

KISS: Build your business with a \$25 product.

TAKE THE CALCIUM CHALLENGE

Goal: 6 customers [6 customers will lead to 1 business partner on average and give you ongoing profit]

Do not skip any of the steps.

PREPARATION

STEP ONE: Purchase a case [6 bottles] : 52 BV [the requirement for new distributors]/ \$40 profit

Purchase on credit card and commit to selling it before bill is due. [That is how I built my business – PRESSURE TO SELL!!!]

STEP TWO: Increase your expertise and belief by listening to Dr. Milan Moores training on calcium [20 minutes]:

The link is here:

https://www.unfranchise.com/index.cfm?action=media.unfShare&media_id=af1133a4-a9e2-c667-878b19e5f22af201&app=ufm

Dr. Milan Moore is an orthopedic surgeon who received his medical degree from Harvard Medical School [and was an under grad at Yale] and has been in practice for more than 20 years. He is avidly committed to the Isotonix products.

STEP THREE: Learn the talking points as outlined on the attached Calcium PDF...

The link is here:

<http://www.gonowconnection.com/wp-content/uploads/2017/04/isotonix-calcium-plus.pdf>

[That will equip you with all your talking points]

PROMOTION

STEP ONE: Make a list of 60 people who need calcium.

After listening to Dr. Moore you will see that is just about everyone.

STEP TWO: Identify the top 10 [most likely to invest in a high quality supplement.]

- *Mother of teen age girls [wow do they need it.]*
- *Nursing moms*
- *Those with petite frames [more likely to present with osteo later in life]*
- *Those with evidence of osteo*
- *Those who have impairment with calcium absorption [anyone over 50]*
- *Those who eat a lot of crap creating acidity [see if they will do one good thing for themselves]*

- Most everyone needs....

STEP THREE: SELL A BOTTLE

Ask: Do you take a calcium supplementation? What kind?

- None? Share what you learned about the important of calcium
- TUMS? be sure to listen to Dr. M comments about tums
- Pill? Share Isotonix concept

Sell them bottle right then

People will be more like to purchase, that is why having it on hand is important.

- Be sure to charge tax/shipping.
- Tell them how to use it.
- Register them as a preferred customer for future purchases.

Follow up

- 2 days to see how they are doing. Remind them to keep in cool, dry place and not to put a wet cap on bottle.]
- 3 week to reorder.
- Make an offer: Example: you sell 3 and yours is free....