

*THE PURPOSE OF THIS CANVASS is for contact with past customers. This canvass presents numerous options to suit different scenarios and personalities. It was not designed with the intention of using all content, or complete book descriptions (p7- 10) in a single call. Rather select the content that appeals to your telling and with respect for your customer's needs, time and interests. Highlight that content in advance, and your phone call will flow naturally.*

*TIPS FOR PHONE CANVASSING Smile while you talk, dress well, set regular breaks, offer video-conferencing (p4), shorter sentences, beware of sounding as if you are reading a script, and pray before every phone call.*

*UNSOLICITED SALES REGULATION Telemarketing is still considered as an unsolicited sale. For this reason, sales over \$100 must be given a 10 day cooling off period before any payment is exchanged.*

*(Further book descriptions will be added ASAP for children's books.)*

### **Intro on phone for EXISTING/PAST customers**

Good morning (name)

This is (your name), (identify yourself ... eg) the guy/lady who visited with you (approx. when) to share information on family health and wellbeing.

It's a while since we've been in touch (or 'since I dropped by'), and with visiting now more limited, I hoped you wouldn't mind if I give you a brief call.

### **Options to build recognition**

#### ***If they remember you—***

(Name) you've got a good memory! A lot has happened since I dropped by, hasn't it?

#### ***If they don't remember you-***

That's Ok, with all that's happened you can't expect to remember everyone, can you?

#### ***If they can't remember what you do, adapt your reply to what you sold last time –***

*Health -* (Name), we do a special health work in the community with an holistic approach, and tailor resources to suit individual family needs. Last time we spoke, you were interested in ...

*Childrens –* (Name), we supply (are distributors of) children's books, many of which are printed in Australia

*Christian –* (Name), we are suppliers of Christian resources for families

*Biblical -* (Name), we are suppliers of Bible-based (or faith-based) resources for schools, families,

#### ***If they can remember what you do -***

As you know (name) we do a special health work in the community (OR with an holistic approach) which is more relevant now than when we caught up last.

***Or try inserting a 'warm-up' opening here – see page 2***

## Possible warm-up comments for different situations in phone conversations – USE ONE

### Scenarios

#### Kids chattering in the background

(Intended compliment: that she is doing well as a mum-teacher)

I can hear the (surname: eg Evans') cheer squad in the background!

#### Kids screaming in the background

(Intended compliment: that kids are active and confident)

I hear a sports team in the background. Is the coach winning?

#### No sound of kids in the background (in a home you know has children)

(Intended compliment: that kids are normally at home but can't hear them on phone call)

I can't hear the (surname: eg Evans') cheer squad in the background.

What incredible activity have you offered them this morning?

#### Sound of cooking

(Intended compliment: someone cooking restaurant-quality food at home)

I'm guessing by now you are Master Chef, 24/7?

I'm guessing by now you are Master Chef, 7 days a week?

I'm guessing by now Mum's Kitchen Rules, doesn't it?

#### Quiet home

How are you managing social isolation? What new hobbies have you enjoyed?

#### A cheery voice

(Intended compliment: recognition of the warmth in their voice on answering the call)

How have you achieved such warmth in your voice today?

#### A flat/frightened voice

(Intended compliment: recognition of someone that has inner fortitude / that they have accepted my phone call)

I remember how encouraged / inspired I was by meeting you.

How are you maintaining that same joy / happiness in your heart each day?

#### A single gentleman

(Intended compliment: recognition of studious / industrious / respected retiree)

I'm guessing a man of your experience would have some words of counsel for people in business today?

### **Opening the conversation up -**

I've been taking things quietly for the last few weeks and I wonder how you've been going? *(listen)*

*(bridge-build)*

***If they give a short reply (eg 'good' & ask about you), open the conversation – (briefly share about yourself, then)***

And may I ask, ... *(enquire about points shared in previous conversations)*

How are you and the family coping with the current health risks?

OR

(Name) As mum, (dad) what worries you most at the moment?

OR

(Name) As mum, (dad) what is hardest for you at the moment?

OR

Many families have been effected financially but by far the biggest concern is the health of our families, isn't it?

