

Transitions Summary

Attitude and Knowledge

The best attitude building technique for the Transitions Life Style system is to be a product of the product or in this case a product of the system. Remember this is a lifestyle system not weight loss, many people have **GAINED** muscle mass using the system and others just plain got healthy. So, even if you don't use all the products you can change your eating habits, use the meals, and watch the DVDs.

Additionally, MA has produced some fantastic tools to help us retail this system.

Tools

Goals

In 3.5 months I lost 50 pounds by setting goals. We created a contest with a prize that I wanted. I set my sites on that prize and focused. Each of your customers **MUST** set a goal with a prize that holds significance to them. It is your job to help them dream and remind them of their dream often during the 6 weeks

Retailing

One of the most important things when working with Transitions and introducing the system to people is 'we are looking for lookers'. In other words we are looking for people who want and are committed to changing their life. We are **NOT** looking for people who need to lose weight.

In the world of body image there is a phenomenon that we **MUST** be aware of and it's the difference between perception and reality. At 255 pounds I still believed that I looked like I did when I weight 185 with under 10% body fat. My perception of myself had not caught up with the reality of my waistline. Most people exist like this. They either think the look better or worse than they actually do. Understanding this is key to retailing Transitions. Once you understand how your customer feels about how they look you can use your tools (body fat percentage, blood pressure readings, etc) to start to help them realize that what they think may not be what actually is reality.

An Example:

I met an old friend to help him start changing his life and discussing his goals. He was 6'4 inches, 255 pounds, 29 yrs old, and exercised 3-4 times a week. He figured he needed to lose 15-20 pounds. When we measured his body fat he was 45% body fat. **YES 45%**. In order to be in the healthy range he needed to lose 50 pounds of body fat

not 15-20. He was astounded when he stepped on the scale. I was able to use his body fat percentage to help him realize that he needed to lose a lot more weight than he perceived.

Prospecting Recruiting Sponsoring

A thinner (less body fat) customer is a happy customer who will refer. Almost everyone who completes the 6-week system will refer at least one person. What you are looking for, however, are the superstars who refer many people. There is no need to guess it will be obvious which of your customers are the superstars. My friend has referred me to 4 people in 3 weeks and talked to several others who were not interested. He called me and asked about info on selling the product...we'll see if he's coachable.

Follow up

Follow up is the KEY to the Transitions 6 week program. For the first week I call everyone at least once per day, some people more. I set phone appointments and ensure that I keep them. The more people you help complete the first week the more people who will finish the program and reorder and refer.

I have never known someone to not complete the first week and still come back and do weeks 2-6. Once you help them through the first week THEN weeks 2-6 are a breeze.