

# 6-Step Approach

## 1. Open Mind

Create relationship, make connection by asking about F.O.R.M (Family, Occupation, Recreation, Money)  
Share your story: what you did, why you want to change. Finish by saying: that's why I am looking for an alternative and have been looking at this great business opportunity which will give BOTH time and money. Have you notice.....?

## 2. Market Trend

- a. Vitamins being sold in stores
- b. Beauty products and services advertised on tv, newspaper, billboards
- c. Gyms (big and small) popping up everywhere
- d. Why? Not there 10 years ago?
  - i. Anti-aging market
  - ii. Babyboomers (1/3 of U.S. population)
  - iii. 1 trillion dollar market, bigger than the automobile market

## 3. Company/Technology

- a. Founded in 1984 in Provo, Utah. A U.S. based company
- b. In 2011, revenue was \$1.7 billion dollars, up 400 millions from 2009.
- c. Stock went from \$8 to around \$60 in 3 years. Why?
  - i. The introduction of AgeLOC
    1. 30 years of research with 75 scientists
    2. Anti-aging technology to produce products that stop aging from the source.
    3. Guaranteed to work or money back.

## 4. Nu-Viet

- a. In 3 years, more than 20,000 Vietnamese
- b. Scientists, doctors, nurses, pharmacists, business professional, engineers and all types of other backgrounds.
- c. Conference call, webinars, websites and system in place to support

## 5. Marketing Plan

- a. Comparison between Nike & Nu Skin
  - i. Similarities: CEO, VP, Manager, Employees, Warehouse, Big Buildings
  - ii. Differences: Distribution Method
    1. Nike:
      - a. Advertise on TV, newspaper, magazine, billboard
      - b. Celebrity endorsements
      - c. Retail Stores
    2. Nu Skin:
      - a. Sells Direct to consumers
      - b. Pays to independent distributor
      - c. 42%

- b. Draw out a map of 12 Executives. Split in 3 parts
  - i. Ruby: \$32,000/year
  - ii. Diamond: \$125,000/year
  - iii. Blue Diamond: \$568,000/year
  - iv. Explains how to become a RUBY
    1. First become an Executive
      - a. 3 months, 4500 points.
    2. Have 4 direct Executives to become Ruby
    3. Repeats once more to have 8 Executives and become Diamond
    4. Repeats once more to have 12 Executives and become Blue Diamond
- c. Will the person you join first make all the money?
  - i. Write from top to bottom: 1 – 4 – 16 – 64 – 256 – 1024 – 4096.
  - ii. Explains if first person is a Ruby => over-rides 3 levels => 84 people
  - iii. If second person is a Diamond => over-rides 5 levels => 1364 people
  - iv. If third person is a Blue Diamond => over-rides 6 levels => 5460 people.
  - v. At each level, multiplies by \$100 and then by 5%. See the difference in earning.
- d. Is it a pyramid scheme or scam?
  - i. Draw out a pyramid: Explain that there's nothing wrong with this structure. It's used in church, temple, school, family and business. However, in business, the people on the bottom who are employees can NEVER make more money than the CEO. But for us, everyone has a chance of making more money than the person above.
  - ii. Scam? No. Our company has been around for 27+ years. Our products are being used all over the world.

## 6. Closing

- a. Summarize all of the main points:
  - i. Exploding market
  - ii. Great solid company with exclusive guaranteed products
  - iii. Great support from Nu Viet
  - iv. Great leveraged payout structure
  - v. Free to sign up. The only money we pay is the money spent on products
  - vi. No long term commitment. No contract
  - vii. No risks. No downsides
  - viii. Earnings can be transferred or will.
  - ix. We have a system and business model to show you how to make \$6,000 in three months
  - x. Why not?
  - xi. From a scale from 0-10. 0 being I am not interested and never want to hear about it again. 10 being I am ready let's get started. Where are you? (Address any concerns or objections here).
  - xii. ONLY SHOW THEM THE 3-MONTH PLAN AFTER THEY SIGNED UP.