

# Nutrition Club: Training for Operators



# Duplication is Key



This Nutrition Club training is a system that has been proven to work and grow business.

Do NOT alter anything in this process.



# A New Business Tool



The Nutrition Club is not meant to replace anything you are currently doing. Instead, it is a tool you can add to what you currently do.



# Basic Terminology

- **Central Club** – the main Nutrition Club in a central geographic area supporting all the surrounding Nutrition Clubs; it has minimum 2,000 sq.ft.; it conducts live training and activities for all the Nutrition Clubs in its area; it is usually operated by a TAB Team member
- **Central Club Owner** – person or persons who own the Central Club
- **Central Club Leader** – single person who is responsible for the Central Club in its totality



# Basic Terminology

- **Nutrition Club or Club** – the standard Clubs operated by Distributors; average 600-1,000 sq.ft. in size; composed of several “Stations,” can consist of one organization and has the flexibility to work with other organizations as a TEAM
- **Nutrition Club Owner** – person or persons who own the Nutrition Club
- **Nutrition Club Leader** – single person who is responsible for the Nutrition Club in its totality



# Basic Terminology

- **Stations** – a designated unit within a Club that operates independently of one another; composed of maximum 4 “Operators;” must all come from the same lineage
- **Station Owner** – person who rents the Station from the Club Owner and responsible for it in totality
- **Station Operators** – everyone who works in a Station
- **Service** – one (1) serving of Aloe, Tea, Shake



# Basic Terminology

- **Prospect** – person being invited to a Club
- **Consumer** – person taking service at a Club; also referred to as a Member
- **Customer** – person buying Herbalife products
- **Guest** – person invited to a Club activity, ie. HOM

Here's an ideal upgrading process:

Prospect → becomes a Consumer → becomes a Retail  
Customer → becomes an Herbalife Distributor



We Are Team Herbalife



**HERBALIFE.**



# Philosophy of Success



Mission  
Team  
Individual



# Mission



Take the opportunity of health and prosperity,  
person by person, city by city,  
country by country, around the world.

# Goal to Achieve



To get YOU to **President's Team and beyond!**



# Daily Objective



## Success Formula:

- 1 – One new Service every day for 90 days
- 2 – Accumulate 15 total Services per day after 90 days

# What are Your Why's?



# Club Fundamentals



# Club Fundamentals



The Club is a System whose goal is to develop Leaders with successful and winning mentalities

# Club Fundamentals



the objective is...

