

Grow your business by helping others become a New Crunchi Advocate

As a Crunchi Advocate, you can help people discover two life-changing things - Crunchi products and our Advocate Program. Both come with benefits of their own, but the best benefit is the same for both: the joy you get from sharing!



STEP 1: FIND PEOPLE READY TO JOIN THE CRUNCHI ADVOCATE PROGRAM

While it's great to grow your team, what's really fantastic is doing it by helping others find a solution to their problems. Lucky for you, that's also key to finding people ready to join! Start by asking yourself these questions often. Write down the names that come to mind and then find a natural way to share the benefits of the Advocate Program with them. We'll tell you how to do that in step 2!

- Who can I help?
- Who could benefit from a supportive community?
- Who is looking for something to fulfill them, or give them purpose?
- Who is looking for time flexibility?
- Who is unhappy with their current situation?
- Who could benefit from the opportunity to earn extra income?
- Who wants to contribute and make an impact in the world?

STEP 2: SHARE THE BENEFITS OF THE CRUNCHI ADVOCATE PROGRAM

Share the story of how you came to be a Crunchi Advocate, as well as all of the additional unexpected benefits that came after joining Crunchi. Keep in mind that the things that attracted you to the Advocate Program may be different than what attracts someone else. Listen carefully to your prospect's needs. Hearing them may help you point out benefits that will attract them, and grow your business!

Benefits of the Crunchi Advocate program include:

- The opportunity to earn extra income
- A career with unlimited income potential

- Discounts on Crunchi products
- The opportunity to be your own boss
- Time flexibility to work around your family's needs
- Personal development
- A sense of purpose
- A community of supportive, like-minded individuals
- Lifelong friendships

Here's an example of how you can communicate these benefits in a natural way.

To be honest, what really attracted me to Crunchi was the potential to earn extra income doing something I loved. That extra income has been fantastic! But truly one of the biggest benefits was joining an amazing Advocate community. These people have supported and empowered me right from the start. I've made some lifelong friends through my partnership with Crunchi.

STEP 3: ASK THEM TO JOIN YOU

If after hearing more about the benefits of being a Crunchi Advocate and someone is interested in joining, grow your business by inviting them to join you!

Here are a few examples of ways to make that invitation in a comfortable, natural way.

TIP: Use your own words. These are just examples. Speak from the heart. After all, it's your business you're growing.

I'd love to partner with you on this. How can we make that happen?

Honestly, it would be amazing to have you on the team. What do you think?

It's my biggest passion to see people succeed with their own business. Can we get you started?

Your social media posts are so inspirational, and I know you want to make a difference in the world. Have you ever thought about becoming a Crunchi Advocate? You would rock this mission!

You are so well respected in the community, and I know you miss work now that you've decided to stay home with your kids. Have you ever considered becoming a Crunchi Advocate? I would love to partner with you.

You have so much to give, and I know you would thrive in a supportive community. Have you ever thought about becoming a Crunchi Advocate? I would be honored to have you join our team!

You are so organized and good at multitasking, and I know you are super budget conscious. Have you ever thought about becoming a Crunchi Advocate?

I just love your energy and I think you would make a great Advocate! I would kick myself if I didn't ask you if you would like more information about our Advocate Program. If not, no worries!

STEP 4: HOW TO RESPOND TO THEIR ANSWER TO YOUR INVITATION

You never know how someone will respond to your invitation, but you can have an idea of how you will respond to their response! Here are some common responses and great ways we've found to move the conversation forward.

TIP: We've said it before, but let's say it again. Don't be afraid to use your own words. This person is talking to you and wants to hear your genuine response.

OUTCOME 1: THEY SAY "YES!"

Give your prospect clear steps on how to get started. It's important to walk through the process with them then and there. Help them enroll, and answer any questions they may have. While you have your phones (or computers) out, get connected on Facebook, plug them into the Facebook Advocate Community, and download the Penny App. When this is done they'll feel empowered, excited and ready to start!

