

ASEA[®]

SUCCESS GUIDE



FINDING SUCCESS: THE ASEA® ANSWER

Throughout the history of network marketing, many individuals have succeeded far beyond expectations. What makes the difference? Your success is determined by following a system, staying committed, and duplicating your efforts to help others. It doesn't matter how experienced you are, what your background is, or whether you have a college degree. With the right tools, you can achieve just about anything.

This ASEA® Success Guide is just that—a proven, easy-to-follow guide to quickly establishing your ASEA business and finding the success you've always wanted. With the help of your sponsor, upline, and ASEA's corporate team, you'll soon gain the experience you need to not only implement the steps in this guide in your own business, but also train others to do the same.

This guide shows you what to do in your first 48 hours, plus steps to build your business (Steps 1–4) and duplicate your efforts (Steps 5–8) for long-term success.

Start your ASEA business with knowledge. Commit to following proper activities. Empower yourself to become successful.

With ASEA, you can.

**“What lies behind us and what
lies before us are tiny matters
compared to what lies within us.”**

– Henry Stanley Haskins

ASEA® CONTACT INFORMATION

The first thing to do when you enroll is save your sponsor's contact information on your phone, including email. You should also jot down your own associate ID and virtual office password. You'll have it memorized within a few days, but until then, keep it handy.

Below is the contact information for ASEA® Corporate. The corporate team is another partner you have who will support you in virtually every way.

ASEA LLC

1488 West Pleasant View Drive
Pleasant Grove, Utah 84062

Associate Support

9 a.m. – 5 p.m. Monday – Thursday,
9 a.m. – 10 p.m. Friday Mountain Time

Phone: 801.973.7499

Fax: 801.618.3955

Email: support@aseaglobal.com

Corporate Office

Hours: 8:30 a.m. – 5 p.m. Mountain Time

Phone: 801.928.2100

Website: www.aseaglobal.com

GETTING STARTED ESSENTIALS

Get a strong start with these proven steps to success. This checklist is for your first 48 hours of joining the ASEA® team or receiving your starter kit. Do it, and you'll be armed with the information you need to feel confident in approaching people and to build your business.

Essentials Checklist

- Enroll and purchase an ASEA Welcome Kit with your initial product order
- Enroll in ASEA autoship program
- Review welcome kit
- Complete your ASEA story *(Step 1)*
- Complete your own clarity and conviction statements *(Step 2)*
- Complete your goals for a successful ASEA business *(Step 3)*
- Become familiar with your ASEA virtual office
- Review your top 20 prospect list with your sponsor to schedule invite appointments *(Step 4)*
- Become a Director *(Step 3)*

**“Success is the sum of small efforts,
repeated day-in and day-out.”**

– Robert Collier

WHAT IS ASEA® SMARTWALLET?

ASEA® SmartWallet is an easy-to-use, secure, and global electronic commissions payment service dedicated to ASEA and its associates. ASEA SmartWallet enables you to instantly receive commission payments from ASEA and quickly transfer them into your bank account. ASEA will automatically create an account on your behalf at the time your first commission payment is generated. Once your account has been created, an activation email will be sent to your email address.

Benefits of ASEA® SmartWallet

- A secure and convenient way to receive commission payments online
- Immediate access to commission payments
- Quickly transfer funds to any bank in your country
- Instant electronic notifications of commission payments
- Review payment history and download into Microsoft Excel
- Dedicated phone, online, and email customer support

For more information and answers to frequently asked questions, visit ASEAsmartwallet.com.

STEP 1

BE YOUR OWN CASE STUDY

At ASEA® we like to say “Buy a case, and become your own case study.” To effectively share the ASEA story with others, it’s important to understand the benefits ASEA products offer. If you can experience the benefits yourself, you will have a genuine and compelling reason to help others do the same!

Use ASEA’s Products

Hopefully you’ve already begun to incorporate ASEA® REDOX Cell Signaling Supplement and RENU28® Revitalizing Redox Gel into your wellness efforts. If not, start today. Drink 4 ounces of the supplement and apply RENU28 twice daily to any area on your body where you want more healthy-, young-, and vibrant-looking skin.

What Can You Expect?