# Club Fundamentals



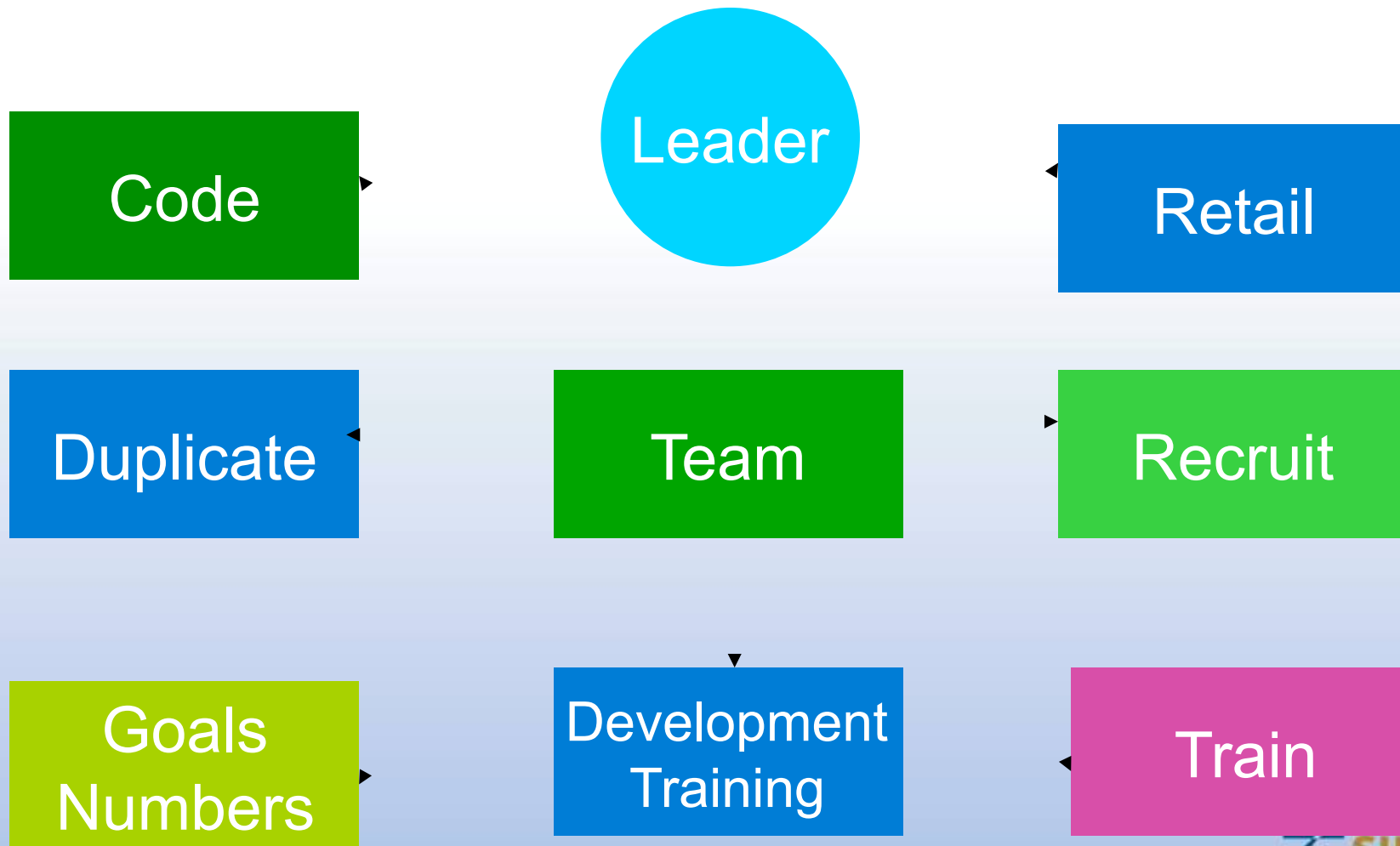
To have all Consumers  
happy and satisfied

# Club Fundamentals



To have all Distributors happy  
as they strive and achieve all  
their goals and dreams

# A Successful System



# Strengths of the Club



# Strengths of the Club

Creates an environment  
conducive for success



# Strengths of the Club



Collective Enthusiasm

financial  
**SUCCESS**  
system

# Strengths of the Club

Promotes Teamwork



“All for One, One for All”

# Strengths of the Club



Help Distributors overcome fears

# Strengths of the Club

Generate immediate results



# Strengths of the Club



Make “expert” Distributors

# Strengths of the Club



Creates opportunity for follow ups  
to become Distributors

# Strengths of the Club



Makes Distributors learn  
their strengths and weaknesses

# Strengths of the Club

## Connects Key Elements of the Business in One Location

- Contribution
- Work Plan
- Leadership/Sponsorship
- Community
- Follow Up
- Teamwork
- Connecting People
- Retail
- Recruit
- Retain
- Significance/Recognition
- Self Employment
- Entrepreneur
- HOM



# Concepts



# Concepts

Each Distributor is responsible  
for his/her own Success



# Concepts

It's not a bank of points  
Nor do we split profits  
Nor is it a service center

# Concepts



Nothing is free  
Everything is paid for

# Concepts



The best nutritious food

# Concepts

Don't focus on  
Weight Loss the first time

## Concepts

**Eat Well Feel Well**

Sell the idea of eating  
and feeling well first

# Concepts



Get Consumer to fall in love with the products and let them decide when it is time to lose weight

