

## Bullet Proof Shield

Your strategy for handling obstacles, ingredient questions and skeptical comments

**Q:** [Insert any question / objection that some might bring to you.]

**A:** “I don’t know about that, but what I do know is ...”

Then choose any one of the four topics to answer the person, as it relates to his/her question or objection.



**Golden Rule: Stay on these four topics and that’s it!**

Do not get distracted by ingredients, too many details, other companies or product comparisons. This is your opportunity to lead the conversation with what you know about the AdvoCare business opportunity and products. If you don’t have a story of your own -- use the testimonials of our endorsers, our Scientific & Medical Advisory Board or one of the many success stories from the *Impact* magazine or *Solutions for Your Success* DVD.