

Sell more vitamins

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A FIVE STEP - THIRTY SECOND APPROACH TO BOOSTING YOUR CUSTOMER BASE

By Ian King

Q 1. Do you take vitamins?



A. Yes

A. No

Q2a. What brand?

Q2b. Why not?

Q2a. What brand?

Q2b. Why not?



A. Product x

A. Because...

3. Can you tell the difference when you are on them?

... I don't believe in them.

[Change the topic, let them go, move on.]

...I just haven't tried them.

Q3b. Would you like to try some?

3a. Can you tell the difference?



A. Yes

A. No

**Q4. That's great!
Would you like to
try the vitamins I
use and recommend
because they are the
best I have found? I
believe you will
really notice you are
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A. Yes

A. No

Q4. Great! These are the vitamins I use and recommend because they are the best I have found? I believe you will really notice you are on these ones!

[Change the topic, let them go, move on.]

Q4. Great! These are the vitamins I use and recommend because they are the best I have found? I believe you will really notice you are on these ones! [give sample]



A. Thanks!

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Q5. Make sure you take them with food, and I want to hear from you in the next two weeks to see how you are finding them!

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A. Great! Will do!