You may experience a wide array of benefits. Because redox signaling molecules work throughout the body, ASEA products can support many functions of the body.*

Many users of ASEA products notice an improvement within a few weeks. We recommend that you use the products for at least 90 days, as each individual experiences the benefits differently. Some notice immediate differences, while others notice benefits more gradually.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

The ASEA® Body Inventory

This tool will help you assess what kind of benefits you're experiencing with ASEA®. As you begin using the product, you can rate how you're feeling in specific areas. Each week after, you can track how you're feeling and see the difference ASEA is making in your health.

Your ASEA Story

It's important that you share your ASEA experience with others. Part of your story should include your experience with ASEA products. Many ASEA associates develop two versions of their story. The first is an "elevator" version. This should be 3–4 sentences—short enough to share in 15–30 seconds when you only have a few moments. The second version of the story can be longer and adapted as needed when you have more time to tell your story.

If you want to be a great ASEA leader, tell your story over and over again. The more people you tell and the more people you see benefit, the more real your experience becomes. It strengthens your determination, builds your confidence, and makes your story an integral, undeniable part of you.

Story Example

"Within 90 minutes of drinking two ounces of ASEA REDOX, I began to feel better. I could actually feel my body reacting in a positive way. I quickly noticed the fog was lifting, and my positive attitude was back. I enjoy restful sleep, and I'm able to maintain a high energy level. ASEA has given me my life back!"*

– Sharolyn E.

STEP 2

CLARITY AND CONVICTION

The most valuable thing you could ever offer someone is the chance to join the ASEA® team. The drive to offer this product to others requires clarity and conviction.

Clarity

Starting a new business can create feelings of uncertainty. As a new ASEA® associate you may wonder, “Can I really do this?”

The primary reason most people fail in this business is because they lack clarity. They forget why they joined the business.

Ask yourself these two questions and then write down your answers:

1. What do I want from ASEA?

2. Why do I want it?

By defining your answers, you are establishing your clarity of purpose. Some people often refer to this as establishing your “why.”

Type it out, handwrite it — it doesn’t matter. If you have a copy of your “clarity” where you can continually refer to it, you won’t forget why you joined ASEA.

You will undoubtedly have times when you are frustrated, stressed out, or disappointed, or when you simply want to quit. And in these times, if you refer to your clarity statements — the clear, focused reasons why you joined — the frustrations, stress, and disappointments will fade, and you’ll regain your clarity and drive to keep on going.

You might write something like this:

“I joined ASEA® because I want to have an early retirement.”

“I joined ASEA because I want my family to enjoy good health.”

“I joined ASEA to pay for my son’s college expenses.”

So what are your clear reasons — your “why” — for joining ASEA?

Write them here:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Conviction

Truly engaging in your ASEA® business requires a rock-solid belief. Without conviction, you and your team will disengage. It’s pretty simple — all meaningful action is preceded by a firm conviction that what you’re doing is vital.

So what do you need to believe? You can have conviction in the product. You can have conviction in the compensation plan. Perhaps it’s the other rewards, the training, or the executive leadership team.

The important thing is to find the areas of conviction that are important to you. Then write them down. You might write something like this:

“I have conviction about the health benefits of ASEA® products.”

“I have conviction about the ability to earn additional income with ASEA.”

“I have conviction that everyone deserves to hear about ASEA.”

What are your convictions regarding ASEA? Write them here:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

There’s one final aspect of conviction to consider. Your team’s convictions will keep them energized and moving forward in their businesses.

One very effective way to help your team maintain their convictions is to continually use conviction drivers in your interactions with them. These include a variety of corporate-produced tools and events that will help you and your team maintain and grow your conviction. What are these conviction drivers? They include product and opportunity videos, sales tools, conventions and regional meetings, ASEA® corporate websites, associate testimonials, an ASEA online community, and more. During your team calls and meetings and in your personal preparation, use conviction drivers to refuel your conviction and that of your team.

**“For they can conquer
who believe they can.”**

– John Dryden

STEP 3

SET GOALS AND MAKE COMMITMENTS

Specific, defined goals will solidify your plan to share ASEA® with others.

