



NEOLIFE®

Getting
STARTED



Welcome to the Family

- WE ARE A FAMILY ON A MISSION TO MAKE THE WORLD A HEALTHIER AND HAPPIER PLACE.
- WE ARE COMMITTED TO END THE TREND OF SICKNESS AND CHRONIC DISEASE IN OUR LOCAL COMMUNITIES AND AROUND THE WORLD.
- WE BELIEVE THAT BECAUSE PEOPLE MATTER, HEALTH AND WELLNESS SHOULD MATTER.

Welcome

Meet the Team

Our Executive Team is made up of passionate and experienced individuals, committed to our mission of making the world a healthier and happier place. They are proud to serve our valued customers and business partners around the world.



Jerry Brassfield
Founder & Chairman

Our business is a large family of people. Whether you've been in the family for one day or have been around for years, there's a place where you can feel included, wanted, respected, needed, and where you can move at your own speed toward accomplishing your own individual why, dreams, goals, and plan to achieve them.



Kendra Brassfield
Chief Executive Officer

It's an incredible blessing to belong to the NeoLife family, where together we can work to make a living, but live to make a difference. The success found within our global family is proof that in the right environment we are all capable of extraordinary things. Together we are unstoppable.



Marco Taylor
Chief Operating Officer

Being part of NeoLife has been life changing. In today's ever challenging world its reassuring that NeoLife offers industry-leading wellness solutions and an unsurpassed business opportunity which are proven to transform lives dramatically. Our NeoLife Values guide us in everything we do and drive our commitment to give world-class support to our NeoLife Team. I am proud to be part of the of the NeoLife Family.



George Casale
Executive Vice President Sales, International



Ricco Brown
Vice President, Sales



Anna Maria Riccardi
Vice President, Sales



Drew McDermid
Vice President, Sales, Southern Africa



Andrew Johnston
Vice President, Sales, East & West Africa



Pieter de Bruin
Vice President of Operations, Africa



Olusanmi Asalu
Vice President, Sales, Nigeria



Judith Villicana
Vice President, Mexico



Enrico Lomoro
Vice President, Sales, Italy



Renato DiCarlo
Vice President, Southern Europe



Naoko Iwai
Vice President, Japan



Bill Jarm
Vice President, International Operations



Francis Wong
Vice President, International Operations



Simon Whetzel
Vice President, International Operations

The NeoLife Culture

Our culture is a culmination of the tangible and intangible attributes that make us who we are. It isn't just words on a page or fancy quotes, it is a living concept that inspires every action, helping to fulfill our mission of making the world a healthier and happier place. The NeoLife culture comes from the values of our family and the heritage of our company.

We want to articulate the NeoLife culture in a way that helps us all to understand what is expected of us, what is rewarded, what is discouraged and how we can all be good stewards of our culture.

We want to eliminate any doubt about what our culture is. We hope that this open articulation of our culture will serve as an internal compass, empowering each member of the team to positively contribute to our culture, bring inconsistencies to light, and help migrate back to our intended culture.

Our company values are central to our culture.

- **ABSOLUTE INTEGRITY**

Absolute integrity is at the core of who we are and reflected in all that we do. We expect the same from you as a member of the NeoLife family.

- **PEOPLE ARE NUMBER ONE**

We believe in the Golden Rule: Treat others the way you want to be treated. This includes respect, individual dignity, kindness and acknowledging that each person has a unique and important role.

- **PRODUCTS THAT WORK**

Unique and superior products. Quality without compromise. Not fad/trendy products. Guaranteed by & developed under the guidance of NeoLife's Scientific Advisory Board.

- **EQUAL OPPORTUNITY FOR ALL**

No matter your age, gender, experience, race, religion or creed, you can have success with NeoLife and you will be welcomed into our global family.

- **LONG RANGE VISION**

Guides decisions and actions for the well-being of both existing and future NeoLife family members.

Our culture also includes values one would expect to find in any excellent organisation.

- **Unselfishness** – If you thrive in a dog eat dog world, where one person's success means another person's failure, then this is not the place for you. We succeed together as a team and as a family, embracing generosity of resources and letting personal agendas take a back seat to team success.

