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## Ditch the Pitch Pocket Guide

Juice Plus+ is a relationship business, and relationships are built one conversation at a time. Every conversation you have is not only a chance to build a relationship with a current or future customer or team member, it is a chance to practice “Ditching the Pitch”.

I encourage you to keep this Juice Plus+ Ditch the Pitch Pocket Guide handy to review before and after your conversations with customers and team members, reminding you of the Ditch the Pitch Habits and practices. Focus on practice, not perfection, and you will see your skills as a persuader steadily improve.



For more resources, visit [www.yastrow.com](http://www.yastrow.com)

### Pocket Guide

### HABIT 1

#### Think Input Before Output

In conversations with customers and team members, let everything you say or do be informed by what you hear and observe. You will identify ways Juice Plus+ can be a great fit in someone’s life.

### PRACTICE

#### Be alert

During conversations, be alert and present in the moment so that you can notice every cue your customer or team member gives you. Resist distracting thoughts and don’t multi-task. Devote all of your attention to the conversation.

#### Say less to notice more

Whenever you’re talking, you can’t be listening to the other person. Practice talking less, and be aware of the extra things you notice. You’ll be able to pick up cues to how Juice Plus+ can help the person you’re speaking with.

#### Turn down your analytic brain

Don’t get “caught in your head” over-analyzing what’s going on. It can distract you and cause you to miss what’s happening in the conversation.

### Keep 5 Mind

#### Figure out what’s going on

At every moment in a conversation, notice what’s happening. You will continually pick up on cues about how Juice Plus+ could be a positive impact in this person’s life.

### HABIT 2

#### Size Up The Scene

As you listen and observe, take stock of your customer or team member’s character and situation to determine the best course for engaging and motivating this person.

### PRACTICE

#### Know who you are with

Think “who before what” and focus on the personality, character, motivations and interests of your customer or team member. This information will guide you in personalizing the conversation.

#### Understand the context of your conversation

During a customer or team member conversation, seek to understand the other person’s situation and the issues they are facing.

#### Listen for the game

When you’re talking with a customer or team member, be aware of the emerging dynamic, tone and mood of the conversation, understanding what type of conversation will best engage the other person. Adapt your approach to the conversation accordingly.

### Keep 5 Mind

As you Size Up the Scene, gain a sense of how Juice Plus+ could benefit this person. How could Juice Plus+ be the solution they have been looking for?

# HABIT 3

## Create a Series of “Yeses”

A conversation only moves forward if both parties continually agree to let it move forward. At its core, a conversation is a series of “yeses.”

### Say “yes, and...”

In customer and team member conversations, practice saying “yes, and...” to affirm what the other person says, using “and” as a way to move the conversation forward.

### Work with what you are given

You can’t anticipate how a conversation will unfold. When unexpected situations happen in a customer or team member conversation, don’t resist the unexpected.

### Ensure your customer keeps saying yes

Practice ways to encourage your customer or team member to say “yes” to you by avoiding situations where they can say “no.” Use open-ended questions where possible. Continual affirmation throughout a conversation will lead to the ultimate “yes.”

# Keep EMIND

### There’s always something to say “yes” to

Look for ways to keep a customer or team member conversation flowing, creating continued mutual affirmation and acknowledgement, even when you have to disagree with the other person.

# HABIT 5

## Focus the Conversation on Your Customer

Resist the temptation to talk too much about yourself or Juice Plus+. Instead, have a conversation that is mostly about your customer or team member and what matters to them.

### Make 95% of the conversation about your customer or team member

Focus virtually all of the subject matter in your customer or team member conversations on the other person’s interests and situation. This is what they really care about!

### Obey the one-paragraph rule

In customer and team member conversations, don’t talk more than one paragraph’s worth of information at a time. Notice what the other person says or does when you leave this break.

### Weave your stories together

Instead of focusing on your story, create a shared story by gently weaving threads of your story and of the Juice Plus+ story into your conversations, while still keeping the focus on your customer or team member.

# Keep EMIND

### Whose story is more important?

Your customers and team members care about their own personal stories, and are most familiar with their own personal stories. Embrace this reality! When you keep the conversation about them, you’ll find they’ll be more engaged and motivated to commit to Juice Plus+.

# HABIT 4

## Explore and Heighten

As you engage your customer or team member, look for ways to take your conversation to a higher level. Explore to find what the other person really cares about and then heighten by focusing the conversation on those things that matter to the person you’re speaking with.

### Find your customer’s path

In your customer and team member conversations, don’t force the other person to discuss issues based on your predetermined agenda. Pursue the conversational path that best suits your customer or team member at that moment.

### Get rid of your but

Practice removing the word “but” from all of your customer and team member conversations. Instead, try replacing it with “and” or a pause.

### Make accidents work

When unexpected “accidents” happen in conversations, practice using these situations as a chance to enhance the conversation and take it to a higher level.

# Keep EMIND

### Create conversational momentum

As you Explore and Heighten, you will be able to build conversational momentum that will keep your customer or team member engaged in speaking with you, and increase their interest in you and Juice Plus+.

# HABIT 6

## Don’t Rush the Story

Your customers and team members won’t be ready to hear your ideas about how they can benefit from Juice Plus+ as fast as you come up with them. Let the story emerge through your conversation, at a pace the other person can accept.

### Don’t load the slingshot

Avoid bombarding your customer or team member with too much information at one time. Bring information into the conversation at a measured, intentional pace. Be careful not to bring Juice Plus+ up too early in a conversation.

### Leave things in your pocket

Your goal is not to tell your customer or team member everything about Juice Plus+; it is to advance your relationship. Only include pieces of information that are critical to persuading and motivating the other person.

### Create callbacks

To develop a sense of continuity and personalization, write down or remember things your customer or team member says or does, and bring those issues back into the same or subsequent conversations.

# Keep EMIND

### Be patient

If you pressure your customer or team member to move too quickly, you will overwhelm them and actually slow the down the process of building their relationship with you and Juice Plus+.