

Starting and Seeding Your Sales Consultant Business

Overview: Seeding a business is like planting a seed. It takes time and nurturing. With the right care and attention, it will grow and flourish, just like a plant or tree. This information has specific ideas and strategies to find prospects and turn them into customers for Yum Drop® concentrated natural flavoring drops. You can either read the entire overview, or quickly review key heading points of interest. We cover Direct Selling and Network Marketing Companies, markets, products, sound bytes, loyal based customers and much much more, including using tools to grow your business.

Quick start: To start with you should become familiar with the product taste, and key selling points. You need to become very comfortable using it and sampling it. When you share your flavoring drops with prospects, you need to quickly estimate how many drops you need. Always put enough drops in for the amount of water you have. 4-6 drops is for 8 oz. Pour 8oz in a glass or cup and you can easily become familiar with how much 8 oz actually is in volume.

If there is more water and there always seems to be more than 8 oz, than put in right amount of drops. You want the prospect to say **“Oh Yeah, I can taste it”** Not, “I think it needs more flavoring added.” I always put in 6 drops for 8 oz and 12 for 16 oz. The customer knows he can always use less to taste.

Here are the key features and benefits of our products the reasons we make drinking more water easy and fun:

- *Our Flavor Pack contains 3- 1/4oz bottles: cranberry, Lemon and berry: Retails \$9.95*
- *With over 120 servings per flavor pack: 960 oz or about 8 gallons of flavored water: **Pennies a serving***
- *Standard bottle is ½ oz bottles of your favorite flavoring with over 20 flavors*
- *75 servings per bottle, pennies a serving*
- *½ oz bottles retail for \$6.95, makes over 5 gallons of flavored water*
- *Natural fruit flavor concentrates with no artificial sweetener*
- *Natural **stevia** sweetener enhances the flavor experience*
- *You control the strength of flavoring tastes by number of drops you use*
- *Makes water taste great with a refreshing fruit flavor: **makes perfect flavored water every time***
- *Promotes hydration and drinking more water*
- *Easy to carry, fun to use anytime anywhere*
- ***Make it as bold or subtle as you choose by number of drops you use***
- *All products come with tamper proof safety seal*
- *Natural gourmet flavoring drops for coffee*
- *All flavoring drops can be also used in dairy products, desserts and vodkas as well*

“The Perfect Thirst Quencher!” The Perfect Diet Drink: 0 Carbs, 0 Calories, 0 Fats, 0 Salts.

Think about the opportunities when you can make these legitimate claims. Water has been called the perfect Thirst quencher and water can be called the perfect diet drink. All we add is the natural flavorings to make it Taste better. No Carbs, calories, salt or fats. That’s a pretty strong statement!!!

Here are some of the reasons people join Direct Sales Companies. Nobody said it would be easy. It should help you focus on the pleasures of the sales experience while you grow your own business:

- ✓ Establish a Sales Team and a customer base to build your own business and increase in come
- ✓ Generate additional income while continuing in present job.
- ✓ Enjoy Selling
- ✓ Participate as a hobby
- ✓ Enjoy social interactions
- ✓ Enjoy teaming with spouse for a common goal

A great product:

The most important component for successful selling is a great product. Today more than ever, customers are looking for low calorie alternatives in beverages and unique flavoring experiences. They want great tastes and natural flavorings are in vogue today. And we deliver on both. Here's a [nutrient label](#) link, located in the middle of the page where the hyper link takes you can use to support our selling proposition: of 0 Carbs, 0 Calories, 0 Fat.

Just using, sharing and sampling our products will make your job of reaching new customers and connecting with them easy and fun to do. Use them in public, share them with friends, family, neighbors and people you work with.

Answer: The real question you need answered is, "are you and your customer getting what you pay for?" To understand what's going on with the pricing strategy of our products, you have to understand the basics of price vs. value.

Most Sales Consultants agree that, the world's customers are becoming more value-conscious. They want to buy clothing at the lowest price, but don't want them to shrink, fade or shred after the first wash. They want food supplements cheap, but expect them to boost our energy and protect our health.

The bottom line: Customers want value from their purchases. We've all tried the lowest price alternatives. Sometimes they're good and sometimes they're not. So the Holy Grail sought by consumers isn't pricing alone--it's really value. However, value can be elusive. After all, true value is in the eye of the beholder: your customer. Value is a perception; thus, the popular sales term, "perceived value."

This may sound a little like Philosophy 101, (except to other MLM product consultants) but there's a considerable distinction to be made between low prices and real value, whether you're referring to products screaming for attention from retail store shelves or to products being offered through network marketing.

Our products have perceived value and inherent value: real value with only pennies a serving and perceived value with a \$6.95 retail that provides over 75 servings: that's 600 oz of flavored water or your favorite beverage. With 128 oz to a gallon, that's about 5 gallons of flavored water.