- **Stewardship & Gratitude** – We feel a deep sense of responsibility for using our individual gifts, resources and abilities to fulfill a higher calling as a company. This calling is best articulated through our mission of making the world a healthier and happier place. We also feel a deep sense of thankfulness for this opportunity to serve others through such a unique organisation and family.

- **Humility** – “Let nothing be done through selfish ambition or conceit, but in lowliness of mind let each esteem others better than himself. Let each of you look out not only for his own interests, but also for the interests of others.” Philippians 2:3-4

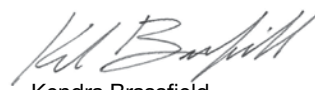
- **Strong Work Ethic** – We approach tasks knowing the bigger picture. That each of us are here on earth for a reason bigger than ourselves, capable of using our unique talents and gifts to do more good in the world than we could ever imagine. We don't settle for average, sloppy, or inefficient work.

- **Positive Attitude** – As a family, we rejoice in each other's success, but also genuinely and deeply care when bad things happen. With that said, habitual negativity will not be tolerated because it can be poisonous to the entire organisation.

- **Work/Life Balance** – Being good at your job and being a good parent are not mutually exclusive.

We aren't fooled into thinking that cultivating this incredibly unique company culture is accomplished by merely typing words on a page, but rather comes as a result of constant mindfulness and thoughtful action. Thank you for being living examples of the NeoLife culture!

Sincerely,



Kendra Brassfield

CEO, NeoLife International

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NEOLIFE[®]



Opportunity at Every Stage of Life

20s to 30s

PROBLEM FACTS

- 71% of Millennials are either not engaged or actively disengaged at work, making them the least engaged generation in the U.S., according to the *Harvard Business Review*.
- Almost two in three people don't have enough savings to pay for a car repair or a emergency room bill, according to *Bankrate.com*.

NEOLIFE SOLUTIONS

- ✓ Get healthy and learn how to share good health with the people you love most
- ✓ Belong to a passionate community making the world a healthier and happier place
- ✓ Get out of debt
- ✓ Learn how to build a foundation for lifelong financial wellbeing
- ✓ Build lifelong friendships
- ✓ Personal growth and development
- ✓ Enjoy the time freedom of being your own boss, deciding where, when, and how you work
- ✓ Travel the world

40s to 50s

PROBLEM FACTS

- Between 2011 and 2014, an estimated 52% of Americans had to make at least one major sacrifice, like cutting back on health care, in order to cover their rent or mortgage payments. According to a report by the *MacArthur Foundation*.
- Almost two in three people don't have enough savings to pay for a car repair or a emergency room bill, according to *Bankrate.com*.

NEOLIFE SOLUTIONS

- ✓ Get healthy and learn how to share good health with the people you love most
- ✓ Belong to a passionate community making the world a healthier and happier place
- ✓ Get out of debt
- ✓ Build a strong financial future for your family
- ✓ Have more time to spend with family and friends
- ✓ Enjoy the time freedom of being your own boss, deciding where, when, and how you work
- ✓ Earn extra money for a quality education for your children
- ✓ Plan for a comfortable retirement
- ✓ Travel the world

60+

PROBLEM FACTS

- Can you afford to retire? 65% of Baby Boomers plan to work past retirement age.
- 40% of Baby Boomers have no retirement savings.
- 1 of 3 people who are currently retired are living almost entirely off social security.
- Almost two in three people don't have enough savings to pay for a car repair or a emergency room bill, according to *Bankrate.com*.

NEOLIFE SOLUTIONS

- ✓ Get healthy and learn how to share good health with the people you love most
- ✓ Belong to a passionate community making the world a healthier and happier place
- ✓ Get out of debt
- ✓ Earn extra income for a long and active retirement
- ✓ Have more time to spend with family and friends
- ✓ Give back to the community
- ✓ Leave behind a legacy for the next generation
- ✓ Travel the world

First Steps to Success







MY INFO

NEOLIFE ID

PIN

WEBSITE ShopNeoLife.com/.....

