

5 REASONS PEOPLE ROLL ZEROS

IDENTIFY. IMPROVE. WIN.

1



LACK OF PRODUCT KNOWLEDGE

Not knowing the product makes it hard to build confidence and trust.

WHAT TO DO

- ✓ Learn the product inside and out.
- ✓ Study the pricing differences between Primo and in-store retailers.
- ✓ Use the website to build confidence.
- ✓ Highlight retailer promotions and explain the value to members.

2



NEGATIVE MINDSET

- Personal issues are affecting focus.
- Losing motivation after hearing too many “no’s.”
- Working hard but not seeing immediate results.
- Letting frustration show during interactions.

WHAT TO DO

- ✓ Reset your mindset before every shift.
- ✓ Focus on the next opportunity, not the last rejection.
- ✓ Remember that every “no” gets you closer to a “yes.”

3



CLOSING PROBLEMS

- Not asking for the sale.
- Struggling to take control of the conversation.
- Giving up too early.
- Not maximizing the law of averages.

WHAT TO DO

- ✓ Practice your closing questions.
- ✓ Lead the conversation with confidence.
- ✓ Stay consistent—the numbers always work in your favor.

4



LACK OF EFFORT

- Not putting in enough conversations.
- Lost ambition.
- No personal goals to stay motivated.
- Doing the minimum instead of giving maximum effort.

WHAT TO DO

- ✓ Set daily goals.
- ✓ Hold yourself accountable.
- ✓ Remember that effort creates opportunities.

5



NO PURPOSE ("YOUR WHY")

- No appreciation for the opportunity.
- No clear reason driving success.
- Forgetting what you're working toward.

WHAT TO DO

- ✓ Identify your “why.”
- ✓ Keep your goals visible every day.
- ✓ Let your purpose fuel your performance.