What is a loyal based customer, why are they important to my business and how do I find them as I look to connect with customers that could greatly Impact my business?

In consumer marketing, a loyal based customer is the top 20% of customers than generate 80% of the Company's volume. For Yum Drops® flavorings, our real loyal user is a person that drinks plenty of water. Whether that is an athlete, sports enthusiast, dieter or health conscious consumers.

Drinking proper levels of water is a daunting task. Not a glass or two but proper levels of 64 oz and higher isn't easy to do. If we can make water taste great by flavoring it, you will ultimately sell a loyal based water drinker. At the same time, there are professionals that promote hydration and drinking more water. Connecting with these customers can quickly grow your business. We will give you examples later.

Insight into Network Marketing and Direct Sales Companies: Network marketing is definitely the way to go for people aspiring to have more than just enough to get by on. So, do you need training to succeed in network marketing and direct sales? Most of the world's leading economic forecasters say that by the turn of the century, fully 75% of the world's consumer business will be conducted via network, direct sales marketing plans.

Direct Sales marketing is based upon the idea of each person involved selling only to his or her friends, with each of these people in turn, introducing their friends to the product or into the program. It's definitely an "endless chain" idea that has unlimited money-making potential. Our program is both similar and different. Sure we have multiple levels that support your sales team, but the way you make money is by selling our products, not just recruiting more sales consultants.

Theoretically, everybody knows or comes into contact with an average of 100 different people each week. Some people more, others less, but the more the better. If only 10 of those people were to give you \$10 per month, you would have an income of \$100 per month. And then, if these people were to duplicate your efforts, passing back to you, \$1 for each new person they recommended our products to, your income would soon become astronomical! Not all people will buy that much product, but your loyal based customers will, the others will buy but in lesser amounts.

Here's a little more insight for marketing our products. Keyword search suggestions:

- Natural flavoring drops
- Flavored Water
- stevia
- Diet beverages
- Water and diets
- Fitness, sports activities and water
- Flavoring drops for water, beverages
- Flavor concentrates, additives for water
- Promotes drinking more water,-hydration
- 0 Carbs, 0 Calories, 0 Fat, 0 Salt
- Fund raising products

Research some of these words to learn more about the market potential and who your local contacts are. You might be surprised to learn many of the search results you find are right or consumers or businesses right in your back yard.

Markets that produce big results:

- Health and fitness, yoga, pilates
- Weight watchers or systems
- Diet and calorie counting
- Sports activities
- Diabetics
- Athletes
- Hydration
- Water
- Diet Drinks
- Forums and Blogs lets you participate if you have something of value to add, can inform or give new insight to the subject. A couple of key posts in these areas could bring you customers and a following.

Loyal based users: professionals that promote water and hydration and that drink proper levels of water;

- Fitness trainers, classes & studios
- Nutritionists, Dieticians
- Running and Cycling shops
- Aerobic instructors, classes and studios
- Step Class Instructors, classes and studios
- Pilates instructors, classes and studios
- Golfers
- Yoga instructors, classes and studios
- Cycling
- Soccer
- Tennis
- Anyone that drinks water to maintain good health
- Community centers
- Health clubs
- Forums and Blogs

Marketing Tools at your disposal:

- ✓ Home Page with Bio- always promote your home page, add your picture and some contents.
 - Here's an example of a good one: [Home Page](#)
- ✓ Business Cards- Use them mostly with businesses that could help you promote your products
- ✓ Info Cards- very inexpensive and professional. We had 2500 made up with calendars on the back for \$79. You can print one side and write the promotion on the back of it. Use them like you would a flier. Leave them:
 - Everywhere
 - With Friends, family, neighbors and associates
 - On the counters of businesses that permit it
 - On community boards
 - Leave a tip and give them an Info card
 - At grocery store community boards
 - Mail box area of apartment complexes
 - Locker rooms
 - Sports centers and health clubs
 - In car windows at malls
- ✓ E-brochures- email it, print it, use it and add your contact info
- ✓ Sales Scripts: become familiar with them
- ✓ E-brochures- click on e-brochure link on left hand column of welcome page. Lots of info ad help there.
 - 1 page general overview
 - Diet and Weight Conscious
 - Athletes and sports enthusiasts
 - Men's Health: were drinking more calories than ever reference article
- ✓ E-Kit- use the samples. Share them and place them where you think you will get a return.
- ✓ Merchandising Tools:
 - Give away premiums promoting your home page
 - Tee shirts promoting your home page

Sampling is a primary way to grow your business. Using it and sharing in public is another way. The product lends itself to buzz. Use it and talk about it and watch what happens. It's like playing with a yoyo in public. It draws public curiosity and attention.