Connect on Social Media

 NeoLifeSA	 NeoLifeSA
 NeoLifeAfrica	 NeoLife_Africa
 NeoLife_Africa	 ShareNeoLife.co.za

EXPLORE YOUR BACK OFFICE!

LOG IN TO SHOPNEOLIFE.COM

Place orders, check performance, see up to date info on your team and much more.

Take the following actions to get maximum value out of your Back Office:

1. Setup Your Account

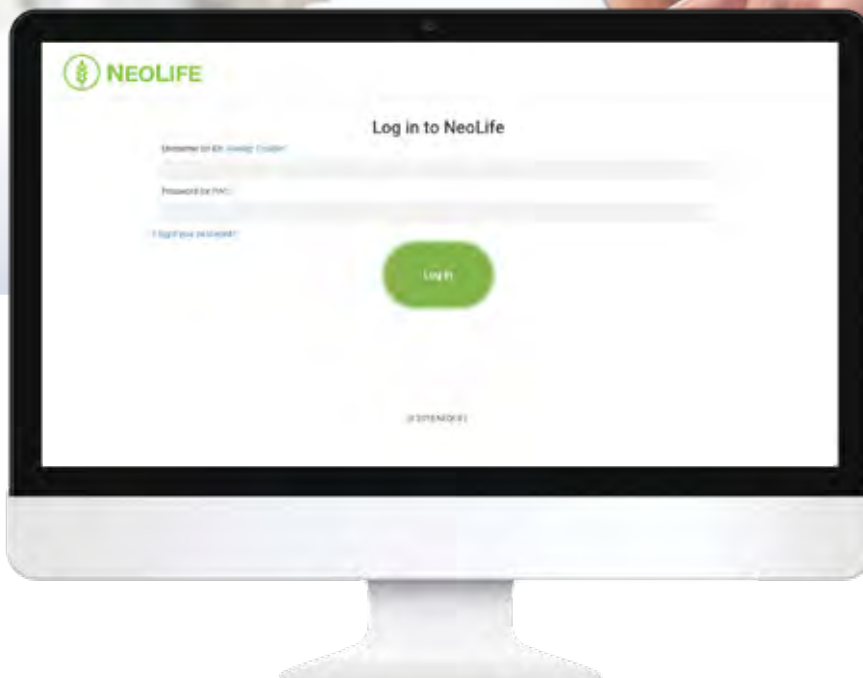
- 'Avatar' – upload your photo for recognition on your website
- 'Manage My Website' – set up to share with friends and prospects

2. Explore 'Resources'

- 'Resource Library' – explore business & product tools

3. Setup Team NeoLife Training

- Set up your Team NeoLife profile for prospecting & download the TeamNeoLifeApp



Develop Your Why

“DESIRE IS THE STARTING POINT OF ALL ACHIEVEMENT.”
– NAPOLEON HILL

WHY IS YOUR ‘WHY’ SO IMPORTANT?

When you share NeoLife with the people you love most, they are going to ask you ‘why?’ Why NeoLife? And, if your family and friends are like the rest of us humans, there are likely to be a couple of people who will try to challenge your decision. Understand first, that it is most often times their love for you that drives this type of reaction. They are scared. You are trying something new and unknown. If they don’t have the mindset of an entrepreneur, they may never completely understand your motivation. And that’s completely okay, as long as YOU know YOUR WHY.

Write down the biggest motivating reason why you are seeking success with NeoLife.

An effective ‘why’ should answer the question – what do you want your legacy to be?

My why...

.....

.....

.....

.....

.....

My Goals

The first step to achieving your goals is to identify them. This will allow you to create a feasible plan of action.

GOALS + PLAN OF ACTION = SUCCESS

> Lifestyle Goals

What would you like NeoLife to do for you in terms of your lifestyle? Would you like to spend more time with family, own your own home, be your own boss, eliminate debt?

.....

.....

.....

.....

> Business Goals

What would you like to achieve with your NeoLife business? What are your income goals?

.....

.....

.....

.....