In the previous section, you just learned why it's important to have clarity and conviction—that is, that you clearly understand the reasons you have joined the ASEA® team, and that you have conviction that the ASEA opportunity can help you achieve your dreams.

Now, we will set goals based on your reasons and commitments.

Establish Short- and Long-Term Goals

Once you've clarified your reasons for joining the ASEA team, you should determine where you want to be far off in the future and what you want to do to get there.

There are four basic levels by which most ASEA associates measure their business success:

Pay for Product. This first achievement means you've generated enough commissions to pay for your monthly product shipment.

Part-Time Income. After building your business on part-time hours, your income could help pay for part of your mortgage, automobile, and other bills.

Full-Time Income. At this level, you are able to create a full-time income that allows you to dedicate all your time to building your ASEA® business.

Wealth Builder. At this level, not only have you replaced your full-time income, you're also generating income that can provide a secure retirement and a prosperous lifestyle.

To help achieve these levels, you should set goals:

- daily
- weekly
- monthly
- for the next 3 months
- for the next 6 months
- for the next 12 months

Become a Director in Your First 14 Days

This simple goal is your first step to success. To reach Director, enroll two people, one in each leg of your organization.

Achieve the Rank of Bronze

Becoming a Bronze Executive requires commitment and focus. It demonstrates leadership and a dedication to your conviction of ASEA®. It is the next step in building a strong team that will develop and duplicate your efforts so they may become Bronze Executives. This achievement opens further opportunities for leveraged and sustainable wealth creation.

Time Management

How you manage your time will go a long way in determining how successful your ASEA® business becomes. Do it effectively, and you'll undoubtedly grow your business and enjoy long-term success.

Consult with your sponsor or upline. They can provide further guidance on how to wisely use your time.

Remember which activities will actually make you money and grow your ASEA® business. Sponsoring new associates and giving presentations are the activities that directly make you money. Any activity that leads to this is generally productive.

Majority of Your Time (90%): Contacting, inviting, presenting, following up. This means you're constantly in contact with prospective associates.

Minority of Your Time (Approx 9%): Training for you and your organization. It's important to hone your skills and to help your people do the same. However, it's more important to use those skills in contacting, inviting, presenting, and following up. Make sure you don't spend too much time here.

A Tiny Bit of Your Time (Approx 1%): Problem solving. This is true, especially as your organization gets larger and larger. You'll have issues, questions, and problems from people in your downline. While you have an obligation to them, try to minimize your involvement in solving the problem. You can give them guidance and counsel, but they should also work it out themselves. In addition, ASEA Associate Support can handle many of these issues. Use them. That's why they are there.

NOTE: As you progress in building your ASEA® business and increase the size of your organization and commissions, the time you dedicate to each of the above sections will change. With larger organizations, you will dedicate more time to training and less to contacting, inviting, and so forth. However, until you reach the rank of Bronze Executive, you should be dedicating 90% or more of your time to contacting, inviting, presenting and following up.

Don't Spend Too Much Time Getting Ready. In fact, many people spend time getting ready to get ready. While it's important to prepare adequately, there comes the time when you simply need to get going, get out there, reach out to your prospects, invite them to meetings, and share your presentation.

Outsource Tasks. Where you can, have others help you with tasks that either are low-priority or outside of your expertise. For instance, it may take you forever to fine-tune your website copy and design it by yourself (simply because you don't know how). But getting someone with expertise involved will free you up to do those tasks that directly make you money.

Remember, at the end of the day, you need to focus on the tasks that move your business forward.

MY GOALS FOR A SUCCESSFUL ASEA® BUSINESS

1. **WHAT** do I want from ASEA?

2. **WHY** do I want it?

3. **WHEN** do I want it?

4. **HOW** will I get it?

The how portion of the goal-setting process is perhaps the most crucial. It's typically a fairly easy thing to decide what you want and why you want it. But to know how to get it is something entirely different. Below are some suggestions for best accomplishing your ASEA® goals.

- I will review my goals every day.
- I will have each member of my family begin using ASEA products.
- I will share five prospecting sales tools every day.
- I will do a three-way phone call at least once a day.
- I will have at least one prospect on every national conference call.
- I will commit to actively sharing ASEA products for at least one year.
- I will attend the next ASEA global convention.

