Healthcare Professional Guide to Setting Up Your Office
5 STEPS FOR SUCCESS

1. Getting Started & How to Organize Your Office
2. Order Your Products and Materials
3. Prepare the Office
4. How to Enroll the Patient/Client
5. How to Build Your Isagenix Business
STEP 1: Getting Started & How to Organize Your Office

1. Review Six Figure Makers
   [http://sixfiguremakers.com](http://sixfiguremakers.com)

2. Review Isagenix Website and Back Office Tutorials

3. Review Compensation Plan Details
   • Train on placement strategy (left/right placement)

4. Appoint a Nutritional Director who will enroll and coach patients/clients
   • Enroll staff members as Associates
3 Easy Options to Organize Your Office Staff

OPTION 1: Practitioner Only

• Practitioner as the nutritional director consults with the patient, enrolls them and then provides them with a follow-up.

OPTION 2: Practitioner and Internal Isagenix® Nutritional Director

• Practitioner consults with the patient and passes the patient to the staff member, who has been designated as the nutritional director.

• The nutritional director answers any questions and enrolls the patient.

• The nutritional director has a follow-up meeting with the patient in one month.

OPTION 3: Practitioner and External Isagenix Nutritional Director

• Practitioner consults with the patient, passes the patient to an outside person, who has been designated as the nutritional director.

• This nutritional director answers questions and enrolls the patient.

• The nutritional director has a follow-up meeting with the patient in one month.
STEP 2: Order Your Products & Materials

1. Review Product Training Guide Webinar
   (In the Healthcare Professional section of your Back Office Library)

2. Determine your patient’s/client’s goals and what products are right for them.
   
   • **Patient/Client Goals:** Weight Loss, Better Health, Better Athletic Performance, Maintain Weight, Build Lean Muscle.
   
   • **Products:** We recommend that you have the following programs and products on hand depending on the size of your practice: Cleansing and Fat Burning System: 30 day supply, Total Health & Wellness System™, Shake and Cleanse, *Want More Energy?®* and *IsaDelight®*. 
STEP 2: Order Your Products & Materials (continued)

- **Materials**: We recommend purchasing our Healthcare Professional Value Pack and la carte options. We also have free downloadable materials.

  **Healthcare Professional Value Pak**
  
  [http://isasalestools.soundconcepts.com](http://isasalestools.soundconcepts.com)

  - Isagenix for HCP CD (feat. Dr. Bill Wheeler) (10)
  - 21 Reasons To Cleanse Brochure (25)
  - Brochure Holder (1)
  - Dreams Magazine (10)
  - Product Catalogue (10)
  - Nutrition Questionnaire Tear Pad (50)
  - Isagenix Rx Pads (50)
  - HCP Build Wealth Brochure (25)
  - Tracking My Progress Tear Pad (50)
  - Have it All DVD (10)
Sound Concepts a la carte options:  
http://isasalestools.soundconcepts.com  
- Weight Loss Posters  
- Pop-up Banners  
- Nutrition Questionnaire  
- Isagenix Rx Pad  
- HCP Build Wealth Brochure  
- Tracking My Progress
STEP 2: Order Your Products & Materials  (continued)

Free Downloadable Materials
(In the Healthcare Professional section of your Back Office Library)
Before/After slides for flip book
Nutritional Questionnaire
Tracking My Progress

3. Retail Products in Office:
Retailing individual items is a great way to introduce new clients to Isagenix® products.

- We suggest selling these products: IsaLean® Shakes, Want More Energy?® Sticks, IsaDelight®, IsaLean® Bars
- Display a retail price list for individual items
STEP 3: Prepare the Office

1. Feature Isagenix® promotional items in lobby, waiting rooms and patient areas.

2. Create a consultation room where staff member can show product webinar, answer questions and complete enrollment.
   - Display Suggestions:
     - Dreams magazine in reception area
     - 21 Reasons to Cleanse brochures at registration counter
     - Before/after photos
     - Weight Loss Posters in each patient treatment room
     - Product Display in main waiting area
       (we recommend empty canisters)
STEP 4: How to Enroll the Patient

1. Patient completes the nutritional questionnaire
2. Discuss patient goals and answer health questions
3. Suggest products and the right program (use Rx pads)
4. Enroll the patient in Isagenix®. Discuss retail or wholesale options. [Link](http://media01.isagenix.com/ABO/CBT/NMS/EN/index.html)
   - Ask the patient if they want to purchase wholesale or retail. Open an account with Isagenix. Autoship Rewards has the best prices on the programs.
5. Record weight measurements and take picture. Also sign up patient on IsaDiary. [Link](http://isadiary.com/subscriptions/)
6. Set up follow up phone call appointment 3–5 days following enrollment to answer questions—coach for success.
7. Set up follow-up office appointment in 1 month.
STEP 5: Building a Business

1. Develop a campaign to introduce clients to the Isagenix® Business.

2. Email/call your patients, or send them a postcard. Tell them your personal story from using the products and why you’re excited.
   • Show examples of client/patient success stories.
   • Ask them if they have friends or family members that would be interested in the products/business.
   • Have them watch Are You Toxic?
     http://www.drspeakout.com/
STEP 5: Building a Business

- Have them watch the Product Training Guide (In the Healthcare Professional section of your Back Office Library)
- Invite clients/patients and their friends/family to an educational seminar or a patient appreciation night/day meeting.

3. Approach other colleagues about Isagenix.