Achieving Director is Your Key to Success

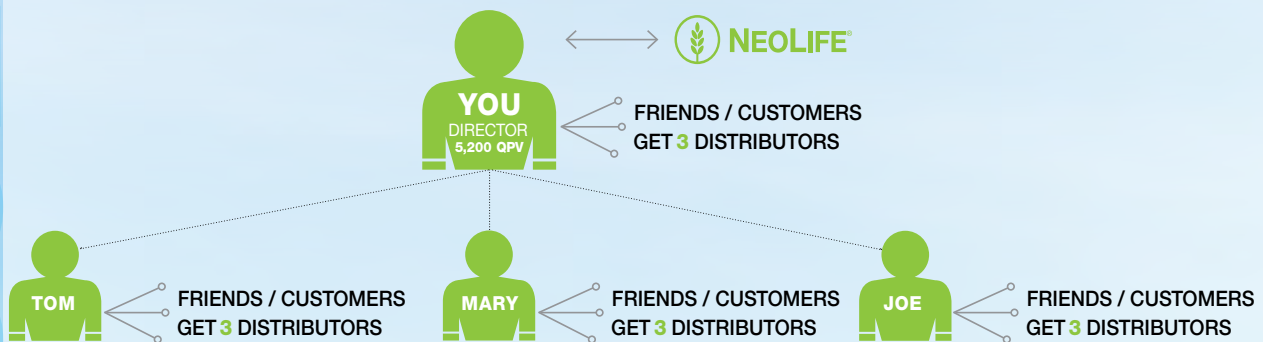
Achieving Director puts you in position to maximise your earning potential by earning the highest Sales Volume Bonus of 25%!

Get on the Fast Track!

Distributors who purchase product of 250 PV or more in their first full month in the NeoLife Business will open their Fast Start to Director window. The Fast Start to Director window is a 6 month period, in which you must do a minimum of 250 personal PV per month and by achieving a 4,000 Qualifying PV in the 6 month window, you will step to Director. *See Fast Start to Director Incentive.

*Otherwise the regular Director qualifications apply: Be a Qualified Senior Manager (1,000 QPV) and then accumulate 4,000 QPV in a sales month.

This NeoLife business would earn
MORE THAN \$10,000 per year!



Simple Two-Step System to \$10K Part-Time Business!

1. Use & share the product with friends / customers
2. Find 3 Distributors & teach them to do the same

Simply develop six Directors and earn an average over \$50,000 per year!

*Income applicable to the individuals (or examples) depicted are not average. For average financial performance data, see the Statement of Average Gross Compensation paid by NeoLife at NeoLife.com.

3 Daily Success Habits

- #1 **Use the Products**
Be an example of the power of NeoLife products.
- #2 **Share the Products & Opportunity**
Invite, invite, & follow up. Talk to at least two people a day, every day.
- #3 **Personal Development**
Spend 15 minutes a day reading, listening or watching content for self-improvement.



3 DAILY SUCCESS HABITS

Use the Products

BE AN EXAMPLE OF THE POWER OF NEOLIFE PRODUCTS

LEAD BY EXAMPLE – JOIN THE CHALLENGE

Enter the Be Your Best Challenge for the ultimate motivation to get healthy and inspire others. Be a 30-Day, 90-Day or overall winner. Simply set and reach your weight loss and/or fitness goal and purchase products monthly.

> How to Enter:

1. Choose your category
2. Purchase the products
3. Submit your photos and written story by email (challenge@neolifeclub.co.za) or whatsapp (081 563 3223)

Contact your Upline or your local NeoLife Distributor Centre for more information.

TARGET SOLUTIONS



Core Nutrition



Weight Loss



Fitness



Children's Nutrition

NEOLIFE YOUR HOME

Review the product catalogue with your Sponsor to discover the range and benefits of our incredible products. Develop a daily nutrition plan and use the products. Go through your home and replace supplements, kitchen, bath, beauty and home care products with NeoLife products that have a similar function. Why purchase from competitors when you can purchase the best from your own online store? Use the products every day!



NEOLIFE

NeoLife superior quality nutrition products use nature's finest whole food ingredients that are based in nature and backed by leading edge science. Every NeoLife product features the Scientific Advisory Board seal of approval, representing the worldwide network of leading scientists, doctors, nutritionists, and research facilities all dedicated to delivering optimum health based on nature's blueprint.