**“Nothing stops the man
who desires to achieve.”**

– Thomas Carlyle

STEP 4

BUILD A PROSPECTIVE TEAM LIST

Identifying prospective associates with whom to share the ASEA® opportunity is paramount to your success. To do this, build a prospective team list.

Begin with the following areas, and write down names:

Interested in Anti-Aging

- retirees
- middle-aged acquaintances/friends
- parents
- in-laws
- individuals with health concerns

Parents/Families

- moms & dads
- young families
- middle-aged families
- families with both parents working
- parents with hectic/stressful schedules
- families with child(ren) with health concerns

Athletes who

- play in a weekend or city league
- work out regularly
- go to your gym
- golf
- run or jog
- bike
- lift weights
- stay generally active

Who do you know who

- uses dietary supplements
- eats a healthy diet
- is concerned about their health
- is aware of today's top health threats
- is generally health-minded

Business-Oriented People

- owns or has owned his/her own business
- is an entrepreneur
- is looking for additional income
- is interested in home business tax advantages
- is unhappy in his/her current job

Add Names, Don't Take Away

Don't be afraid to add the names of everyone you know to your list. Don't prejudge—resist the temptation to remove names from your list because you think they're too busy, make too much money, or will be offended by your asking. Remember, even if they decide ASEA® products are not for them, there is a good chance they'll be able to refer other prospective associates to you. Remember, it's not just who you know, but also who they know.

Identify the Top 20

This is especially important. As you develop this list, it's important to identify the top 20 contacts—these are the prospective associates you'll contact first. The following are suggested criteria for selecting your top 20. Keep in mind your list will continue to grow and expand, but identifying your top 20 is key to your early success.

- interested in health
- health challenges either personally or with immediate family
- married
- have dependent children
- approaching retirement
- solid career/business background
- dissatisfaction with current employment
- entrepreneurial-minded
- sociable, enthusiastic personality
- highly credible in their circle of influence
- has previous network marketing experience or success
- has the means to invest in starting their own business
- is highly driven and self-motivated

Don't Stop Adding Names to Your List

Too many business builders feel that once they have composed their prospective team list, that task is done forever. That couldn't be further from the truth. If you are spending the majority of your time inviting others to learn more about ASEA®, you'll find that your list will shorten fairly quickly. It's critical that you constantly review your list and add names if you want to build a successful business.

Contact Name	Phone/Contact Info
1.	_____
2.	_____
3.	_____
4.	_____
5.	_____
6.	_____
7.	_____
8.	_____
9.	_____
10.	_____
11.	_____
12.	_____
13.	_____
14.	_____
15.	_____
16.	_____
17.	_____
18.	_____
19.	_____
20.	_____

STEP 5

CONTACT AND INVITE

Using your prospective team list, you'll begin contacting and inviting others to learn more about ASEA® products and opportunity. For many people, this is the most difficult step in the process. However, with the help of your sponsor, and by following these guidelines, you'll soon be very effective at inviting others to enjoy what you have with ASEA.

Sift and Sort

Sifting and sorting means you're looking for people who want what you have. It is NOT convincing and selling people that they need what you have.

So how do you sift and sort? First, you ask questions! Then, you listen to your prospect and how they answer your questions. What they say will give you clues as to what interests them, what they find important, what they're worried about, and what their goals are. Finally, you share a minimal amount of information that will pique their curiosity and prompt them to learn more (at a meeting, through a home presentation, etc.). Remember, your first contact/invitation is NOT a presentation! Your goal in inviting is not to explain the product, business, or compensation plan in its entirety. Simply give a short preview and share your story. Then invite them to learn more at an appropriate time.

As you sift and sort, you'll undoubtedly encounter prospects who are resistant to your message. That's OK. Don't try and convince them ASEA® products are for them. That generally does not work.

Instead, put their names aside for another time. It's very possible they'll either come back to you or they'll be more open to your message a bit further down the road.

Show Enthusiasm

Don't be tentative; after all, ASEA® is a world-class, highly professional company that has a lot to offer. You're doing your prospect a favor by inviting them to learn more. You don't need to be afraid. However, it's also important to understand that some of your contacts will say "no." Don't be too emotionally attached to the outcome. Remember that you're sifting and sorting. Keep your enthusiasm up.