TIP: Resist the urge to say something like, "Sign up whenever you have time." Instead, sign them up then and there. If you wait for the sign up on their own schedule, you risk the potential for distraction – kids, work, life

Here's an example of what to say:

Awesome! I'm so excited for you. Let me walk you through the sign-up process and help you pick your collection.

OUTCOME 2: THEY GIVE YOU AN OBJECTION

When someone makes an objection, it's a great opportunity for you to better understand them and address their concerns. Listen carefully and genuinely to what they have to say and then use the "Feel, Felt, Found" method to address it.

FEEL: Empathize with the customer's feelings. Find a genuine way to show them you hear how they feel. Common responses might start with something like, "I can see why you might feel that way..."

FELT: Let them know others have felt the same way. Common responses might start with something like, "A lot of my customers have felt the same way..."

FOUND: Share the benefit (solution or realization) that moved others who felt the same way to act. "What they found was..."

Here's an example of what Feel, Felt, Found sounds like in action:

OBJECTION: I don't have time.

I know exactly how you feel. I felt the same way too! I felt I didn't have enough time in the week to do what I was already doing. Adding a business seemed like it would take way too much time. But what I found was, just 20 minutes a day can make a huge impact. We have a simple system that makes it easy to run your business in part-time hours. It's all about working smarter, not longer.

OBJECTION: I don't have the extra income right now to invest in a business.

I know exactly how you feel! I felt the same way, but then I looked at it as an investment and an opportunity to protect my health. You can't put

a price on your well-being. There aren't many businesses you can start for \$49 that include training, resources, a back office, and a community wanting to help you! And with the Crunchi Smart Start Incentive Program you can earn that back in no time.

OBJECTION: I need to talk to my significant other first.

I understand exactly how you feel! My partner and I also like to make decisions together. I remember a Crunchi Advocate, who told me the same thing. They talked with their partner, got them on board with the business, and found that having a support system at home really helped their business go a lot further! Let me know if you want me to talk with your partner as well or answer any questions they have.

OUTCOME #3: THEY SAY, NO THANKS."

Stay positive! If you get a no, it might not be a hard no. It could mean they're nervous, the timing isn't right, or they need more information or need more answers before they can get to a yes!

Sharing the Crunchi Advocate Program is not always a one-time event. Studies show that it typically takes up to eight contacts before a purchase is met. A follow up text, or message on Facebook goes a long way and will keep your business growing!

Here's an example of what to say:

I can't stop thinking about you as a Crunchi Advocate. You'd be great! Let me know if your interest has changed at all. On a scale from 1-10, 10 being "sign me up", where are you?

Do not take it personally! Their negative answer probably has nothing to do with you. This opportunity may simply not be for them. There is however, an opportunity left for you in this situation! Ask for a referral. Maybe they know someone who would welcome the chance to earn extra income by starting their own business.

Here's an example of what to say:

Ok, if you ever change your mind let me know! I'd really love to work with you. I was considering asking your friend, Jenna. I think she would really enjoy working from home. What do you think?

Ok, if you are curious down the road just let me know!

You know so many people and have a great network of friends. Do you know of anyone who would be interested?

Ok, thanks for letting me share with you! Do you happen to know of anyone that would be interested in hearing about the Crunchi Advocate Program?

MORE ADVICE FROM SUCCESSFUL ADVOCATES:

Try not to prejudge. You never know who is looking for an opportunity like this. You might be surprised who joins.

Keep showing up on social media. Post. Go live. Share the message and the mission. When people respond, follow up!

Reach out to your network. Even if they say no, you've planted a seed. They'll see what you do, may become curious and interested in becoming Advocates themselves!

Follow up. After you've planted the seed, be sure to water it! Follow up with interested contacts and support them in getting to a yes!

More tools:

Want to learn more about how to create valuable content on social media? **Click here:** [Selling 101](#)

Want to learn more about sharing Crunchi? Help is just a click away! **Click here:** [Simple Scripts to Share](#)

Want to learn more about selling on Social Media? **Click here:** [10 Tips for Selling on Social Media](#)

Want to learn more about how to ask for referrals? **Click here:** [Asking for Referrals](#)

Need tips on how to overcome the most common objections? **Click here:** [Overcoming Objections](#)