NUTRIANCE

Nutriance Beauty products are formulated and based on NeoLife's legendary nutritional expertise. We invite you to unleash your true radiance with age-defying skin care and pampering.



GOLDEN

Golden has been "GREEN" since the 1960s – long before it became the fashion. Our biodegradable formulas are earth-friendly. Low-dose, low-burden cleaning technology maximises performance with a minimum amount of product. No toxic fumes, no harsh chemicals!

#2

3 DAILY SUCCESS HABITS

Share the Products & Opportunity

INVITE, INVITE,
INVITE
& FOLLOW UP.

DEVELOP YOUR STORY

A personal testimony is a story of success that a member of the NeoLife family has experienced. They are most effective when delivered with sincere emotion and are short and to the point. There are two basic types of personal testimonies: product and business.

> My Story – Product*

A. Before NeoLife...

- I felt (ex. lack of energy, weak, poor digestion, etc.)
- I weighed kilos and wore a size

B. Then I started using NeoLife products, and now...

- I feel (ex. younger, healthier, etc.)
- I have (more energy, more strength, better digestion, etc.)
- I lost kilos and now wear a size

> My Story – Business

A. Before I started NeoLife I was a(n) (occupation)

B. Then I became a NeoLife Independent Distributor because.....

C. And now...

- My NeoLife income has made it possible for me to
(examples of what your NeoLife income has made possible for you and your family)
.....
.....
- In the last (number of weeks or months) I earned \$.....

You can also share the testimonies of others that you find especially powerful!

“WHAT IS NEOLIFE?” – HAVE A READY RESPONSE

When you mention NeoLife, people are naturally going to want to know what it is. It is important to plan and practice what you’ll say next, and decide whether you would like to share the products, opportunity, or both.

EXAMPLE – SHARING BOTH THE PRODUCTS AND OPPORTUNITY

“NeoLife is a nutrition company that manufactures and sells superior quality whole food nutrition products. We also help people have success with startups. It’s kind of like a tech startup but with nutrition. There’s low barriers to entry because we provide the infrastructure that any successful business needs, as well as consumable products and a compensation plan. So instead of having to raise hundreds of thousands of dollars to get started, it makes entrepreneurship accessible to everyone.”



*It is important for Distributor to become familiar with the proper use of claims and disclaimers. Training available in your NeoLife Back Office > Resources > Resources Library



SHAKE & LEARN

#2

3 DAILY SUCCESS HABITS

Ways to Share

YOUR SPONSOR OR UPLINE LEADER ARE AVAILABLE FOR SUPPORT

> One-On-One

Where In-person, over the phone, at a coffee shop, outdoor picnic area, poolside, home, office, country club, etc.

How Product Catalogue, or share a sample.

> In a Hurry & On-The-Go

Where Anytime you're on-the-go and in a hurry.

How You can share a sample and invite the prospect to watch a video.

> Digital

Have the prospect visit your personal website or share a NeoLife video.

Where Online (computer, tablet, or smart phone)

How Share a link to a video on ShareNeoLife.co.za via email, text, or Facebook message.

> Large Meetings

Where Nutritional Seminars, Rallies, Convention

How Don't wait, but whenever possible, take advantage of opportunities to invite people to the larger meetings where your guest will see a bigger picture of who NeoLife is.

> Small Group Settings

Shake & Learn, spa parties, and home-care demonstrations are a great way to share the products in a fun and comfortable environment.

Where Your home, office, friend's home, country club, etc.

How See Shake & Learn Tools for more details. Downloadable resources available in Back Office.

> Conference Calls

Our Conference Calls feature knowledgeable speakers sharing important expertise and fun facts on specific products and incredible testimonies.

#3

3 DAILY SUCCESS HABITS

Personal Development

SPEND 15 MINUTES A DAY READING,
LISTENING OR WATCHING CONTENT
FOR SELF-IMPROVEMENT.

In this business personal growth and development is critical towards achieving success. Our most successful business owners spend at least 15 minutes a day reading, listening or watching content for self-improvement. The saying is certainly true, “quality of input determines quality of output”.