*(listen for needs)*

***(see 'ideas for responses to financial comments' p4)***

*(acknowledge)*

***(see 'ideas for complimentary warm-up comments p2)***

Yes, we've learnt a lot about viruses, and now, coming into winter, we need good immune systems, don't we?

OR

The government has helped with rent and income, and basic advice for staying well, but (responsibility for our) good health depends on what we are willing to do for ourselves, doesn't it?

OR

☺ If there was one area of health you would like to improve, what would it be?

### ***If they don't respond with a clear point ...***

(Name), of interest, did you know that one of Google's reported top-2 search words this past month has been questions about building up our 'immune systems'?

### ***If they say 'immunity / immune system' ...***

I can relate to that ☺ (name). Which method suits best? medication, natural, or the best of both?

### ***If they say 'mental health' ...***

And this time can leave us more vulnerable to stress and loneliness and disconnection. How are you going?

*(listen ... note)*

*(yet to write canvass for LESS FEAR or DEPRESSION THE WAY OUT)*

### ***If they say 'spiritual' ...***

(Name) what's been most challenging for you through this time of uncertainty?

I know many people have been wondering what's going on.

***(see p9 spiritual contacts canvass)***

### ***If they say 'children' ...***

(Name) what ages are the children now?

***(TBC p11 children's canvass)***

**If they identify FINANCIAL concerns as their highest priority, ideas for your response could be –**

**About their family expenses & loss of income –**

How has this impacted your weekly expenses?

What support would be most helpful for you?

**About world financial situation / fears –**

(Name) what I have found helps me overcome those same fears/concerns/worries, like nothing else, is the Bible's message that these events are no surprise to God. Jesus told us these events will increase in frequency just before He returns. Did you know that the Bible has 365 verses that say "Fear not" ... one for each day of the year. Those verses make a difference in my thinking.

**To introduce some titles –**

(name), I wondered if I could briefly suggest a few titles that I (OR that many) have found most helpful for ...

*(choose **one phrase below to end this sentence** ... )*

... building habits for a healthy body and mind ...

... encouraging me with those same challenges ...

... re-setting my thoughts in response to these challenges ...

... re-setting my lifestyle habits in response to these challenges ...

*(pause for a moment)*

**Is it ok sharing briefly over the phone, or would you prefer if we did a video call with Facetime / Whatsapp so that you can see? (go to page 7)**

***Note unsolicited sales under \$100 (incl. postage costs) require a 10-day cooling off period before payment.***

***Go to p7-8 for "Food As Medicine" & "Healthy Juices" or p9 for "TTY" or p10 for "Live More Happy"***

***Below are some lines if you want to craft your own offers & book descriptions.***

Of particular interest has been a book (or series) entitled ... \*\*\*

Some of the chapter headings are ...

You can see how the author is ... can't you?

(Name) we can't put a value on health and wellbeing can we?

Winston Churchill once said – "Healthy citizens are the greatest asset any country can have." That's just as true today, isn't it?

This book is part of a series (*don't call a group of books, 'a bundle'*) called ...

It also comes with ... which would be helpful wouldn't it?

*(see TRIAL CLOSE ideas p5)*

Another book (or series) I value is called ...

*(see LAST BUNDLE trial close p5)*

Anyway, I've been doing enough talking - of those descriptions, which ones do you think would appeal to you the most?

**Trial closes ideas – the purpose is to ask open-ended, opinion-asking questions:**

*Learning to trial close will have the greatest impact on our sales-close ratio.*

*Make it instinctive in all your presentations.*

- However:
- \* remember the purpose of the trial close is to discover the customer's opinion
  - \* listen to your customer's tone
  - \* trial closes are ideal to use when a customer is engaged
  - \* discern when & which trial close to use
  - \* don't over-use trial closes; suggest 2 per call

**After FIRST FEW TITLES - trial close:**

**Examples of OPEN-ENDED questions –**

How does what we've talked about (OR what I've shared) so far sound to you? *(ideal)*

How do you feel about what we've discussed so far? Do you have any questions?

Based on what you've heard (seen) so far, do you have any questions?

**Example of CLOSE-ENDED question –**

(Name), can you see how helpful it would be to have this information?

OR Can you see how this information can be practical to have at home?

**General questions to maintain responses at any time during part of a demo –**

Does that make sense?

