

Gifting Approach

I've got a special gift and a card for you!

"Open the card. I want you to read it!"

"Here, I want to take the wrapper off so you can try my favorite one!"

"Isn't that delicious?!"

"Yes, it absolutely IS delicious!" *What's even better is _____ (How I sleep, how energetic I feel, the weight I've lost, etc). (Tell how you've benefitted. Keep it short)*

"If you enjoy this every day, you'll not only love the taste but you may also notice that you have less pain, better sleep, more energy, less hunger, and better focus."

"Here's a booklet that shows all the great things doctors have noticed healthy chocolate can do. You'll see why your wife (husband), your son, daughter, and your friends are all going to want this!" *(This step is optional)*

"This is unlike anything you've ever tasted or experienced. It's truly the healthiest chocolate in the world. You've just got to hear the story of how this came about! It's really interesting!" *(Use the app to show Jeannete's Story....right then, if possible. If not, text them the video via the app. Make sure to follow up later per below:)*

"Isn't that cool?! This chocolate is amazing, the business is fun...and it works! I simply give gifts to people I care about, and people love it. I don't have to sell. Honestly, what would YOU rather do: sell or give gifts?"

If they respond with interest in the business, use the app to show them the video [It's Simple to Build a Xocai Business](#). After the video is over, ask: "So, (name), if you were to get started today, which option do you think might be best for you?" (DO NOT SAY ANOTHER WORD UNTIL THEY RESPOND)

If they DO NOT respond with immediate interest in the business:

"You're going to want to eat the whole box all at once...but try to restrain yourself to just three a day. That's where most people say they feel great anyway!"

"You'll love it, so either you call me in a few days or I'll call you...because you're going to be out of chocolate!"