



## WHAT IS NUTRAMETRIX®?

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LEVERAGE NUTRAMETRIX® AND GROW YOUR BUSINESS!

We have the finest health and nutrition products in the world. Patients want the best recommendations from their trusted health professionals, and nutraMetrix provides a way for health professionals to answer their patients' needs while building lucrative earnings through organizational growth. When doctors and other health professionals recommend nutraMetrix, they are encouraging better lifestyle habits that improves patient engagement and health.

NUTRAMETRIX PROVIDES

- Products and services for qualified health professionals
- Comprehensive marketing tools and implementation support
- Detailed training for UFOs, health professionals and staff

## HOW WILL THIS BENEFIT YOUR BUSINESS?

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Working with health professionals is easy when you get coaching through a nutraMetrix Consultant training. We know that patients are searching for healthier lifestyles through supplementation and weight loss programs, and their health professionals are the experts who can help them achieve their goals. We also know that health professionals are looking for additional income streams that can help pay off high overhead costs and give them more time to do what they love - building healthy lifetime relationships with their patients!

nutraMetrix not only provides the best supplements and weight loss programs for healthier living, it also provides health professionals and nutraMetrix consultants with unlimited income possibilities. We are looking for professional, organized and committed people who are interested in taking their UnFranchise Business to the next level by working with health professionals, as consultants, to help implement the best custom health solutions on the market.

Through nutraMetrix training, you will learn key techniques on how to attract and engage health professionals through our professional program, how to implement customized wellness solutions into health professional practices, and how to build a successful nutraMetrix business for yourself through referral marketing and implementation.

## WHAT WILL YOU LEARN?

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CONSULTANT TRAINING OVERVIEW

The all new **two-day** nutraMetrix Consultant (NC) training provides comprehensive education that suits all attendees in learning how to successfully design and implement nutraMetrix wellness solutions for health care professionals. This course builds upon the foundation provided in the nutraMetrix 101 and 201 sessions offered through the Global Meeting, Training, and Seminar System (GMTSS). Attendance at a nutraMetrix 101/201 is recommended prior to attending the two-day NC training, but is not required. Topics include:

- Understanding nutraMetrix and the Consultant Role
- Supplementation Rationale
- Understanding nutraMetrix Products & Services
- Positioning Yourself as a Consultant and Referral Marketing
- Goals and Action Planning for Success
- Setting Appointments
- Conducting a Discovery Meeting
- Business Proposal Development and Tools
- Implementation Procedures
- Role Plays and Live Demonstrations
- Understanding Your Compensation and Strategizing Your Success

### MARCH NC TRAINING AND ANNUAL CONVENTION AGENDA

**Registration:** Friday 7:30 AM - 9:00 AM

**Friday** - NC Training begins promptly at 9:00 AM and doors open at 8:30 AM. Lunch is on your own. Session concludes at 6:00 PM. *Networking Social is from 6:00 PM to 8:00 PM.*

**Saturday** - NC Training begins promptly at 9:00 AM and doors open at 8:30 AM. Lunch is on your own. Session concludes at 6:00 PM.

**Sunday Annual Convention** - Event begins promptly at 8:00 AM and doors open at 7:30 AM. Session concludes at 4:00 PM.

### NC TRAINING AGENDA

**Registration:** Saturday 7:30 AM - 9:00 AM

**Saturday** - NC Training begins promptly at 9:00 AM and doors open at 8:30 AM. Lunch is on your own. Session concludes at 6:00 PM. *Networking Social is from 6:00 PM to 8:00 PM.*

**Sunday** - NC Training begins promptly at 8:00 AM and doors open at 7:30 AM. Lunch is on your own. Session concludes at 4:00 PM.

# GET TRAINED!

## nutraMetrix 101: An Introduction to nutraMetrix

This three-hour training will provide you with the foundational knowledge needed to begin working with nutraMetrix Custom Health Solutions. Attendees will learn why the division was created, including how nutritional supplementation can promote patients' optimal health, why it makes sense for Health Professionals to incorporate wellness programs and services into their practices, and why the customizable solutions offered by nutraMetrix add value to both the patient and the practice.

Open to all UnFranchise® Owners and their guests, this training provides the basics of how to get started with nutraMetrix, including how to introduce the program to Health Professional contacts and potential nutraMetrix Consultants (NCs), what resources and tools are available and how to explain the financial opportunity behind the nutraMetrix business model. The content is appropriate for those who want to learn more about the advantages of nutraMetrix for Health Professionals and is also beneficial for Health Professionals themselves.

## nutraMetrix 201: nutraMetrix Implementation Strategies

This three-hour training will expand upon the foundational knowledge needed to begin working with nutraMetrix Custom Health Solutions. Attendees will explore the nutraMetrix opportunity in more detail, including how the programs and services offered by nutraMetrix benefit the Health Professional and the nutraMetrix Consultant. Topics covered include how to conduct a discovery meeting to identify the needs of the practice, how to create a preliminary business proposal for the practice and how to plan a successful implementation strategy.

This training is open to all UnFranchise Owners and guests. The content is appropriate for those who want to learn more about the advantages of nutraMetrix for Health Professionals and is also beneficial for Health Professionals themselves. It is recommended to take nutraMetrix 101 before taking nutraMetrix 201, as the fundamentals covered in 101 will not be repeated in 201.

Attendees who attend both the 101 and 201 sessions have the opportunity to be granted temporary nutraMetrix Consultant status for a three-month period with the purchase of a three-day nutraMetrix Consultant training ticket within one year of attending the nutraMetrix 101 and 201 trainings. This temporary NC status lets attendees begin working with Health Professionals right away, bridging a gap until they can get to the next NC Training. Tickets are **\$25.00** per person, per session. All tickets purchased are nonrefundable; however, they are transferable to another person (but not to another training).

Access **GMTSS** on your UnFranchise Business Account for full meeting details, including upcoming training dates and locations.

Would you like to see a nutraMetrix 101/201 scheduled in YOUR area?  
Ask your local coordinator to request one. We look forward to seeing you and your team members at these events.

## NUTRAMETRIX® CONSULTANT TRAININGS – 2019 SCHEDULE

HERNDON, VA March 29-31, 2019	DALLAS, TX June 29-30, 2019	COMING SOON!
<u>3-Day Training/Event: \$250.00</u> Hyatt Regency Dulles 2300 Dulles Corner Boulevard Herndon, VA 20171, US Reservations: (888) 421-1442 Room Rate: \$107-\$127/night Room Rate Deadline: March 7th	<u>2-Day Training: \$195.00</u> Sheraton DFW Airport Hotel 4440 West John Carpenter Freeway Irving, TX 75063, US Reservations: (972) 929-0983 Room Rate: \$159/night Room Rate Deadline: June 6th	<u>2-Day Training: \$195.00</u>  NIAGARA FALLS, NY SEPTEMBER 2019

*\*You must state that you are with nutraMetrix/Market America in order to receive the discounted room rate.  
Dates, times and locations are subject to change with notification.*

You may register for available nutraMetrix Consultant trainings and Annual Convention online at [www.marketamericanevents.com](http://www.marketamericanevents.com) under the nutraMetrix training tab, by mail to: 1302 Pleasant Ridge Rd. Greensboro, NC 27409, or by calling the order line at (800) 232-8590. Email [nutraMetrix@nutraMetrix.com](mailto:nutraMetrix@nutraMetrix.com) for additional questions or assistance.

