

Building Your USANA Business in a Bad Economy

by Pete Zdanis



My thoughts are that the state of the economy only affects your USANA business if you choose to let it affect your USANA business.

I believe that many Associates have fallen into the trap of **pre-judging** prospects and situations. i.e. "This person is afraid of losing their job, so they would never be open to investing money to start a USANA business.", etc.

Stop it.

No one can read minds, and it would be ridiculous for you, or anyone, to think that you can.

The Process

The business building steps have never changed, economic problems or not, and they never will:

Approach: Get to know a person. Find out what it is that they need, want or don't want. Show them you are truly interested in helping them.

Invite: If it appears that USANA may be able to provide a solution to what you learned about the prospect during the approach, ask them to take a look at that possible solution.

Present: Share information with the prospect which clearly shows how USANA can be a solution to their problem(s).

Close: If your prospect sees how USANA can be the answer to their problems, ask them to enroll as an Associate as the first step to getting started. If they are not ready for some reason, find out what the reason(s) is/are, and then schedule a follow up as appropriate.

The more you follow these four steps, and duplicate them throughout your organization, the more your business will grow. If you don't, your business will stagnate and wither. It's that simple.

Belief

If the four step process is not being implemented throughout your USANA team on a daily basis, I would recommend that you check your belief levels.

Do you believe in, and share Dr. Wentz's Vision: ***"I dream of a world free from pain and suffering. I dream of a world free from disease. The USANA family will be the healthiest family on earth. Share my vision. Love life and live it to its fullest in happiness and health."***

Do you believe in, and share, USANA's Mission: ***“To develop and provide the highest quality, science-based health products, distributed internationally through network marketing, creating a rewarding financial opportunity for our Independent Associates, shareholders, and employees.”***

If your answer is no, then, quite frankly, you are wasting your time in trying to build a USANA business. This is not being mean, this is being honest.

If you don't have a strong belief in Dr. Wentz's Vision and USANA's Mission, your efforts will be sporadic and lackluster. This will in turn produce poor, or no, results, which will in turn further erode your belief in what Dr. Wentz and USANA are trying to accomplish. It can become a vicious cycle, and it looks something like this:

- . (Strong/Weak) **Belief** produces
 - . (Strong/Weak) **Effort** which produces
- . (Strong/Weak) **Results** which further (Builds/Erodes)
 - . (Strong/Weak) **Belief** which produces
 - . (Strong/Weak) **Effort** which produces
- . (Strong/Weak) **Results** which further (Builds/Erodes)
 - . (Strong/Weak) **Belief** which produces
 - . (Strong/Weak) **Effort** which produces
- . (Strong/Weak) **Results** which further (Builds/Erodes)
 - . Repeat Infinitely

I think you get the idea.

Where are you in the cycle? Find out now, address it, start applying the four step process, and watch your business grow.

© Zdanis USANA Power Team - 2011 ® - All Rights Reserved

This article may only be copied, shared, distributed or otherwise reproduced in its entirety, including this disclaimer and copyright authorization.

www.petezdanis.com