

Marketing Script to get in Retail Stores

Hello BPs, meaning, "Business Partners....GO GET 'M. (This should help)

Recommended approach: Suggest targeting retail stores that are providers in our network, i.e. Target, Walmart, Kmart, etc. Go to the store and ask to speak specifically to the store manager; not the assistant unless he/she has authority to approve your request. Let's pretend it's a he. If he is not in, find out when he will be available to speak to in person. It is highly recommended that you go in person and make direct contact -- avoid over the phone contact. It's pretty easy for someone to tell you 'no' especially when there is no eye contact. It's important to smile; look and be professional at all times. Introduce yourself...

"I'm (state your name only)....with AmeriPlan USA. If they are a provider in our network, first ask: "Are you aware that you are a provider in our network for prescription drugs (or Vision care) and that you are saving AmeriPlan members hundreds of dollars a year? And, because we value the communities' opinion on healthcare, our purpose is to conduct a very brief health survey. We will have available some handouts on information that may be of interest to them to help them save money on their healthcare." We would like to make sure that K-mart shoppers are aware of this saving money opportunity. Or, you can make it more personable and say something like, 'I would like to help my community save money by getting their opinion on healthcare and exposing them to some affordable healthcare options'. Also, be sure to mention that you are not there to hassle anyone, just to get their opinion. That should be sufficient.

DO NOT mention the 'make money' opportunity. Remember, little information, can sometimes get you a lot...meaning, don't say too much because then you may prompt questions like..."are you a profit/non-profit organization?" Then you will probably be inclined to identify yourself as an IBO, which pretty much reveals to them that you are in profit for yourself. Most retail stores do not fancy supporting profit organizations, especially Walmart but don't rule Walmart out for I have heard that some IBOs are marketing at Walmarts in their areas.

Your approach, what you say and how you say it CAN make all the difference...just remember to relax, be professional and always smile even if he is an old stick in the mud. If they approve, they will usually allow you to set up a table and a chair in their enclosed lobby area which most K-marts have-- that's it!

Note: If prospects are not interested in filling out a survey, because they are in a hurry or for whatever reason, then quickly and kindly offer them a third party tool, i.e.: flyer, brochure, DVD, a great way of still exposing them to an opportunity to save money with no delay. However, if you are smooth enough (like Magnos) to manage to get there name and telephone number anyway, then go for it. And remember to tell them:

"Have a nice day!"