What haven't I covered yet that is really important to you? *(ideal)*

**General questions to (occasionally) after you have listed a benefit –**

How would you use that?

Would that work for you?

**General questions if you need to open up discussion further –**

What type of books does (child's name) enjoy reading?

What have you been reading (in the Bible) lately that brings you great joy?

When we first met, you shared how you are challenged with (diabetes). Would you mind sharing a little more about that?

***If they say "not interested" in the books you have demo'd - That's OK. What sort of books interest you?***

**After LAST BOOK – trial close:**

In your opinion, (name), do you feel you could use this information in your home?

**FINAL Close options:**

(Name) I'm hearing / I'm picking up that you appreciate this material; what do you like most about them?

(Name), how do you feel about what we have discussed so far?

Which books/series interests you? The ... or the ... ? **Close (page 6) on the series of their interest.**

**If still unsure, ask –**

What part interests you the most? Do you have any questions?

## **Make it easy for them to buy**

(Name) you are probably wondering how much these are, and when you could receive them (OR when you'll get it)? That's easy OR It's simple.

People expect a hardcover (OR lifestyle) book like this (OR of this quality) to be over \$100 but you will be happy to know it is only \$ \_\_\_\_\_

And these are boxed and delivered to you straight from our Australian printing house for a capped postage cost of just \$10, which is reasonable isn't it?

**Suggested option for multiple purchases** – We also offer a special complimentary gift of your choice.

***Gift ideas – (IBD costs) See \*Note on page 9 'Spiritual contacts'***

*U-Turn cost \$1*

*Ministry of Healing cost \$2*

*Desire of Ages ASI cost \$3*

*Health & Wellness cost \$2.75*

*Great Controversy ASI cost \$3.50*

*Taking Charge of Your Health cost \$2.95*

*Live More Happy Sharing Edition cost \$3.30 (box 60) or \$4.20 (box 5)*

(Name), to help, there's the option of having them straight away, or paying by instalment, like lay-by ... usually 2 payments of \$ \_\_\_\_ each – and that's interest free, which is appreciated, isn't it?

(Name), if you were to invest in these today, would you prefer to pay once or pay in instalments?

*(After their decision ...)* Oh you've made that easy. *(pause)* Can I just re-check your details? *(Address and email)*

**Payment can be accepted by** PayPal, bank transfer or credit card – IBD urged to email or SMS an e-invoice for all sales.

**Sales under \$100** (including postal charges) can be paid and despatched/delivered immediately.

**Sales over \$100** (including postal charges) must comply with 10 day cooling off period before payment or despatch.

Send an e-invoice noting the date of order by phone conversation, outlining payment options & delivery mode & ETA.

Alternatively make an appointment to visit when restrictions allow for contactless transition with social distancing.

## **If payment plan** –

Instalments can be weekly, fortnightly or monthly – any amount of your choosing. Most people are happy with \$30 a fortnight. How does that sound?

Ok, working on a fortnightly basis, most families match it up with their next pay date. When would be best for you?

Ok, I can organise that for you.

## **Confirmation**

I like your choice (name) (OR You've made a wise choice (name)). I'm sure that you'll benefit / be inspired / enjoy this book for years. Could we plan to meet in person (OR again / one day) once these restrictions are lifted?

I'm generally in your area on ... As a courtesy, can I note which days of the week are ideal for you?

Of particular interest have been 3 stunning hard cover books. Could I share a brief description? (wait) The first is –

## **FOOD AS MEDICINE**

This new book, written by an Australian nutritionist, has won “Best in the world” in the Gourmand awards – that’s a competition like the Oscars of cookbooks. There were entrants from more than 60 countries, but the President of the Gourmand awards said this one was a “delight for readers”.

(Name) you might be like me ... someone else cooks a scrumptious dish, and you’re keen for their recipe?

Well this is a collection of 150 favourite recipes from Sue Radd, the dietitian with the Weet-bix company Sanitarium and the University of Sydney.

