

## 8 Key's to Sell More Supplements and Maximize Profits the Easiest Way Possible

The nutritional supplement market is a multibillion dollar segment of healthcare which continues to grow which some industry analysts expect will reach \$175 billion globally by 2020- while the overall umbrella of wellness is slated to be the next trillion-dollar industry.

The supplement industry is driven out of a want for healthier living and alternative choices, spans all demographics, and comes with a growing demand for quality and transparency by the consumers.

Trends towards quality supplementation have led many large and highly funded lower grades nutritional and industrial food companies to buy into the practitioner based, higher grade functional nutritional market.

The larger retailers are even looking to overcome the "generic" label that used to fuel their industry no longer focusing on just low-cost products; these retailers are making changes to lines they carry as well as their private label brands, focusing more on sourcing of quality and unique ingredients and developing more attractive packaging to appeal more to consumers.

As an independent pharmacy, functional nutrition represents an incredible growth opportunity for your practice and your career, while supporting the health of your customers.

### **What Functional Nutrition can do for your practice:**

- Highlight you as the obvious expert to a hungry crowd of consumers looking for trust, transparency, and solutions.
- Increase sales and profit margins.
- Provide a 'cost nothing, hands-off' pillar to your marketing program- REFERRALS!
- Reposition and brand yourself as the open-minded, integrative source in your community
- Expand your client base
- Increase your total customer value
- Open up new networking and joint venturing opportunities
- ...and more

When incorporating functional nutrition into your practice, quality nutritional supplements will become a cornerstone, just as important as prescription drugs.

I have seen many pharmacies make the mistake of carrying what they think their customers want (low price), avoiding what they think their customer won't buy (quality and higher price)- ending up with stale sales, expiring products, and low profit margins. (This is old industry thought- don't get caught up in it)

At the same time, I have seen pharmacies invest too heavily in a product line that's not easy to sell- a line that you have to heavily invest your time and energy into their culture...where we find unique formulations to be a great thing- sometimes these are too unique especially for the practitioner getting their feet wet in the world of functional nutrition.

Some practitioners don't find it as easy to sell nutrition as others. As a pharmacist who has experienced great success in selling supplements and wellness while helping other practitioners to do the same, I have come to the conclusion that there are **8 Keys that can help you sell more supplements and maximize profits the easiest way possible.**

The more boxes you can check off on my 8 key list, the easier you will find it to sell natural supplements.

And you can use these effectively, whether it is from developing a marketing campaign (like the EZ cut-paste-implement) ones we have in our member's area, or when you are counseling your clients.

And remember, I know I don't have to say this, but every recommendation should be done in support of your customers wellbeing, not just to add to your sales. If you focus on solving problems, the sales will follow.

**...Oh, one last thing.**

I coach my members to look at their nutritional practice as developing mini (or major) profit centers within them. When you focus on core categories, or core products through your marketing, you will begin to make more inventory turns, generate more product sales, and reduce the risk of having inventory that does not move.

The 80/20 rule applies in so many areas of our business'. You will find that 20% (or less) account for over 80% of your nutritional sales- it's like clockwork.

So this is why I coach and teach you how to develop winners, and then scale them, which will shield you from any risk of dud's, or ordering in inventory that ends up not moving.

# 8 Keys to Sell More Supplements

## ✓ **Consumer Awareness of the Ingredient, Condition, or Topic- and Still be able to teach them something**

Understanding what's on the consumer's mind is one of the greatest things you can do to sell more of anything. I'm sure you have noticed that categories such as probiotics, supplements such as turmeric/curcumin and magnesium have become much more popular over the last few years, with more customers having questions related to them.

There are also conditions or issues that have grown in awareness, such as problems with elevated cortisol levels. Mail-order nutritional companies have brought attention to this with "promises" that their supplement will lower cortisol levels and people will finally lose stubborn belly fat.

Where we know the cortisol conundrum is much greater, affecting all metabolic processes, and offering great opportunities for us to support our patients health, it's a topic that has already made its way to public awareness and that's a great thing.

Understand, being the first to any market can be a benefit, although it can also be a challenge because you have to spend the time, energy and often cost to educate the public.

Steve Jobs was one of the few people who effectively could offer the consumer what they wanted- before they knew they wanted it. Unless you have a budget of a silicon tech company, you will want to find the sweet spot where consumers are hungry, ready to listen, and looking for answers from someone like you. By promoting supplements and topics which your customers are already wondering about and have interest in will help you go from 0 to 60 in no time.

## ✓ **Provides a Solution to a Problem, Pain, or a Fear**

This is the basis of all marketing, isn't it? If you can solve a problem, null a pain, or eliminate a fear that someone has, you can have a customer for life.

And this is more than just "fixing a lab result".

This would be offering better solutions than what's currently offered, whether it's for more effectiveness or reduction of side-effects, this is when you can become a hero.

Some areas that come to mind are; weight loss, an alternative to a statin that is causing someone muscle pain, helping them finally get a great night's sleep, fixing their hot flashes, and helping them get their thyroid dialed in to provide more energy, and better mood.

## ✓ **Quality & Transparency & Innovation of the Nutritional Company**

Given the fact that consumers are continually demanding higher quality and more transparency, if you want nutritional sales to make an impact on your bottom line you should look to support a supplement company which leads with quality, transparency, and science. These will not only allow you to give your customers the best, what they desire and deserve, it will allow you to market and promote your wellness offerings in a highly effective manner.

Today's consumer is demanding supplements that guarantee the authenticity of their ingredients - they want to know the story behind the supplement and the company, how ingredients are manufactured and sourced- they want proof.