88%
of wealthy people read
30 minutes or more daily¹

> Books to Read:

1. *How to Win Friends & Influence People*
by DALE CARNEGIE
2. *Think and Grow Rich*
by NAPOLEON HILL
3. *Go Pro: 7 Steps to Becoming a Network Marketing Professional*
by ERIC WORRE
4. *How I Raised Myself From Failure to Success in Selling*
by FRANK BETTGER
5. *Go for No! Yes is the Destination, No is How You Get There*
by RICHARD FENTON & ANDREA WALTZ



> Events to Attend:

1. Be Your Best Rally
(annually, January)
2. Director Seminar
3. Convention
(annually)
4. World Team Conference
(annually, if eligible to attend)
5. Leadership School
(by invitation only)
6. Ruby Director Orientation
(qualify to attend)
7. Team Rally/Event
8. Experience Meetings & Nutritional Seminars
(weekly/monthly)



3. Corley, T. (2016, September 8). 16 Rich Habits. <http://www.success.com/article/16-rich-habits>

COMMIT TO SUCCESS!

If you're serious about succeeding in your NeoLife business, fill out and sign this form. Please give a copy to your sponsor and text a picture to someone you respect, and then ask them to hold you accountable.

DEVELOP YOUR 'WHY'

"Desire is the starting point of all achievement" – Napoleon Hill

Write down the biggest motivating reason why you are seeking success with NeoLife

PLAN OF ACTION

This year I am making the commitment to take action and achieve the following:

(write a tick mark next to each goal you are committing to)

- | | |
|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| <input type="checkbox"/> Implement the 3 Daily Success Habits | <input type="checkbox"/> Work my business _____ hours per week |
| <input type="checkbox"/> Register for next NeoLife meeting | <input type="checkbox"/> Invite _____ people every day to look at NeoLife |
| <input type="checkbox"/> Schedule at least one Shake & Learn/Product Demonstration every week | <input type="checkbox"/> I will follow up with _____ people every day |
| <input type="checkbox"/> Identify & develop my Success Team of 3+ Distributors | <input type="checkbox"/> Connect with NeoLife via social media and blog |
| <input type="checkbox"/> Ask for referrals from friends and customers | <input type="checkbox"/> Take the next step to _____
<i>(Ex. Director, Sapphire)</i> |

3 DAILY SUCCESS HABITS

1. Use the Products

Be an example of the power of NeoLife Products.

2. Share the Products / Opportunity

Invite, Invite, Invite & Follow Up.

3. Personal Development

Spend 15 minutes a day reading, listening or watching content for self-improvement.

CAN'T MISS EVENTS!

- | | | |
|--------------------------------------------------|------------|----------------|
| 1 <input type="checkbox"/> Be Your Best Rally | Date _____ | Location _____ |
| 2 <input type="checkbox"/> Director Seminar | Date _____ | Location _____ |
| 3 <input type="checkbox"/> Convention | Date _____ | Location _____ |
| 4 <input type="checkbox"/> World Team Conference | Date _____ | Location _____ |
| 5 <input type="checkbox"/> Team Rally/Event | Date _____ | Location _____ |

My short term sacrifice to turn my dreams into reality is _____

I will advance to _____ by (date) _____
(Ex. Emerald Director, Sapphire...)

By signing below, I acknowledge that I am making a serious commitment to be my best and put forth the time, energy, and perseverance necessary to take action and achieve these goals.

Print Name: _____ Signature: _____ Date: _____

Prospecting 101

MAKING NEW FRIENDS AND SERVING THEIR NEEDS.

DO's

- ✓ Be all in
- ✓ Be fearless
- ✓ Be genuine

DON'Ts

- ✗ Don't be desperate
- ✗ Don't be phony
- ✗ Don't get discouraged

4-step Inviting Formula



1 CONNECT

Ask a question:
Introduce yourself and ask F.O.R. (Family, Occupation, Recreation)

Or give a sincere compliment:
"I couldn't help but notice your positive energy."



2 DISCOVER NEED

Genuinely get to know people by asking questions and you will often discover needs you can fill. Don't forget to go deeper if time allows with comments like, "tell me more" or "what do you mean by that?", or "have you ever tried a natural solution?"