(Name), how do these sound for stepping up winter vegies in your home? Roasted Lemon Potatoes or Roasted Vegetables with Creamy Citrus Tahini Dressing, plus main dishes featuring vegie proteins – which are heaps better for our digestive systems! There’s dairy-free sour cream, lemon-y soups, curries, burgers ... and then for 2<sup>nd</sup> course there’s pages of ready-to-eat sweets, her real banana ice-cream recipe, and her most published recipe (which a lot of Australian magazines have featured) is the chocolate-free brownies made with something I am not sure if I should tell you! (pause ... would you like to know?! with black-beans!) These brownies just melt in your mouth!

(PAUSE & have a laugh)

One reviewer said this book will make you ‘hungry for health’! It’s a really easy book to read from cover to cover, or just to dip in and out of - simply try recipes and read the sections that appeal to you.

(XTRA: Just an aside note (name), you might know about the vagus nerve, which is the longest nerve in the body, and extends between our brain and our stomach. Until ... .. believed that the majority of nerve information flowed from our brain to our stomach, but they now say 80% of nerve traffic is UPWARDS, ... from our stomach to our brain. So whatever is going on in our stomachs has a big influence on what happens in our thinking, doesn’t it?)

She makes it easy to add more healthy carbs into our pantries, and for good reasons, to increase our plant-based meals, especially considering their relevance in diabetes and arthritis ... which is all-important as we age, isn’t it?

(XTRA: She also includes info on raw foods trends, how nutrients speak to our genes, and the importance of keeping up a healthy microbiome.)

We can't put a value on staying well, can we?

### **After THIS DEMO – flow into a light-hearted natural trial close:**

(In your opinion) (name), could you use this inspiration in your kitchen?

(LISTEN ... find a point of interest to discuss for a minute)

### **Some light-hearted sayings you might choose to ‘throw’ in during a conversation –**

It makes sense that a healthy outside starts from the inside, doesn’t it?

As Winston Churchill once said, “Healthy citizens are the greatest asset any country can have.”

As a dietitian once said, “If it came from a plant, eat it. If it was made in a plant, don’t.” (Michael Pollan)

As a wise man once quoted, “If you keep good food in your fridge, you will eat good food.” (Erick McAdams)

As a popular quote says, “Take care of your body. It’s the only place you have to live.” (Jim Rohn)

Another book (OR title OR series) I value is called ...

## **HEALTHY JUICES**

with 100's of suggestions for smoothies, shakes, infusions and other purifying and weight loss suggestions.

Our busy lifestyles are damaging our health, but with food in a liquid, it helps cleanse toxins from the body.

It's rare to find a book presented in such an attractive way that you just want to keep learning, isn't it?! (pause) This writer and publishing house also have a great reputation.

The author is a physician and a surgeon – he knows the human body inside and out. And as an educator, he can communicate and share knowledge in a way that is very easy to understand.

So he gives very simple and nutritious juices and smoothies, but matches them with common diseases - such as one juice for common urinary tract infections – in 1 smoothie, he has just 4 ingredients which are known to help detach the bacteria responsible for urinary infections; in another juice which is for defence against diabetes, there is a delicious sweet green drink filled with Vitamin K from green vegies.

And here's a good one - a juice called "Eagle Eyes" with the 3 vitamins and a particular mineral that we need to prevent degeneration of our retinas. And there's other juice combinations to defend stress and anxiety, diseases of the heart, blood, stomach, dry skin etc.

### ***First trial close -***

And perfect for the season we're in, **it also comes with over a dozen recipes to stimulate our immune systems – which is helpful now, isn't it?! (pause)** ... protecting our bodies from infections. (Name), how does this sound ... an anti-flu lemonade? or to fight respiratory infections - what about a coconut smoothie filled with good oils that attack bacteria, viruses, and fungi?

(Name) should I tempt you with more? There are juices and tips for a one-day caffeine detox, a tobacco detox, and also an alcohol detox. Plus juices to increase our metabolism to lose weight, without health risks.

My personal benefit is that I am finding more ways to combine foods, eat less bread, do less cooking, and getting more joy out of an increased variety of tastes.

### ***Next trial close -***

(Name), can you see how handy it would be to have this closeby in the kitchen?

OR Can you see how this information can be inspiring to have closeby the kitchen?

OR In your opinion, (name), do you feel you could use this information (OR inspiration) in your home?



