

PRODUCT-CENTRIC MLM SCRIPT TEMPLATE

Context: This script template provides the complete product details for distributors to use while presenting the products to customers and recruits.

Therefore, the script is divided into two parts:

First, addressing the customer queries through conversion and an additional questionnaire template as per your business niche and products.

Presenting Products to Customers

Conversation

Distributor:

Hey [Customer's Name], I'm really glad we're having this conversation today. Since you already know a bit about the company, I thought we could now dive deeper into the products. Would that be okay with you?

Customer:

Yeah, sure. I'd like to know more.

Distributor:

Perfect. So, our company offers a range of products in the _____ category. What's great is that they're designed to help with _____, _____, and even _____. But before I share more, may I ask, are there any specific goals or areas you're currently focusing on?

Customer:

[Responds with needs/preferences]

Distributor:

Got it! That helps a lot. Based on that, there are a few products you might find useful. One of them is our _____, which is really popular for people looking for _____. It's made with _____ and it works by _____.

Another product that complements it well is _____. A lot of people use both together for better results because _____.

Now, something that sets our products apart is the focus on quality. They're _____-tested, made with _____ ingredients, and don't include _____ (common allergens/harsh chemicals/etc). So, they're safe and suitable for most people, even those with _____ concerns.

Customer:

Sounds good. But how do you use them?

Distributor:

Great question. The usage is pretty simple. For _____, you just need to use it _____ per day. Most customers start noticing results in _____, but of course, it depends on consistency and your body's own pace.

We also provide a usage guide and support throughout, so you're not alone after you purchase.

Customer:

What about the cost?

Distributor:

The recommended product is priced at \$_____, but there are options for bundles, trial kits, or even loyalty pricing that can reduce your cost if you're a repeat customer.

Plus, there's a 100% satisfaction guarantee, so if it doesn't work for you, there are flexibility and return options.

Customer:

Is this a subscription?

Distributor:

Nope, it's not a subscription unless you want it to be. You can place a one-time order or choose monthly auto-ship for extra savings. Your call.

Customer:

Okay. And how do I place an order?

Distributor:

I can place the order for you, or you can do it yourself through my personalized link: [Insert Link]. Once the order is placed, it usually arrives in _____ business days. And I'll be here to help with any questions you have after.

Customer:

Alright, let me think about it.

Distributor:

Absolutely, take your time. If you'd like, I can also share a short PDF/brochure/testimonial list so you can read more about the product and see how others have benefited.

I just want to make sure you have the info you need to make the best decision for you.

Optional Closing Follow-Ups Based on Customer Response:

If interested:

Awesome! Would you prefer to go with just _____ for now or get the combo with _____ as well? Either way, I'll guide you through it.

If hesitant:

Totally understand. Can I check in with you in a few days, once you've had time to go through the info?

If price is the concern:

If you're looking to get started on a budget, I can suggest a smaller pack or a starter kit. That way, you can try without committing too much upfront.

Questionnaire for MLM Businesses

SECTION 1: GENERAL PRODUCT OVERVIEW

1. **Product Category/Line Name:**
(e.g., wellness, skincare, household, nutrition, etc.)
2. **List of Products in This Category:**
(Include names and brief descriptions of each)
3. **What customer needs/problems do these products address?**
(e.g., energy, immunity, skin hydration, weight management)
4. **What are the unique selling points (USPs)?**
 - Clinically tested
 - Made with natural/clean ingredients
 - Free from _____
 - Certified by _____
 - Other: _____
5. **Who is the ideal customer for this product?**
(Demographics, lifestyles, health goals, etc.)

SECTION 2: INGREDIENTS & SAFETY

6. Key ingredients and their purpose (for each product):

(List top 3–5 ingredients with benefits)

7. Is this product:

Vegan	•
Gluten-free	•
Sugar-free	•
Cruelty-free	•
Non-GMO	•
Safe for children	•
Safe for pregnant/breastfeeding women (Please provide appropriate disclaimers or consult warning if applicable)	•

8. Any known allergens to be aware of?

(E.g., soy, dairy, nuts, etc.)

9. Has this product been approved or certified by any third-party authorities?

(E.g., FDA-compliant, ISO, FSSAI, etc.)

