

## FUNCTIONAL MEDICINE REP TALKING TRACKS

### Introduction: Initiating the Conversation

**Functional Medicine:** "Good [morning/afternoon], I'm [Your Name] with [Your Company], and I'm here today to discuss how we can support your patients' health and wellness with our innovative products, Trim and Liquid BioCell. May I ask, what are you currently recommending for your patients' body transformation, joint health, and overall wellness protocols?"

### Scenario Response 1: They Have No Current Recommendation

**If No Existing Protocol:** "That's precisely why I wanted to talk with you today. We're proud to introduce Trim and Liquid BioCell, two groundbreaking products designed to support comprehensive wellness. Trim features an innovative combination of CLA to accelerate fat reduction and Collagen/HA Matrix® Technology to improve muscle tone and restore youthful skin. Liquid BioCell, the only bio-identical collagen matrix available on the market, supports joint and skin health with just a tablespoon twice a day. Patients have reported exceptional results within weeks, significantly enhancing their satisfaction and outcomes."

### Scenario Response 2: They Offer an Existing Solution

**If They Have a Protocol:** "It's great to hear you're proactive in supporting your patients' health and wellness. I believe Trim and Liquid BioCell could complement your existing protocols beautifully. Trim combines CLA, clinically shown to decrease body fat and block fat transport into fat cells, with Collagen/HA Matrix® Technology to improve muscle tone and skin health. Liquid BioCell is a bio-identical collagen matrix that supports joint health and overall wellness, making it easy for your patients to maintain their regimen with just a tablespoon twice a day. These products could significantly enhance your patients' results at 30, 60, and 90 days."

### Addressing Objections: Skepticism About Consumable Supplements

**For Skepticism or Objections:** "I understand there's skepticism regarding consumable supplements, and rightly so. That's exactly why Trim and Liquid BioCell stand out. Trim is a multi-patented, award-winning product that combines CLA to support fat metabolism and block fat transport, with our Collagen/HA Matrix® Technology, enhancing muscle tone and skin health. Liquid BioCell is a clinically proven, medical-grade product that stimulates natural collagen synthesis, increasing collagen, hyaluronic acid, and chondroitin sulfate levels by up to 6000% within just 28 days. These are not just supplements; they are scientifically backed, breakthrough products."

## **FITNESS AND WELLNESS REP TALKING TRACKS**

### **Highlighting Benefits: Beyond Fat Reduction, Muscle Tone, and Joint Health**

**Emphasize Broad Benefits:** "Beyond their remarkable impact on fat reduction, muscle tone, and joint health, Trim and Liquid BioCell serve as easy and effective additions to your patients' wellness routines. Trim aligns perfectly with body transformation goals, enhancing patient satisfaction and results. Liquid BioCell supports joint and skin health, ensuring patients can maintain their wellness levels without setbacks. These products offer a comprehensive approach to health, boosting patient satisfaction and providing a holistic solution that supports long-term wellness goals."

### **Conclusion: Closing with an Invitation for Further Discussion**

**Functional Medicine:** "To summarize, Trim and Liquid BioCell offer unique opportunities to enhance your patients' health and wellness journey with clinically proven, easy-to-use solutions. I'd love to discuss how we can integrate these products into your patients' wellness programs. When would be a good time for a more in-depth discussion, or would you like to start with some samples to see the results for yourself?"