Don't Talk Too Much

If anything, ask more questions, and listen to discover what it is your prospect wants and expects. This will help you know which tools might best help your prospect, and how to modify the presentation/meeting to which you're inviting them.

Don't Get into Extensive Q&A

Instead of trying to answer a prospect's questions, simply give a brief overview of the company/product, as well as your story, and tell your prospect that he/she will get all the information they need at the next presentation/meeting or in a presentation video.

Offer to Bring the Person to the Meeting Yourself

Don't hope they show up by themselves. Offer to pick them up. This will dramatically increase your attendance rate.

Invite Both Husband and Wife

Both spouses are decision makers, and one can be the difference maker in helping the other to decide to take the first step. If your prospect is married, invite the spouse.

Practice, Practice, Practice

You can never do this too much. Mastering your approach and invitation will make it so much easier when it actually comes time to do the real thing. And practicing with your sponsor/upline can be a big help as well.

Who Should You Share ASEA® With?

The unique properties of ASEA products make them perfect for anyone. There are, however, specific groups that will likely be more open to learning more about these remarkable stand-alone products:

Individuals Interested in Anti-Aging. People are more concerned about their health than ever before. With its unique ability to help counter the effects of cellular aging, ASEA® REDOX and RENU28® offer solutions for everyone.

Did You Know?

- The number of people age 65 and older in the United States grew from 3.1 million in 1900 to 35 million in 2000. Source: www.census.gov/library/stories/2019/12/by-2030-all-baby-boomers-will-be-age-65-or-older.html
- Baby Boomers (ages 55-75 years old) spend a total of \$548.1 billion annually. Source: www.marketingcharts.com/customer-centric/spending-trends-107347

Parents and Families. Parents—particularly moms—realize that their children often require increased nutritional support. ASEA is a remarkable health supplement for both children and parents.

Did You Know?

- Moms influence 85% of all household purchases.
- Moms spend \$2.1 trillion each year.
- 55% of mothers say they rely on recommendations when making a purchase.

Athletes. We know that athletes simply need more when it comes to nutrition and health support. The good news is that ASEA® has been shown to provide distinct benefits for athletes and those who live an active lifestyle.

Did You Know?

- Endurance sports (cycling, triathlon, marathon) are one of the fastest-growing sports segments, with 53% growth over the last 15 years.
- The market of sports supplement sales exceeds \$1.9 billion each year.

Health-Minded Individuals. It's pretty simple—ASEA® REDOX technology offers singular benefits that can't be found anywhere else. Anyone interested in improving his or her health can benefit from it.

Did You Know?

- The global health and wellness market is staggering—over \$800 billion, soon to be \$1 trillion.
- Americans spend \$70 billion a year on vitamins alone.
- Many economists consider the health and wellness industry to be recession-proof.

Using Scripts for Effective Inviting

The following scripts, which can be easily adapted, can help you begin crafting your own effective, well-executed invitations. It is not important for you to memorize all these scripts; just choose a few that you like and can begin with. After you become comfortable with a few, choose a few others to work on, and before you know it, you will have many to choose from. **These are particularly helpful for people you already know:**

“Hi, Jess. Would you be interested in a wellness product that can help support healthy aging?”

“I have recently come across a breakthrough anti-aging product. Can I bring some over for you to try?”

“I recently started taking a breakthrough supplement for athletes that is proven to aid in performance and recovery. Would you be interested in learning more about it?”*

“Hey, Sara. I know that you place a priority on the health of your family. I think I have something that will help you out. Can I send you a video that gives an overview?”

“My family and I recently started taking a breakthrough supplement, and the results have been phenomenal. Can I bring some over to you right now?”

“I just started a new health business. I really trust your opinion. Can I [come by and show you/send you] a video to watch?”

“Would you be interested in a breakthrough wellness product that is 100% safe and worthwhile? I can bring some over right now.”

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

“You know, Jennifer, I’ve been looking for something flexible that will supplement my income. I think I’ve found it. But I’d like someone else to tell me what they think. Will you watch this video and let me know your thoughts? I’ll call you back on Thursday.”