SECTION 3: USAGE INSTRUCTIONS

10. How should the product be used or consumed?

(e.g., 1 scoop in water daily, apply twice a day after cleansing, etc.)

11. **When should customers expect to start seeing results?**
(General time range, depending on consistent use)
12. **Recommended product combinations for better results (if any):**
(E.g., Use Product A with Product B for improved outcomes)
13. **Any usage restrictions or contraindications?**
(E.g., Not to be taken with _____ medications, consult doctor if _____)
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SECTION 4: PRICING, VALUE & ORDERS

14. **Retail price of each product (₹/\$):**
(Include volume/quantity in pack)
15. **Are there any starter kits, combo packs, or trials available?**
- Yes
 - No
(If yes, mention pricing and contents)
16. **Is there a money-back guarantee or return policy for customers?**
- Yes
 - No
(If yes, provide details.)
17. **How can a customer place an order?**
- Direct through the distributor
 - Online using the distributor link
 - Company app/portal
(Add instructions or steps if needed)
18. **Expected delivery time:**
(In days by region, if applicable)
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SECTION 5: CUSTOMER SUPPORT & TRUST BUILDING

19. Are there product brochures, videos, testimonials, or guides available?

- Yes
- No
(If yes, provide link or location for access)

20. What common objections/questions should a distributor be ready to answer?

(E.g., Is this safe? Will it work for me? What if I don't see results?)

21. Do you have any dos and don'ts for how the product should be presented?

(Include compliance notes, regulatory disclaimers, etc.)

Some of the question may not align with your MLM business and its products. It can be modified and customized as per your.

Distributor:

Hey [Name], I'm really glad we're connecting again. Since you already know a bit about the company, I thought today we could focus fully on the products. After all, understanding the products is key before recommending or sharing them with anyone. Would that be okay with you?

Potential Team Member:

Yes, that sounds good.

Distributor:

Great! So, our company offers a range of products in the _____ category. These are designed to help with _____, _____, and even _____.

Before I explain the specifics, I'd love to know—do you currently use any products in this category or have any particular interests when it comes to _____?

Potential Team Member:

[Shares preferences or product interests]

Distributor:

Perfect, that gives me direction. One of the most commonly used products in our lineup is _____. It's especially popular for people who are looking to _____. What's amazing is that it's made with _____, and its results are backed by _____.

Alongside that, we also have _____, which many customers combine with _____ for better results. This pairing works well because _____.

All of our products are created with a focus on quality. They're:

- _____-tested
- Free from _____
- Made with _____
- And come with clear usage instructions and safety guidelines

What I really appreciate is that these are not just for customers—they're products we personally use, benefit from, and stand behind. That's why building around them feels more natural and authentic.

Potential Team Member:

How do you use them? Or recommend them?

Distributor:

Usage is pretty simple. For example, with _____, most people take/use/apply it _____ *times a day*. You'll receive a product guide that explains everything in detail, so it's easy for you and anyone you share it with. Most users start seeing results in about _____, but this varies from person to person.

We also share customer stories and tips to help new users get the most out of their experience.

Potential Team Member:

Are they expensive?

Distributor:

The price varies depending on the product. For example, _____ *costs around \$ _____*, and many people go for bundles because they save more that way. We also have *loyalty programs or auto-ship discounts* if customers or team members want to stay consistent.

That said, what people usually care about most is value—and honestly, the *quality, results, and long-term benefits* usually outweigh the cost for most.

Now, let me tell you about the other products

(Repeat sharing info regarding the other products)

Potential Team Member:

Will I need to sell these to join?

Distributor:

Not necessarily. Some people join just to use the products at a better price, while others naturally start recommending them after trying. There's zero pressure to sell right away. You

can start as a customer, use them for yourself, and then gradually share your experience if and when you're ready.

That's how most people build their business, by focusing on product experience first.

Potential Team Member:

Okay, that makes sense.

Distributor:

Exactly. One thing I always recommend to anyone joining is: *become a product of the product*. Try a few, get to know how they work, and you'll feel more confident sharing them. When people see genuine experiences, it builds trust naturally.

Also, I'll be here to support you every step of the way—whether it's helping you choose products, understand usage, or guide someone you refer.

Share the training links and useful resources with the distributor