3 INVITE

Ask a question:
"If I knew a solution would you _____ (try it, watch it, attend) and let me know what you liked best?"



4 FOLLOW UP

It is now very important to nurture the relationship. The key to success in this business is loyalty and repeat orders, not just impulse buys. Follow up with a call or text as soon as possible.

Note: If you have an attitude of desperation not only will you drive people away, but you will also be miserable in the process. Become a professional at asking questions and genuinely getting to know people while building relationships.

You shouldn't be discouraged by NO's when you consider there are over 7 billion people on this planet, many of whom have needs and they're just waiting for you to reach out. With every NO you're one step closer to a YES!

CONNECT

Inviting – Product

As you keep your ears tuned you'll begin to hear people express their needs that our products can fill. Below is a scenario you'll encounter in some variation almost daily.

Imagine that you're sitting in a waiting area, standing in a line, working out at the gym or watching the kids play at the park and you strike up a conversation.

NOTE: As soon as you uncover a need don't jump at the first chance to tell them all about your products. You'll only chase them away. Instead be patient and ask another question or two to get more information about their health concern(s). During this process of discovery you'll bond with them while at the same time establishing their need for a solution. As you become a professional at this you'll find that in many cases they will buy on the spot or at least give you their contact info or agree to sample a product. Your job is to be a counselor or an educator, but certainly not a slick sales person.



CONNECT

[You] How are you today?
[Prospect] Doing all right, just a little tired.



DISCOVER NEED

[You] Been a long day?
[Prospect] Yes, I'm always exhausted after work.

[You] Really, how long have you been experiencing this?
[Prospect] Several years now and it's only getting worse.

[You] Wow, I can only imagine how frustrating that must be. Have you ever tried anything to help your fatigue?
[Prospect] I tried energy drinks and other caffeinated drinks.

[You] How is that working for you?
[Prospect] At first it helped but then I ended up just feeling jittery and weird from all the unhealthy ingredients.

[You] Have you ever tried using nutritional supplements?
[Prospect] No, why do you ask?

[You] I had a friend who struggled with fatigue and was helped through a whole-food based supplement. If I knew of a product that could help you would you be interested?



INVITE

[Prospect] Well, yes if it worked.
[You] Great, I'd be happy to show you.

OR

[You] If I shared a sample with you, would you try it and let me know how you like it?

TRIPLE OPT-IN – GET A YES, YES, YES!

[Prospect] Yes
[You] When is the earliest you could for sure try it?
[Prospect] Wednesday evening

[You] So if I call you on Wednesday evening you will have tried it?
[Prospect] Yes

NEEDS

Inviting – Business



CONNECT

[You] Hi I'm _____ what's your name? Beautiful day isn't it? How are you?
Do you live around here?

OR

[You] What kind of work do you do? Really? How long have you been in that line of work? Do you enjoy it? (They might ask you what you do at this point. If so proceed to answer further below.)

[Prospect] Not really, it's pretty stressful.



DISCOVER NEED

[You] What do you mean by that? (Continue to ask questions to discover what they like and dislike about their job.) Do you keep an open mind to other career opportunities?

[Prospect] Sure, why do you ask?

[You] I work with a company that helps people have success with startups. We're going through an expansion in this market and are looking for like-minded, passionate people to partner with (integrity, good with people, hard working, health conscious, fitness minded, etc.)

[Prospect] Really, what's the name of the company?

[You] NeoLife International.

[Prospect] So what does your company do?

[You] We manufacture and sell whole-food nutrition products. We also help people have success with startups. It's kind of like a tech startup, but with nutrition. There's low barriers to entry because we provide the infrastructure that any successful business needs, as well as consumable products and a compensation plan. So instead of having to raise hundreds of thousands of dollars to get started, it makes entrepreneurship accessible to everyone.



INVITE

[You] Listen, I need to run but I'd be happy to schedule a time to sit down and tell you more about what we're doing and discuss whether or not you'd be a fit for our company.

[Prospect] Absolutely, sounds interesting.

[You] Great, when is the earliest you could meet for coffee or something?