## Spiritual contacts \*

*If you believe your customer is interested in a spiritual title ... to introduce –*

(name), I wondered if I could briefly suggest a book that I have found most helpful for encouraging me with those same challenges ... *(pause for a moment)*

## TODAY, TOMORROW & YOU

One important aspect of good health is the psychological and the spiritual, isn't it? When people are going through a lot of stress, doctors will often refer them to a counsellor, chaplain or a psychologist.

One book I have appreciated is called "Today, Tomorrow and You". It helps with anxiety, grief, depression, and those 'life' questions such as why there is so much suffering.

Since September 11, the world hasn't gotten much better has it? Now we are challenged with a world-wide pandemic, and people are asking "When are these things all going to stop?"

Some of the chapters focus on very practical advice such as overcoming addictions, and there are encouraging chapters for family relationships. The author is a Christian but he doesn't push religions. He talks about "What the Bible can do for you" and "How to read your Bible", sharing the difference it brings in peace of mind and hope for a future.

(Name) did you grow up in a faith? (OR do you have a faith background?) *(Listen ... if 'no', ask)*

Do you believe that there is a higher power or not too sure?

*(Listen and agree. If you can't agree, then say)* Sure ... that's very interesting.

There's some other really practical chapters *(pause)*, and a very popular chapter called "What happens when we die?"

He has a 10-point plan on how to handle grief. When we lose someone or something significant, we can often feel depressed and sometimes people grieve in different ways, don't they?

**Trial close:** (Name) are there times you identify with some of these questions? *(wait)*

Do you feel this could be a worthwhile read?

***\* If the prospect doesn't order but has been affirmative when discussing prophecy or spiritual topics, then gently pursue this interest with offer of a correspondence course (Living Well eguide link), studies, and prayer.***

***Note: Select appropriately. Rushing spiritual interest can often kill the interest and your long-term trust and orders. Remember the books are the priority mission and at this stage, let the books do their work. Your retention and resales rate will be determined by the customer relationship and trust you build while keeping in contact. Nurture the customer relationship ready to take them on the journey with the deeper spiritual bundles each time you resell. A future bundle will contain a Bible and Bible studies; trust the process.***

## Ask for referrals

(Name) you've been so generous with your time. Thank you. But just before I say good-bye, could I please ask, **who else** in your circle of friends, can you think of that would appreciate just a quick call (OR with this offer)?

And last but not least is a very readable smaller, but important book, called -

**LIVE MORE HAPPY**

This was just released by Dr Darren Morton, with scientifically proven ways to lift our mood and our lives!

We've all been part of an unprecedented social change these last few months, with isolation; Australians are more-than-ever ready for some happiness. But thinking negatively comes easy for us. And repetitive negative thinking makes us more vulnerable to anxiety and depression.

Did you know that at least a third of our thought flow each day is undirected?

Dr Morton says that to really engage our brain in positive thinking, questions are the answer! He gives 3 fabulous questions in particular. I'm now hearing stories from teachers and families who are implementing these questions in families each day.

(IBD: don't offer the questions, but if pressed – What am I truly grateful for? What went well today? What am I looking forward to?)

The chapter headings will give you a window into his recommendations, for example –

What you need to know about your Limbo (that's Dr Morton's phrase for the all-important lymphatic system).

Another is Motion creates emotion; Blue and green should often be seen, Together feels better, Feelings follow your focus, Food feeds your mood, Rest to feel your best, and more.

What I have appreciated is his easy-telling approach, with story-evidence and research indicating that almost half of happiness can be influenced by our daily habits. So wherever we are on the feelings scale, we can lift our mood, and the good news is, that by lifting our mood, we are lifting our wellbeing in the process.

Does that make sense?

**Further TRIAL CLOSE -**

Anyway, I've done enough of the talking. (Name), I'm hearing / I'm picking up that you can relate to these topics.

Of the descriptions of the 4 books, which ones appeal most to you?

What haven't I covered yet that is really important to you?

In your opinion, (name), do you feel you would like to take up the offer of these 4?

***Follow on with page 6 - MAKE IT EASY FOR THEM TO BUY.***

**At the close of your call -**

At the close of your call, offer to SMS link to **GLOW tract "Corona & Your Immunity"**

<https://discover.hopechannel.com/covid19>

& ask if they would like a free subscription the to the **Living Well eNewsletter?**