### **Some great examples are:**

- Gaia Herbs and the Meet Your Herbs Program
- Mega Foods and their Live Facility Cams
- Pure Encapsulations Pure Probiotic Focus

## ✓ **Unique or Better Formulation**

Gone are the days of single letter supplements; people buying the A's, B's, C's, and E's at bargain discount prices.

Today's consumer is smarter, more studied, and is looking for what's better- and yes, they will often consult Dr. Google before coming to you. They want supplements that are free of allergens such as soy, dairy, and gluten; supplements that don't use toxic fillers and binders, supplements which offer unique formulations with synergistic ingredients and higher bioavailability providing better results

### **Here are some examples:**

- Magnesium glycinate offers better bioavailability and fewer laxative side-effects than the more common magnesium oxide.
- Phytosome curcumin offers higher absorption and bioavailability than other standard curcumin preparations.

- A supplement such as Joint Complex from Pure Encapsulations utilizes synergistic joint supporting supplements in addition to Phytosome curcumin including Boswellia, hyaluronic acid, MSM and UC-II which can offer better results than just Phytosome curcumin by itself.
- Iron bis-glycinate offers fewer side effects of constipation and GI distress than the more common iron sulfate.

## ✓Have an Up-sell AND a Down-sell

"Do you want fries with that?" - is the phrase that basically doubled McDonalds sales decades ago- by simply offering options of an up-sell or a down-sell will add sales and total customer value.

And not only are current customers ten times cheaper to retain than acquiring new customers- they are right in front of you- you have their undivided attention, so keep in mind in your counseling and marketing, *"what else can make their life better?"*

...and make it benefit rich.

### Types of Up-Sells

- Step up/Improvement from a current product
- Ride along complementary benefit to current problem
- Spans to other therapeutic categories

### Types of Down-Sells

- Answers the objection of too high of price
- Answers the objection of too big of package or quantity of capsules.

Here are some examples.

### **Probiotics**

I recommend my pharmacy clients to hone in on one probiotic that is their go-to probiotic for 80% of their clientele, such as a 10 billion unit per capsule, multi-strain probiotic that can be taken at one or two daily.

**An example of an up-sell that would be an upgrade** would be to carry a much higher concentration probiotic, such as a 50 or 100 billion unit probiotic. This is would be for the

customer with greater digestive issues, such as persistent diarrhea, been on long courses of antibiotics, or digestive diagnosis such as IBS.

**An example of an up-sell that would be a ride-along or complement** would be adding an FOS (fructooligosaccharides) which would help stimulate more beneficial bacteria growth.

**An example of spanning into other categories**, would be adding a digestive enzyme to the mix, or maybe L-glutamine.

A down-sell would be the person whose doctor tells them that they should take a two week course of probiotics after their antibiotic therapy. This might be the price shopping consumer, or the consumer for whatever reason does not plan on taking a probiotic longer than they have too.

In these cases, they would not want to pay the \$30 for the 60 capsule 10 billion unit, thus I would have in a 30 count bottle, or even a 60 count at a lower concentration. This provides them the conscious options of 'not having the rest go to waste.'

## ✓ **A Victim of OR Alternative or Complement to Conventional Therapy**

Vitamins, minerals and supplements can be victims of lifestyle, diet, and prescription therapy, or they can be complements to lifestyle, diet and prescription therapy.

Both of these reasons are great 'reasons why' to recommend natural supplements.

For instance, the drug induced nutrient depletions a medication can cause is the perfect space and opportunity for pharmacists. (For more information on this, check out our Nutrient Depletion EZ Identification and Restoration Program)

Whether its antibiotics and probiotics, CoQ10 and statins, or PPI's and magnesium, if you lead with the benefits of the supplement or natural ingredient---but then educate them on how their medication can be robbing them of such benefits, the need and want for the supplement drive up exponentially.

Then there is complementary therapy. For example, if someone is on triglyceride lowering medication, they most likely would see a benefit from added chromium. Not only can chromium lower triglycerides quite effectively, age, consumption of sugary foods, and exercise can deplete it out of our bodies.

## ✓Fit the Desert Island Nutrient Mold

I love to promote supplements that 'kill many birds with one stone,' supplements which cast a wide net, ones that could be that one supplement if you had to choose, that you would want to take with you on a desert island.

Some of mine are curcumin, magnesium, and essential fatty acids- although I do not promote exclusively this way- it has proven time and time again to make sales that much easier.

This works extremely well with the Nutrient Spotlights we provide in the members area at [www.functionalpharmacy.com](http://www.functionalpharmacy.com). You might be promoting the cardiovascular benefits of magnesium in an article (which we also provide in our content vault) but your customer dials in on the benefits of relaxation, or may supporting insulin sensitivity, in addition to the cardiovascular benefits. Suddenly they are looking at a 3 for 1 deal, and you hardly had to lift a finger.

## ✓Have A DIY or 'Home Made' Element You Can Improve

The Do It Yourself movement has never been bigger. People are looking towards home remedies and 'life-hacks' to solve all kinds of problems, and health is a huge area for this.

Where I would never devalue a customer's efforts in looking for a DIY solution for their health, and where some of them are perfect options- there are many, and here are a few examples where you can help improve on their results.

Turmeric spice and curcumin supplement. Turmeric has gained so much popularity, you will find endless recipes for turmeric tea and turmeric in recipes. The problem is, turmeric has a very low level of absorption, and where it might be great for maintenance health, often a supplement with enhanced bioavailability, like phytosome curcumin will offer greater benefits.

Another example would be apple cider vinegar for acid reflux. Where it might offer excellent results, sometimes it will fall short and recommending betaine HCL would be a better option.

So there you have it...my tried, true, and thoroughly tested 8 keys to maximize your nutritional sales and profits.