You can buy more products pretty reasonably. On our current [promotion page](#) (you should be familiar with it) If you buy 13 bottles, you actually pay \$5.90 per bottle. You also get paid a \$1.00 commission netting samples out at \$4.90. (Always buy samples and products from your home page.) You can also sell the sample. You could probably sell them for \$8.00 given you save them freight and convenience. That's a great \$4.00 net profit if you choose to do that. Never sell a sample without a tamper proof seal and we recommend selling samples only to people you know.

The point is, you can buy sample products for \$4.90. You only need the customer to buy 5 bottles for break even. Even if the customer only buys two bottles, but likes the product, you will earn more commissions on reorders as long as customer purchases. That's a very low investment, a very small risk and a great opportunity for upside returns for you. The more samples you give out the more you will sell, it's that simple. Typically, in business today, 2 years for break even is very good.

If I buy it and like it, I will certainly reorder. I will also tell my family and friends, and some of them may reorder as well through you. Always make sure you give enough info cards to whoever you give a sample too.

Where can I find large amounts of potential customers in one place and how do I connect with them? I personally visited a local outdoor market, samples in hand and business cards as well as info cards in my pocket. There were less than a 100 vendors so it only took about 30 minutes to sort out the market.

I found one vendor sampling coffee and selling coffee by the cup. I left a sample, business card and info card. That potential customer could sell a lot of products for customers to flavor coffee at home.

I also found a gourmet vendor selling their gourmet products, spices and bottled water with the same experience. Both vendors liked the products...

Another approach is to be a vendor and sell bottles in a booth displayed in outdoor markets, food shows, etc.

Sampling free water with their favorite fruit flavoring would generate a lot of business and sales for the weekend.

Whoever does not buy on the spot may always come back to your info card, enter our site and buy from home, or come back another time to buy. I think someone working these shows could sell a lot of bottles of flavoring drops.

- ✓ Local Fairs
- ✓ Local Farm Markets
- ✓ Trade Fairs
- ✓ Flea Markets
- ✓ Sporting Events
- ✓ State Fairs
- ✓ Art Shows
- ✓ Concerts
- ✓ Community Events
- ✓ Holiday and Special Events

Prospecting, You and the Opportunity: Want to be part of a hot new flavoring revolution? Flavored water is a huge industry. Prices range from \$.89 a bottle to \$44 for 24 bottles for Hint, a popular new brand. The consumer can make their own flavored water. That's the buzz. It's more convenient, you can carry it with you and use it anywhere anytime, and it's literally pennies a serving. Always be looking for future sales reps to join your team.

[Review Men's Health Magazine, March 2009, article titled:](#) "Were drinking more calories than ever. " Learn how our products provide a real alternative to high caloric beverages consumers drink every day with out realizing the impact those beverages have on them. Remember the perfect diet drink: water and flavoring drops.

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If you are sampling and selling any amount of products you can easily step up to the Director Level. Now you can recruit and train you sales team to do the exact same things, and you can earn commissions on their efforts.

Be a brand advocate. Use it, sample it and share it. That's' how you build your business, one customer at a time. We never

said it would be easy. It should be very lucrative with just a little energy and time focused in the right areas to get you maximum results.

Best places to start: Send an email announcement and your home page address to everyone in our Outlook Express. Your spouse may have their own email list of friends and associates. Copy and paste your home page link in the email is the fastest way to enter the address.

Contest Starting: Go to our website and look at our upcoming contest found when you click special events. Your customers can enter a contest and buy products to submit descriptions of our flavoring. First place is \$350. You can create a lot of excitement and buzz over that contest.

Fund Raising/ events: Churches, Community Events, Local Special Olympic events, School Bands, Sports Team, anyone looking to raise money. Send them to our fundraising and events links to see what we offer. Fund raisers are always looking for new products that can generate good profits that are unique with perceived value. Huge opportunity, review pages for details.

New Customer Promotion, using your sales access code (user Name): Have your customer enter your sales access code when they enter their orders. They buy 3 ½ oz bottles and get ¼ oz flavoring drop from our flavor pack for free.

Blogs, Twitter, Forums and Chat Rooms: Link in to our blog community and make a post. Talk about our great tastes and how easy and fun to use. Follow me on Twitter: www.twitter.com/georgenapoli Post a reply to one of my messages. Remember, an avalanche starts with the first snow flake. Buzz starts with a single entry and builds momentum from there. The more we are buzzed about the easier your job is to sell, recruit and prospect for Yum Drops® Flavoring customers. Join other blog communities, forums and chat rooms and become the hydration and water flavoring expert.

Use your company email address: Promote your business merely by using your company email address. You should add a signature page to your Outlook Express. Send us an email and let us know if you have Microsoft Word. We can send you a signature template you can use to copy and paste in your signature page that can easily be customized to your contact information.

Success is in the details: Review the sales comp plan again. There is plenty of insight and help there as well. The more you learn the easier it gets.