# Club Characteristics



# Club Characteristics



Unique, delicious and nutritious meal

# Club Characteristics

High quality ingredients and supplies



# Club Characteristics

Special Drinks:  
Aloe drink  
Herbal Tea  
Formula 1 Shake

# Club Characteristics

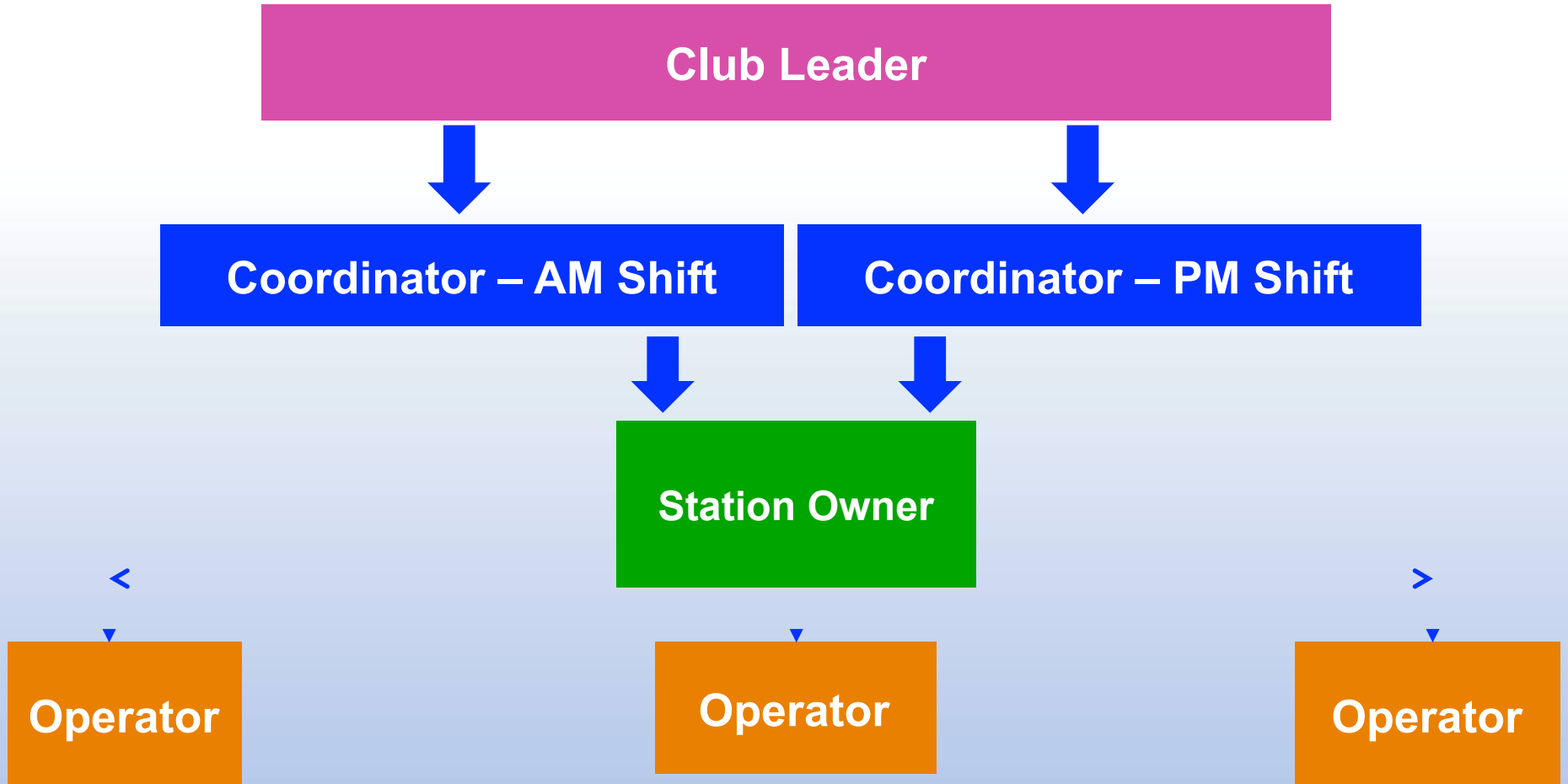


Club operates all day

# Club Characteristics

- Club is supervised by a Coordinator
- Club is made up of Stations
- Stations have maximum 4 Operators

