



## What Is Sampling?

This method generates interest in Herbalife® products by offering customers a complimentary trial-size version. When customers try products and they work, they are more willing to order them. Handing out samples and sample packs of Herbalife® products helps you engage customers with products they can taste, touch, and feel.

Sampling Herbalife® products has several benefits. First, sampling provides a flexible approach where you can hand out samples to people you meet at events and send them samples in the mail as a follow-up. Sampling entices customers by encouraging the trial and purchase of products. Sampling is scalable because it can reach a large audience, or can be uniquely targeted, depending on your goals. Finally, it's one of the more effective methods to get a wide range of products into the hands of your customers.

## Sampling Event Tips

Follow these helpful tips to get the most out of your event!

1. Pick the Right Event. This means looking for a fit between participants and products.
2. Know Your Audience. Sample products that will appeal to participants.
3. Know Your Product (including allergens present by checking the product label). This adds credibility.
4. Look the Part. Wear Herbalife branded clothing and a button or pin.
5. Start a Conversation. Be creative by asking questions and hosting contests.
6. Follow-up Immediately. Try to contact leads within 24 hours and no later than 48 hours.