Review the FAQ area: Lots of insight there as well.

Testimonials: We have plenty of them and you can share these comments with prospects. Plus, there is some great knowledge and insight on how customers think.

Coffee flavoring drops: Many adults drink more coffee and teas than they do water. Our flavoring drops for water work equally well in teas: hot or cold. When it comes to our coffee flavors, their gourmet tastes are only exceeded by their fresh aromas. These products deliver on both great tastes and great aromas.

Using more products: The way to sell more products to the same customers is to give the customer and consumer other applications for the same products. Besides working great to flavor water or your favorite beverages, they work just as well with dairy products and desserts, even your favorite cocktails.

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Dairy Products: Try our gourmet coffee flavors or fresh fruit concentrates in the following dairy products and desserts:

- ✓ Smoothies
- ✓ Shakes
- ✓ Puddings
- ✓ Yogurts

- ✓ Ice Cream Toppings
- ✓ Puddings
- ✓ Oat meals
- ✓ Sauces
- ✓ Toppings
- ✓ Whip Creams
- ✓ Milk
- ✓ Vodkas

Dental and Medical Offices and Clinics: I recently visited the dentists office and while I was getting my teeth cleaned I was talking to the dental hygienist about our products. She said she drinks water all day and so did the other 60 ladies in the office: dental techs, hygienists, administrative and clericals. I talked with the office manager and sampled the office, left some info cards and managed to seed the product with 60+ people, that hopefully buzzed about it all day and shared it with their friends and family. That's a perfect example of seeding a network and this was really an exceptionally large dentists office

Seeding Networks and Influential's: Influential's have two meanings here. 1st, influential's generally are outgoing, social types. They can also be local celebrities like the local weather man or media person. These people typically have considerably more people in their networks than most people. Befriend them, influence them and they will do great wonders for your local business activities. If they are in your circle you will know who they are.

Influential's also exist in what we call network hubs. A network hub consists of smaller hubs. Anywhere from 12-20 people make up a hub and 6-12 hubs make up a network. Point is, these people are catalysts. They are at the center of the hub network and people listen to them. They go to them for advice or ask questions of them as they respect their opinions. Manage to get one of the influential's on your team and you are well on your way to growing your business to meaningful levels.

Wholesale, sports centers, gyms, yoga and pilates studios, tanning salons and local massage centers, specialty businesses that appeal to our core customer: water can resell products and are part of our approved listings: You really don't want our products sitting on retail shelves. If customers have access to products you will not be very successful as a Sales Consultant. Also, I've spent my entire life selling mass merchandisers, food and drug retailers. I have a national network of professional sales reps at my disposal, so if that was our marketing channel I would already have it covered.

In order for these customers to resell our products they have to have a wholesaler reseller number. They would also be required to either buy and pay online, or send us or give you a check with the order. We have a special buy now page for these customers. They are required to provide the reseller number before we provide the buy now page link. Please do not put your head in the sand here. It is not enough to pass us leads. The customer needs to understand these terms from you or they are not a legitimate customer for us and you would be better off to stay away from this channel.

If your customer understands the payment terms and conditions, then all you have to do is send us an email, identify the business name, type of business, phone number and a contact. We will handle everything else. Since you are what we call the procuring cause, we will pay commissions whenever that company buys from us. Only independent stores Pg 8

please, no national chains or affiliations. No more than 2-3 stores locally.

Party Planning, Party Tasting Events: Sure, why not. They could either be formal or informal. Informal meaning, when people are over, you sample them. We can provide custom order forms for formal events. You can do cocktail tasting parties, flavored water parties, etc. You can sell your samples right there or customers can order directly online through your home page or sales access number (user name).

Soccer Moms, football, baseball, etc.: Kids love our products. Get the mom interested in flavored waters over sugary juices pops and beverages. Let the kids taste the root beer for example. These moms spend plenty of time watching games and talking. Need I say more...

Hair Salons: Let's take another look at social networks and hubs. Direct Selling and Network Marketing is all about the numbers. Like it or not. I get my hair cut at great clips, who can screw up a buzz right!!! Anyway, there are 2-5 cutters Cutting hair most of the time. Since they don't make appointments, I get to interact with each of them, at some point in time.

Each person cuts about 2-4 heads an hour, works 8 hours and over a week, sees at least 100 clients. Our products appeal to young and old, moms and kids, men, everyone. Get one of those hair cutters into your program as an affiliate and watch what they can do. If you want to be successful, you have to get out and connect with as many people you can to get into their networks and social hubs.

Finally, what comes first, the passion or the motivation? I say motivation. If you have a motivation for something...owning and growing your own business, the motivation will come. And when it does, working is not work and energy and time spent seems to fly like you're having fun!!!

Good luck.

Seeding Your Business