our business opportunity may be what she/he is looking for or may suit just them right with their situation. (Make a mental note of their answers.)

Here is an **example** of the questions:

1. How long have you lived in this area.
  2. Where are you originally from?
  3. Are you married, children, etc.
  4. What type of work do you do?
  5. It sounds interesting, do you enjoy that?
  6. Have you ever looked at other work or business opportunities?
  7. *Or any other probing questions you can think of.*
- (Remember: make a mental note of their answers.)

After you wash off the mask make sure that you make a big deal on how the skin feels totally different and even the tone on many people's face will slightly change. This should be a WOW experience for the person.

### **Step 3 – Energizing Toner**

Removes traces of dirt and debris and helps maintain the ph balance of your skin. Moisten a pad with the toner and put it on your face or spray over your face.

### **Step 4 – Line minimizing Serum**

\_ **Line Minimising Serum**-smoothes texture, gives youthful radiance. (After applied, make an extravaganza of the results on how smooth and silky the skin feels.

### **Step 5 - Moisturize**

\_ **Firming Eye Gel**- a gentle eye gel for the delicate eye and lip area. Helps firm and smooth the appearance of skin around the eyes. Apply with tip of ring finger.  
\_ **Daly Glow Moisturiser** - softens and conditions. (After applied, make an extravaganza of the results on how smooth and silky the skin feels. (If done on the back of one hand Keep comparing to the other hand.)

**Optional: do the demo on one side and then second side of face.....**

### **Step 6 - CLOSE**

**How to proceed to a conversation about purchasing products**

Having completed the presentation or pampering session say

How does your skin feel?

(Helen: Amazing, this feels so good!)

I'm glad you feel great, what you have tried today comes in our **Ultimate Program**

(Show them the list of the different programs so they can see what's in each program.)

The way our products work best is in a program as they are designed to work together and enhance each other.

We have the very basic Program with the Cleanser toner and the morning and night Moisturizers for everyday healthy looking skin!

The Advanced has the same items plus the products that help us address fine lines and wrinkles, the eye cream and the firming gel and the Line minimizing serum.

And the Ultimate program has all of the above plus the Instant reveal berry scrub and the mint clay mask which you'd probably only use once or 3 times a week,

Which one sounds more like you?

#### **WAIT FOR RESPONSE....**

Whichever they choose you'll say: Great!

Proceed taking their order and thank them for their time and help.

Use a Nice bag to give them their products in and let them take some of your cards and brochures to refer you to others.

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#### **KEY:**

**While the mask is on their face**, (or alternatively at the end of the demonstration) sit down with your participant and start to complete the survey.

And make sure that you **do not start selling** the product or talk about prices etc. that have to do with selling the product.

## Ask for a list of referrals (imperative step)

**Example:** Helen, Can I ask you a favor.

We'd like to collect **30-50 opinions in the next few days about our New Herbalife SKIN products** and probably you have some friends or work colleagues who also like to look after their skin like you do that could participate in a free Skin pampering session and help us with our survey and give us their opinions, right?

### Could you help us?

You could just write down a few names and phone numbers of some people you may know who you think would like to get this experience, could you?  
. Meanwhile the mask will dry up.

*While Helen is writing down the list of her acquaintances, **be quiet and don't interfere.**  
After she has done it, you can ask some leading questions to help her remember some more names. For example: Helen, who is this lady Susan, do you work I with her?*

Helen, let's write a couple quick comments of who the person is or how do you know them. I see. Is there anybody else in your office besides Susan who you think could help us?

PROCEED THROUGH STEPS 5-6 (Toner, serum, eyes and moisturizer – CLOSE!)