

max MASTERMIND TEAM

SAMPLING CAMPAIGN

Why do we use a sampling campaign in our prospecting efforts? Because it works. **The fastest growing teams in Max are using a sampling campaign to grow their teams** – period. Do not start making initial contact if you're still testing the waters because you will destroy your credibility. No one wants to be a part of a test, and no one wants to be sold to. This business is relational, and success is dependent on people's TRUST in you, the Company, and the products. People follow people who KNOW where they are going.

There are several things to keep in mind when conducting a sampling campaign. First and foremost, **sampling is NOT intended to give your prospects a product experience** – with that being the pivotal deciding factor of them joining your business!. Most people will need 30 – 90 days on the product before they experience dramatic effects. On occasion, we have seen people respond to the product in 7-10 days that then turns them into an excited new business builder – and that is wonderful – it's just not the intent!

THE REAL INTENT of a sampling campaign is to **give your prospects an understood value exchange wherein they will be more apt to "hop on the Max Tour Bus" and get the rest of the Max story simply because of your willingness to make an investment in them.** Sampling substantiates your commitment and conviction. By giving your prospects 2 weeks of Max GXL you have 14 days to "keep them in the Max Conversation" by going to your website to gain more information; having a 3 way call with your upline leader; dialing into a Live Presentation Call and attending an In Home Presentation.

Sampling shifts the focus off "selling" the business or the product to "submitting" it. It's a paradigm shift if you will. **No one wants to be sold to, but many are more willing to explore the business opportunity (and embrace the product) if you submit it to them for their own research.** It's now moved from a sales pitch to more of an educational vehicle – again, an understood value exchange. The two weeks of samples provides ample time for the prospect to absorb the material provided on "the Max Tour Bus" and make an educated decision.

The following are guidelines new Associates should keep in mind when sampling:

- **NEVER Offer Or Suggest A Product Experience** – In fact – we believe it is unwise to share your personal product testimony in your initial phase of prospecting as it may set up an unmet expectation. While people may actually feel a difference in 3 days, others may take 3 months. And yet, there are some that may claim to never feel anything, but **regardless of what they feel, the Max products are backed by science, and are quantifiable, verifiable and therefore demonstrable via a blood test.** **You must reinforce this because when they receive a sample along with business aids, some won't read the materials or spend time on your website.** So make sure they understand why you are giving them a sample – because you BELIEVE in the product's science and KNOW this product works (enough so that you're investing in them). Just the word sample alone gives the implication of a "trial, test, experiment, taste, try-out, etc." so educate on this important fact so you never hear the words, "I didn't feel anything" because that's a disservice to our products. Bottom line: Do not hype this product and create a false expectation. The science and clinical studies speak for themselves so educate your prospects.

- **Sample Potential BUSINESS BUILDERS - NOT Potential Preferred Customers** - Remember, you are choosing to make an investment in that person so they'll listen to the Max Story. However, you may find that afterward, they're only interested in signing up as a Preferred Customer. That will happen, and it's perfectly okay. Just remember that your intent with sampling is ultimately to get your prospects to attend a Live Max Presentation – sifting and sorting for your serious business builders!