

## **THE HEALTHY HOME CHECK UP PROGRAM**

The basis of this Program is to get a Healthy Home Check Up Test Kit in the hands of at least 2 qualified prospects per day 6 days per week. Although results will vary by Distributor, this should lead to 48 completed Mold and Bacteria Tests, 25 to 35 follow-up FreshAir Surround placements, and 8 to 15 subsequent retail sales. Based on the suggested MSRP of a FreshAir Surround, you could make up to \$400 profit per sale, which could generate up to \$3,200 to \$6,000 in take-to-the-bank profit.

### ***Approaching Healthy Home Check Up Prospects***

The following is an example of how you may want to approach a prospect in order to see if they are interested in a Healthy Home Check Up. This is for illustration purposes only; you will ultimately want to put it in your own words so you feel comfortable and relaxed.

“Hi, my name is Mike Jackson. I work with a Texas-based Green Technology Company, and I am offering Healthy Home Check Ups in the Twin Cities this month. The Test Kit we use is designed to detect mold, bacteria, viruses and other harmful contaminants we do not want lurking in our homes and making us sick. Typically, an investment like this could cost \$20.00 or more, but I am authorized to provide a limited amount of Check Ups in October at no charge.

The process is safe and easy with results in 48 to 72 hours. I would not have to come to your home; I can just send the Test Kit with you now with all the instructions, and then in a few days, you can send me a photo of the results and we can discuss what they mean.”

*\*Pull out a Prospect Card and a Test Kit*

“Here is a card with more details and my contact information and here is the test kit if you are ready to proceed. Can we go ahead and get you signed up for the free promotion? Great! Then I will just need to get your information.”

*\*Use your Sign-up sheet to keep track of all the information.*

## ***Following Up With Healthy Home Check Up Prospects***

Call prospects the following day to ensure they set up the test properly and answer any questions they may have. The following is an example of what you may want to say. Again, put these examples in your own words.

“Hello, Mary! This is Mike Jackson with the Company that provided your Healthy Home Test Kit yesterday. I just wanted to check in to make sure everything went ok setting up the dish.”

- If they completed the test, verify the details of the procedure to confirm they followed the steps correctly (i.e., location(s) and method(s) of collection, length of exposure, and incubation location).

*\*You should write this information down for later use.*

- If they have not completed the test, you should walk them through the procedure over the phone. “Mary, can you grab the test kit and a pair of scissors? Great, I am going to walk you through the procedure real quick. Go ahead and remove the top and pour in the liquid, leaving a little left in the bottle. We are going to take multiple samples for a complete home check. Let’s start by collecting air samples. Walk the dish through the rooms in your house and carefully scoop the air like you would scoop water. Be careful not to spill the test liquid. Let me know when you get to the last room. Good. Now please take the dish to a good test location, like a heavy traffic and/or carpeted area or near the opening of an air duct, and lay it on a steady surface. Ok, great, almost done. We are going to collect from a few surfaces now. Take out the enclosed q-tip, dip it carefully in the remaining liquid in the bottle and swab your computer keyboard and the back of your phone. Cut off that end and let it fall into the dish. Then dip the other side and swab a few light switches, doorknobs and railings in your home. Cut that end off and let it fall into a different area of the dish. That’s it. Just leave the top off the dish there for about an hour and then tape it shut, put it back in the bag and leave it upside down in a warm, dark place in your house, like in a drawer or under your sink. I will call on Thursday to find out what the dish looks like and discuss the results with you.”

Call prospects again in 72 hours, ask them to get the dish and describe what it looks like. Refer to the Interpretation section of the Direction Card and have them use it as a guide as well. Once you have determined the results, discuss solutions with FreshAir and set up an appointment for a placement.

## ***Additional Examples On Providing Test Kits To Prospects***

- **Silent Prospecting With Marketing Materials**

Silent prospectors allow you to reach more people. Prospect Cards double as an advertising tool for a free test kit that you can hand out, mail, post in businesses, etc. and have more qualified prospects calling you for a test kit. A Drop Box is another good test kit advertising tool. Put them out, collect prospects' information, and contact them to provide their free test kit. Test kits can be mailed for a minimal fee. See M.A.C. Services website.

\*Refer to the examples on Pages 1 & 2 from here

- **Healthy Home Showcases**

At the end of the showcase, inform your guests about the Healthy Home Check Up option. Ex: "Ladies and Gentlemen, it has been a pleasure sharing Vollara with you for the last 55 minutes. As I mentioned at the beginning of the program tonight, our mission tonight is to establish Authorized Field Testers and to schedule additional Showcases. We have FreshAir Surrounds here tonight for those that wish to become Field Testers. If you would like to host an event for us, we will provide a \$375.00 Vollara Technology free as a Host Reward. Further, if you are interested in evaluating the current health level of your home environment, we currently have a Healthy Home Check Up promotion available. Typically, an investment like this could cost \$20.00 or more. But, as an added benefit provided by your host tonight, we will provide a Healthy Home Test Kit at no cost!"

\*Refer to the examples on Pages 1 & 2 from here

- **HVAC Cleaning Company**

At the end of the appointment, inform the customer about the Healthy Home Check Up option. Ex: "Mrs. Jones, we have the duct cleaning completed. We found plenty of mold, bacteria, laden dust and more. Question, have you thought of what you are going to do to keep your ducts clean and keep your home healthy? Well, ABC duct cleaning does more than clean ducts; we are also a Green Technology Company specializing in keeping homes as healthy as can be even "after" we leave the job. One of the services we provide is a Healthy Home Check Up."

\*Refer to the examples on Pages 1 & 2 from here

- **HVAC Installation and Sales Company**

At the end of the appointment, inform the customer about the Healthy Home Check Up option. "Mr. Smith, have you considered what you will do as a preventive maintenance program for your new HVAC system? ABC HVAC does more than sell and install Air and Heating systems. We are also a Green Technology Company specializing in keeping homes as healthy as can be even "after" we leave the job. One of the services we provide is a Healthy Home Check Up." \*Refer to the examples on Pages 1 & 2 from here