

## Make our Direct Sales model work for you!

At Crunchi, we primarily sell through a Direct Sales Model. We do this because we know our products are most compelling when shared person-to-person. We also do it because this model is easy to use whether you're new to sales or a seasoned professional.

### THE SALES CYCLE

#### 1. Build a relationship

- Listen and take the time to get to know your potential Client.
- Actively listen to their needs to help tailor your suggestions to them.

#### 2. Suggest a product

- Share the product benefits and connect them directly to your potential Client's needs.
- Demonstrate the product. Let the potential Client touch and experience the product too.

#### 3. Overcome objections

- Be prepared. Have confident answers to common objections at the ready in case your potential Client has objections. For more information on words to say when overcoming objections, please refer to this document. [Overcoming Objections](#)
- Use L.E.A.P to guide your conversion.
  - **Listen:** Really hear what your potential Client is saying.
  - **Empathize:** Put yourself in their shoes. It will help make your next steps more effective.
  - **Ask:** Ask open-ended questions. See if you fully understand their point of view.
  - **Produce a Solution:** Draw on all of the previous steps to offer a solution that you truly believe will help solve their problem.

#### 4. Close the sale

- Move them from potential Client to Client by prompting them to buy the product. We find these two questions great ways to put a sale into action.
  - *What would you like to order?*
  - *What items are on your wish list for next time?*

#### 5. Follow up

- Use the 2-2-2 Follow-Up Method and track Client contacts using our [Follow-up Tracker](#)

**In 2 days:** Send a thank you note or email. A personal connection and expressing gratitude goes a long way in long-lasting relationships with your Clients.

**In 2 weeks:** Ensure they received their order. Ask them about their experience with Crunchi, and answer any questions about use or interest in additional Crunchi products to add to their routine.

**In 2 months:** Ask for their re-order or suggest other products they might like to try. Maybe something from their wish list? (**TIP:** This is a great time to ask for referrals too!)

To get the Direct Sales Model in motion, you've got to make direct contact with Clients! There are three primary ways to do that: Events, One-On-One Consultations, and Drop Offs to build your business that will bring you sales each month. The most successful Advocates use a combination of these methods monthly to build their business and boost sales.

### EVENTS

Events are simply gatherings of people where they can sample Crunchi products and learn about our mission. It's a great way to expand your network. You'll often meet new potential Clients and Advocates. (**TIP:** Hosts earn great rewards as a thank you for helping you build your business. Don't be afraid to ask enthusiastic Clients if they'd like to host an event!)

### ONE-ON-ONE CONSULTATIONS

Some Clients prefer to meet with you one-on-one in their home or a local coffee shop. This is great! It allows you to build relationships and make personalized presentations and curate product assortments with your Client's individual needs in mind. (**TIP:** If you meet in a coffee shop, bring sample kits. Customers sitting within earshot may ask to set up a consultation of their own.)

### DROP-OFFS

Drop-Offs are ways to provide samples of products for people to try over a few days. We find that once they try, they'll want to buy! When you drop samples off, be sure to include information about Crunchi as well as your contact information. That way they can reach out any time they want to order. Remember to follow up with the 2-2-2 Method! (**TIP:** Consider dropping off two kits. They can give one to a friend and help you grow your business!)