# Organization



# Operator Traits



# Operator Traits



Winning Mentality

# Operator Traits



Burning desire to get to  
the next level

# Operator Traits



Passion to serve

# Operator Traits



Be kind and always smiling

# Operator Traits



Have a “no problem” attitude

# Operator Traits

## Loyalty and Integrity



# Operator Traits



Always going the extra mile

# Requirements To Be An Operator



# Requirements to be an Operator



Be an authorized  
Herbalife Distributor



# Requirements to be an Operator



Work 3 hours daily, at least  
6 days a week at the Club

# Requirements to be an Operator



Minimum 90 days commitment

# Requirements to be an Operator



Have your 30 second testimony ready

# Requirements to be an Operator

Pay rent and fees on time



# Requirements to be an Operator

Rent is per person working in a Station not per Distributorship

# Requirements to be an Operator



Have your Team work as a Team

# Requirements to be an Operator



Have Club Products –  
Suggested 1,000 VP

# Requirements to be an Operator



Oster Blender with Metal Base  
(provided by Station Owner)

# Requirements to be an Operator

Herbalife measuring spoon



# Requirements to be an Operator



3 Pitchers (1 glass), 1 measuring cup  
and 2 metal spoons (1 soup spoon,  
1 with long handle for stirring)

# Requirements to be an Operator

Permanent marker,  
12 oz. Cups

# Requirements to be an Operator

Wear prescribed uniform colors



Monday – Yellow and Jeans

Tuesday – Black and White

Wednesday – Orange and Jeans

Thursday – Green and Black

Friday – Blue and Jeans

Saturday – Black and White or Herbalife

\* Herbalife shirts can be worn any day

\* Closed shoes always



# Requirements to be an Operator



Attend minimum 3-day Club training

# Responsibilities of an Operator



# Responsibilities of an Operator



Arrive on time to the Club

# Responsibilities of an Operator



## OPERATORS TRACKING NUMBERS

DATE: \_\_\_\_\_

STATION	NAME	SHIFT TIME		SHIFT TIME		TOTAL HOURS	TOTAL SERVICES	COORDINATOR COMMENTS
		IN	OUT	IN	OUT			
1								
1								
1								
1								
2								
2								
2								
2								
3								
3								
3								

Register arrival and departure time in the Club

# Responsibilities of an Operator



Invite people every day

# Responsibilities of an Operator



GUEST REGISTRATION

DATE: \_\_\_\_\_

	NAME	OPERATOR	STATION	SERVICE (Yes,No)	NOTE	INVITED BY
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						

Register each Consumer  
as soon as they enter the Club

# Responsibilities of an Operator

## ONE

REFERRED BY _____	AT _____	DATE: ____/____/____			
Name _____	Tel: (____) _____	Cell: (____) _____			
Address _____	City _____	State _____ Zip _____			
AGE _____	ESTURA _____" _____" MC _____	ACTUAL WEIGHT _____ LBS. KILOS _____ SEX F _____ M _____			
Energy Level? _____	Low _____	Good _____	Excellent _____		
Activities? _____	Sports _____	Work _____	Other _____		
How well do you sleep? _____	Poor _____	Sometimes _____	Good _____ Horas _____		
Do you feel you have good nutrition ? _____	Poor _____	Regular _____	Good _____		
Do you eat 3 meals per day? _____	Yes _____	No _____	How many? _____		
What do you crave for the most? _____	Sweets _____	Salads _____	Fat/Salty _____		
Other _____					
Would you like to lose weight? _____					
<u>DO YOU SUFFER FROM ANY OF THESE HEALTH ISSUES</u>					
__Diabetes	__Migraines	__High Blood Pressure	__Constipation	__Retención de Líquidos	__Alergia Nasal
__Insomnia	__Arthritis	__Menopause	__Fatigue	__Prob. De Riñones	__Problemas de Colon
__Anxiety	__Alergies	__Stress	__Gastric Ulcers	__Prob. Menstruales	__Hipertensión
__Asthma	__Depression	__Osteoporosis	__Colesterol	__Mala Circulación	__Tiroides
__Colitis	__Acne	__Varicose Veins	__Stomach Acid	__Anemic	__Cáncer
__Hemorroides	__Infections: _____		__Pain: _____		

Keep a personal record  
of progress for each Consumer

# Responsibilities of an Operator



Always support the team  
with your testimony

# Responsibilities of an Operator

Attend Central Club trainings –  
HOM's, University classes,  
Monthly Parties, etc.

