

## Eliminating the Price Obstacle of the 30 Day Cleanse Program

Adapted from the original by 6 Star Golden Circle Steven Bis

### Timing:

- Dealing with a price objection is always done after you have created a clear NEED for the product. \$1 is too much to charge for something if you have not already demonstrated the features, advantages and benefits that your prospect will receive from using the product. You must build value in your product.
- Justifying the price of the 30 Day Cleanse Program is done after a good presentation of how the system works, your experience with it, and other testimonials have been given.

### Remind everyone of how important their health is:

- Ask your audience, on a scale of 1 to 10, how important is their health? The obvious answer is a 10, but it is important to get them to say this.
- Remind them of the testimonials that they just heard, and ask the audience what they think it is worth to them to improve their health in this fashion.
- Make the statement, “Isn’t it worth any amount of money to improve your health?”

### OK, now let’s get down to the cost of the 30 Day Cleanse Program:

#### Creating VALUE:

- The RETAIL price of the program is \$374 and because the company is based in Phoenix, Arizona, all of the products are in U.S. funds. There is also a shipping cost to get the products to your home, some tax, and if you’re in Canada, exchange on the currency. Your total cost is approximately US \$424.
- Now, I want you to tell me how much an average meal costs. Let’s take into consideration that you may occasionally go out to dinner, have lunches at a restaurant, and make meals at home from groceries that you have bought. (Usually, the audience will offer numbers of \$7, \$8, \$10 and higher.)
- The 30 Day Cleanse Program replaces 64 meals (not counting pre cleanse days), so at a cost of only \$7 (use the lowest number offered), the program saves you \$24 per month, plus time and energy! ((64 x \$7 = \$448)) So, how much does the Isagenix 30 Day Cleanse Program actually cost you?

**NOTHING! THAT’S RIGHT...IT DOESN’T COST YOU ANYTHING TO IMPROVE YOUR HEALTH.**

- And on top of that, if you choose to become a member of Isagenix, you can even buy this product at wholesale price, and save more money.
- How many people here are members of Costco? How much does your Costco membership cost? (from \$50 to \$100 annually). What do you get for your \$50? Well, you get the right to shop at Costco for a year, and pay retail price. The retail price may very well be lower than many other stores, but it is still retail.
- The cost to join Isagenix is \$49, and for your \$49 you get the right to buy Isagenix products for a year at wholesale price, including your first order of the 30 Day Cleanse Program. So, now – instead of paying \$374, you pay the wholesale price of \$260, and save \$114.
- THE END RESULT IS THAT YOU ACTUALLY SAVE MONEY WHILE YOU ARE IMPROVING YOUR HEALTH ON THE 30 DAY CLEANSE PROGRAM.

Close:

- **Will that be Chocolate or Vanilla? Visa or Mastercard?**