

Basic Business

Most people get into a business like ours mainly because the product interests them. They have little if any plan to market the product. That is fine because we need customers. The challenge is that most people sell them the business on signup. This creates a stress relationship instantly because the distributor immediately goes into monthly home delivery, tells the customer to quickly find three customers to get the product free, tells them they can make money sharing the product, and other business-related issues.

The funny part is MOST will never do this business as a business, but MOST will easily share the product with family, and friends if they were just using the product and experiencing the results without any business pressure.

SHARE the PRODUCT! Do not talk business. Talk about the products, show results, talk about the technology, and then offer purchase options. \$65 per bottle plus shipping and handling, \$50 per bottle purchasing on monthly home delivery, and finally as little as \$300 plus shipping and handling with an extra bottle if purchasing a three-month supply.

Do not force the decision for them. Remember, the MAJOR majority will be interested in the product but NOT interested in business. It does not matter if you try to get them into business immediately or over time. Do not blow the initial sale by trying to convince 95% to do something they do not want to do.

Do NOT mention the business but offer them to get the product retail one time or save by purchasing monthly. Treat them as a customer only and you will get less resistance.

If they ask, can make money with the product. Ask them if they are looking to offset the price of the product by sharing with a few friends, looking for a part time income to overcome inflation, or if they are looking for a full-time income. NO matter what they say, tell them they will need to use the product several months to get their own results before they will be able to effectively share with others. Tell them when they order, just select "Member" to afford them the opportunity to engage in business if they choose after getting personal results.

There are several MAJOR advantages to this approach.

As mentioned above, your initial sale is much easier because you are not distracting from getting them on the product. You can sell ONE bottle easier lowering the initial sale.

You will not force them into buying products every month because your network structure needs to fill a hole, or they need to qualify so you can get a bonus. You will have a better relationship with your customer helping them get product THEY need and not what YOU need.

You get a 25% commission EVERY month on personal CUSTOMERS. Every customer pays you more than three members if your members are only buying product and not building. If your customers constantly buy as preferred customers, you can encourage them to become members and use them for Builder Bonuses where needed.

The volume still counts for RANK and is not tied up in a power leg. This can be a huge benefit as your business grows allowing you to focus on builders and not users when building Stars.

It is easy to make them a member once THEY show interest in sharing, just call the company, and update their details. They will be more prepared to do business when they do become a member and your placement and training will be more effective. You are not forced into deciding where they go in the downline until AFTER they become a member. You can better place someone months later under a team building instead of forcing placement in 30 days under someone who eventually quits.

Things you can do to improve your business growth.

- Use the product publicly ALL the time.
 - Carry the product with you and use the spray or swish in the presence of contacts.
 - Keep the bottle in constant display. Put an empty bottle or two in your car and leave them on the seat. Anyone that rides with you may ask what it is.
 - Leave a couple empty bottle arounds the house where visitors will see them.
 - Fill empty bottles with drinking water and use them instead of sports bottles.
- Put QR Codes on all your bottles to your magic website.
- Carry at LEAST one of each product with you in your car to be ready to sell immediately.
 - It is best to have them sign up and ship the product to you and you provide the product on the spot.
 - This is especially important if they want to be a member because you teach them the right way to share and replace and not just sell product.
- Have business cards linking to your Magic website.
- USE THE NEUMI APP. If you are not dripping information on your contacts via the systems already in place you are missing a major opportunity. When you send out information via the Neumi App, MAKE SURE you include your link to your magic website in the text, email, or social media post.
- Spend two hours a day, five days a week working on Neumi outside of calls you do not have a prospect on.
- Get prospects on the company Tuesday and Thursday calls and the Karen Justice Saturday call. If you have limited time, I highly recommend you focus on getting people to these calls.
- Do not forget to study all the tools on the Magic website. As example, this is posted under the website usage along with other training documents.

Everyone has different levels of involvement in business. It always comes down to your comfort zone. Take the time to set up a goal that will motivate you and detail a plan to get there. Without knowing where you want to go that excites you, you will never get there. If you have an exciting goal that motivates you, your comfort zone will change quickly and move you in the right direction.