# Responsibilities of an Operator



Attend Herbalife and FSS events

# Responsibilities of an Operator

Work with Goals in mind:

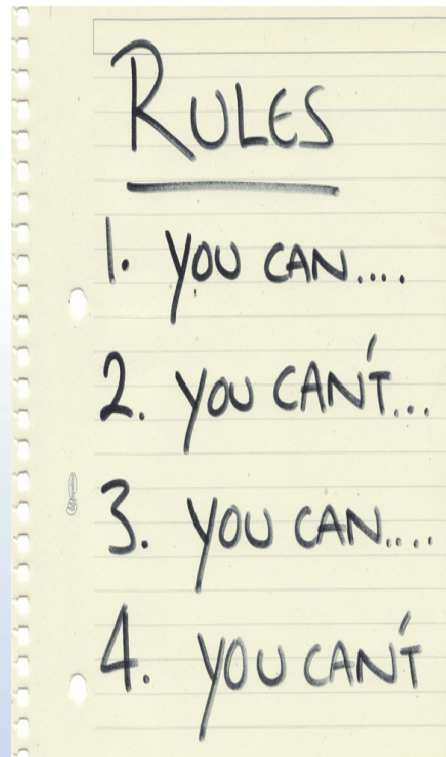
- Consumers
- Volume
- New Distributors
- Personal Results

# Responsibilities of an Operator



Show steady and reasonable progress in your Testimony (ie. weight loss)

