

Question from a Fit Pro:

***How do we get our clients to want the products?
Many are not very open to supplements no matter how well we inform them.***

Answer:

Lead by example. Tell them that you and your family use supplements properly to improve health and fitness. *Supplementing properly is part of your preventative healthcare program because it's about improving your "health span" not just lifespan.*

The only reason they would not be open to supplementing is because they don't know the facts on how supplements are part of a healthy lifestyle and can significantly accelerate fitness goals. **All** athletes and the vast majority of health professionals use and recommend supplements (see latest 2012 poll below).

The goal with supplementing is to live better longer, which includes being able to "play" longer - i.e. keep up your recreational hobbies or sport by recovering properly from each event. This cannot happen from typical food alone especially when reaching and maintaining low or acceptable body fat.

Again, you must lead by example and eventually they will follow, just keep bringing it up.

If you don't believe or use them yourself, you won't transfer any enthusiasm that would otherwise get most of your clients to feel the need. So my first recommendation, if you are not already doing this, is for you to build your supplement program, then your immediate families since I assume you also want them to live a longer more productive life. Once you experience the benefits, and you will, you will make everyone you work with want to take part - guaranteed.

Steps:

- Product knowledge to create your believe in the science behind the need
 - Follow the program recommendation and use videos and SRG for more product details and rationale
- Experience the immediate and believe in the long term benefits of your program
- Create your family's programs and use your discount to get them their needs
- With very stubborn clients, you can introduce the supplements once you have gained their complete confidence (2nd, 3rd or 4th session) and make sure at some point they have witnessed you taking your supplements or at least viewed them in your office or gym bag. Lead by example and memorize the "Talking Points" shown below
- Treat all your clients like your family. You want them to live a longer more productive life so they must follow your program, meaning at least a multivitamin mineral formula (MVM) with SuperCalcium+ and SuperOmega-3 only as needed. This is your health care recommendation that is in line with all health professionals. The difference is that the dotFIT products are for athletes, exercisers and their families, which is why you carry them in your facilities and they are not sold in the mass market. They are professional products (sold only in professional environments) recommended by a professional (you) using a professional method (screened and integrated into an evidenced based holistic program). Let them know *your* program includes the supplements you trust, so as long as they are working with you, they will follow *your* program because you know the outcome. You don't know the outcome if they are taking something else or not following your direction.

- Once you get past the health supplements, you can look at their goal enhancing recommendations if they are looking to get to the next level of fitness
- Finally, you can refer them to the SRG and the FAQs (or better yet show them) in the Fitness Vault under the Supplement tab. Every answer will be there. Feel free to the below SRG Paragraph and Link as needed
- ***If you are looking for health and fitness support through supplements and want full product disclosure (rationale for use, safety, contraindications, etc.) you can click the link below to the dotFIT Supplement Reference Guide (SRG) that is used by all our sport/health professionals and published by our Scientific Advisory Board and R&D team. The first section will give you all you need regarding recommendation and manufacturing processes. dotFIT is a research and development company for Sports, Fitness and Health professionals, therefore all products/programs must pass our Evidence Based Advisory and Legal committee rules including 3rd party testing procedures. Individual products can be found in respective sections.***

www.dotFIT.com/SRG

Client Talking Points

Supplementing for health

Preserve health to live a longer more productive life by increasing "health span"

- Potentially stave off chronic or age-related disease by improving the daily nutrient intake achieved through diet alone (avoid the triage effect)
 - ✓ Helps make up for you & our foods not being perfect
 - ✓ No one gets everything everyday (latest Gov. Survey results)**
 - ✓ MVM use associated with a 30-41% lower likelihood of heart attacks (the longer the use, the lower the risk)*
 - ✓ Aging reduces the ability to produce/acquire needed substances from foods
- Preserve metabolism/muscle as you lose body fat***
 - ✓ Supply needed nutrients without the calories
 - ✓ MVM users are leaner and control appetite better

*Am J Clin Nutr 2010;92:12516;Position Paper. Council for Responsible Nutrition. 2006;

**JN, Journal of Nutrition Oct. 2010

***Sports Med. 2006;36(3):239-62. Review

Supplementing for weight loss

Specific supplement programs can accomplish in 8 weeks, with less pain, what you might otherwise do in 12 (or at all because of lack of motivation from slow painful results). There is no additional need for ***supplementation once the weight goal is reached or when you have daily routines under control to continue making progress without the supplements.***

Supplementing for performance*

Specific supplement programs based on individuals can contribute:

- Bigger: Increase results by at least 10-20%
- Faster: Should allow you to beat all your personal records
- Stronger: Increase strength results 10-30%

**All increases are when compared to not using supplements*

2012 Supplement Use among Professionals Poll*

Join the professionals: Study looked at ten populations of healthcare professionals and found that:

- 72% of physicians take dietary supplements; 79% recommend them
- 86% of pharmacists take dietary supplements; 93% recommend them
- 95% of nurse practitioners take dietary supplements; 96% recommend them
- 96% of registered dietitians take dietary supplements; 97% recommend them
- 75% of dermatologists take dietary supplements; 66% recommend them

*** Research from the Council for Responsible Nutrition**