[Prospect] I could meet this Wednesday at 9 am.

[You] I can make that work. Listen, I have a busy schedule so if something comes up please be sure to let me know.

NOTE: You always want to be in a hurry at the end of your conversation. People are attracted to people who are professional, and have a lot going on and are NOT desperate. When you're in a hurry there will be fewer questions, less resistance, and people will be more respectful of you and your time. Also, the take away always builds more interest.



INVITE

Inviting – Sincere Compliment

THIS IS YOUR BUSINESS SO YOU CHOOSE WHO YOU WANT TO WORK WITH.

Naturally, you want to build your team with bright and positive people so keep your eyes open for these individuals while in the course of your normal day-to-day activities. When you find these individuals offer a sincere compliment (and it must be sincere). When you're in a hurry and offer a sincere compliment it's rare for a person to have a negative reaction to your invitation. People always receive feedback when they've made a mistake, but rarely hear compliments when they're doing something right. It feels good and puts a smile on their face. Regardless of the outcome you'll also feel good because you made someone's day a little brighter!



CONNECT

[You] _____ (use their name if possible) I couldn't help but notice how you go above and beyond for your customers.

More compliment examples:

"You have a great personality" or "I just couldn't help but notice your cheerful personality".

"I just couldn't help but notice the professional way you run things around here".

"My wife and I were just commenting on the excellent service you give".

"Just wanted you to know that you've provided some of the best service I've ever received".

"You've made this a fantastic experience".

[Prospect] Wow, thank you!



DISCOVER NEED

[You] Listen, do you keep an open mind to other career opportunities?

[Prospect] Of course, what do you do?



INVITE

[You] Look, I'm in a hurry (or have to run), but I work with an international company that has been in the health and wellness industry for over 60 years and we're looking for quality individuals that are (list compliment) hard working with a great personality.

TRIPLE OPT-IN – GET A YES, YES, YES!

[You] If I gave you a website (or video, CD, brochure, magazine, special invitation only webinar, special invitation only conference call) would you look at it?

[Prospect] Yes.

[You] When do you think you could check it out for sure?

[Prospect] Thursday by 2 pm.

[You] Great, so if I call you Thursday after 2 pm you'll have reviewed the _____ for sure?

[Prospect] That works.



FOLLOW-UP

Immediately make an appointment to follow-up. 80% of sales happen on the 5th-12th follow-up.¹

1. Tousley, S. (2015, September 15). Retrieved from <https://blog.hubspot.com/sales/sales-statistics#sm.0005sz4z712d7fc4105cnrr848e1e>

IN ORDER
TO REACH
YOUR
GOALS,
YOU MUST

**TAKE
ACTION!**



IN THE NEXT 3 DAYS YOU SHOULD BE ABLE TO TICK OFF THE FOLLOWING ACTIVITIES:



Use the products.
Join the Be Your Best
Challenge.



Complete the Commit
to Success worksheet,
found on page 14,
review it with your
sponsor, and ask for
accountability.



Contact the people on
your Hot List, found on
page 10, and schedule
four Shake & Learns.



COMMIT TO SUCCESS!

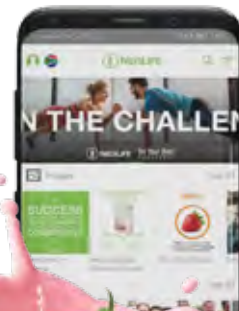
Print this worksheet and use it with your NEOLIFE Sponsor. Share and sign the form. Please print clearly for your sponsor and include a signature and date. (Do not use a pen or marker.)

BE YOUR BEST WHY?
 Why do you want to be successful? _____
 Why do you want to be successful? _____

PLAN OF ACTION
 How will you use the products? _____
 How will you use the products? _____

3 DAILY SUCCESS HABITS
 1. _____
 2. _____
 3. _____

SPONSOR ACCOUNTABILITY
 My sponsor will hold me accountable to my plan of action and ask for my progress.
 My sponsor will hold me accountable to my plan of action and ask for my progress.
 My sponsor will hold me accountable to my plan of action and ask for my progress.





NeoLifeSA



NeoLifeSA



NeoLifeAfrica



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