# Responsibilities of an Operator



Respect Herbalife's Rules  
and the Code of Conduct

# Process of Inviting to the Club

## Prospecting

Face to face  
in the community

## Closing

Designated Closer  
collects \$4 Service

## Invitation

Personal Invitation to  
walk back to the Club



## Testimonies

Yours, Operators,  
Consumers

## Inform

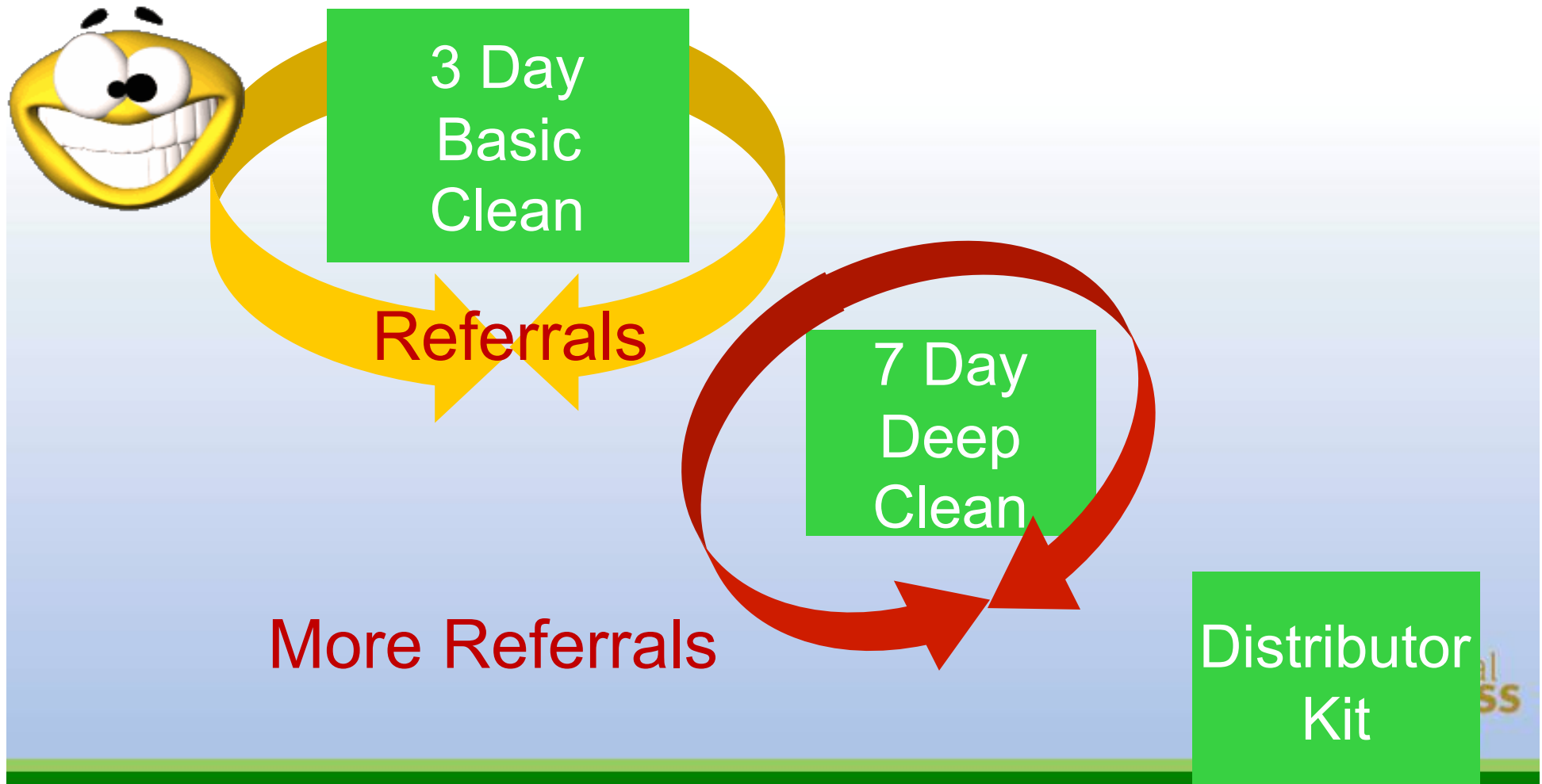
Pitch Book

## Registration

Prospect signs in the Club



# Process for New Consumers



# “Absent” Operators



When an Operator is not around when his Consumer comes, another Operator serves in his absence

# “Student” Operators



These are Distributors who are visiting as “students” and their goals is to become an Operator or Club Leader or Club Owner

## In Both Cases...



Coordinator on Duty is responsible for deciding which Operator gets assigned to a Consumer in order for the Consumer to be served

# Get Started and Build a Team



# Forming Stations



Club Owner asks his team who will take responsibility for a Station; and who wants to be part of a Station – and introduces them with each other

# Forming Team Coordinators

The Leader selects from the among Operators who he/she thinks has the capability to be the Coordinator on Duty (AM, PM) – which is a core function in the Club

# Getting Ready to Open the Club

Have a meeting with your team days before you plan to have the Pre-Opening and Grand Opening.

Start promoting your Club.



# Getting Ready to Open the Club

1. Review the Code of Conduct and Rules
2. Review the process of prospecting, inviting, registering, testimonies, and closing
3. Build and practice testimonies
4. Practice making shakes
5. Goal of the day
6. Encourage your team



# Pre-Opening the Club

Have a “Pre-Opening” a day before the “Grand Opening.” The entire team must be present. Invite Distributors who will be the Consumers.

This is an opportunity for the team to practice actual skills in preparing the different drinks as well as mastering the process of informing-serving-testimonies-closing and also the survey and membership.



# Grand Opening

As a new business, a “Grand Opening” announces your presence to the local community. Be ready to serve all your invited Prospects. You’re now open for business!



# Follow Up with Team

1. Weekly meeting with Operators
2. Bi-weekly meeting with Coordinators
  - a) Revise targets: weight, health, and business
  - b) Evaluate progress that works and doesn't work
  - c) Review the Honor Code and Rules
  - d) Recognize achievements



# Follow Up with Team

e) Review the Mission

- Team
- Person

f) Welcome the integration of new team members

g) Message of encouragement from the Club Leader



**Let's Get Started!**