“This is the best and most legitimate opportunity I’ve seen, and I wanted you to be the first to hear about it.”

“Hi, Scott. You told me the other day you really were dissatisfied with your job. If you are serious, I might have a great option for you. Can we get together and talk for a minute?”

“I just set up a website for a new company I’m starting. I’d love to have you look it over and give me feedback. Can I send you the link?”

Scripts for People You’ve Just Met

It is important to share ASEA® products with your friends and family, but you will also have plenty of opportunities to share ASEA® with new people that you meet. Below are some possible scripts to use when you want to share ASEA with someone new:

“You look like someone who places an importance on staying fit. I recently started taking a product that is proven to support cellular function and positively impact many functions of the body. Can I leave you this brochure and get your contact information so that I can follow up with you?”*

“You have a beautiful family. My husband and I just started taking a breakthrough health supplement that supports overall health for our whole family. Can I leave this brochure with you and get your information so that I can follow up with you?”*

“You seem like someone who keeps his options open to new opportunities. I recently came across a breakthrough opportunity that is going to be the next big thing. Can I leave this brochure with you and follow up with you to give you more details?”

“I recently partnered with a company that has a breakthrough health product based on never-before-seen scientific technology. I am looking for successful people to join my team. Would you have 20 minutes that I can share the details with you?”

“I have been looking for a way to supplement my income and I think I found it. Would you be interested in something that could help you make a car payment or earn some extra money?”

No matter what you say, do it with confidence and enthusiasm, and your sincerity about the ASEA® opportunity will shine through.

You don't need to know everything about ASEA® products or the compensation plan before you take your first step. Knowledge will come over time. Rely on your enthusiasm, your sponsor, and your upline to guide and assist you.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

**“Believe you can, and
you’re halfway there.”**

– Theodore Roosevelt

STEP 6

PRESENTING: SHARING THE ASEA® STORY

After you've invited your prospects to learn more about ASEA, you'll present the full ASEA story to them primarily by sharing videos and literature provided by ASEA. Present the message and help your organization do the same to create a long-term duplicable business. Let the ASEA tools do the talking for you.

Video Presentation

This is the first of two general ways to present the ASEA® story. This method involves using a few simple steps that can be used in both in-person and online presentations:

Tell your story. You've likely shared at least part of your story with your prospect. Now give a longer, more fleshed-out version. This will help them feel a human connection to ASEA. You can include things like where you live, your professional background, and why you became involved with ASEA.

Show the ASEA® REDOX and RENU28® product videos. These corporate-produced videos deliver a concise, effective overview of the products. After viewing these videos, your prospect will likely have few questions about the products.

Share a product testimonial. If you've already shared your experience with ASEA® REDOX, ASEA® VIA™, or RENUAdvanced®, it's OK to briefly recap it here. Or, invite another ASEA associate (if you're in a meeting setting) to come forward and share his/her experience with the products.

Show the ASEA Opportunity video. This corporate-produced video also provides a concise, compelling overview of the ASEA® opportunity. This will help them better understand the potential financial and lifestyle benefits of joining ASEA.

Share the compensation plan. Make this simple. Use the compensation plan tools found in your virtual office to give a basic overview and highlight the major points. Also emphasize that the sooner they get going, the sooner they'll be making an income through ASEA.

STEP 7

COLLECT A DECISION

It's often said in network marketing that the fortune is in the follow-up. Most prospects won't commit after receiving one presentation. It's important to follow up with them and answer questions. This will help you collect a decision.

Follow Up

This simply means to keep in contact. Ask if they have other questions. Ask what they liked about the presentation or tool they recently received. Invite them to an upcoming meeting/event. Or if there aren't any questions, simply invite them to enroll as an ASEA® team member.

There are a few considerations to successfully following up:

Use Your Sponsor/Upline. Like most of the steps in successfully sharing ASEA with others, your sponsor should be heavily involved in helping you understand how to effectively follow up with your prospects and new enrollees.

Re-affirm the Excitement. New enrollees are particularly excited about sharing the ASEA® experience with others. Remember how you felt when you first decided to join? Follow up with them to make sure their experience is a good one and that they have all the information and encouragement they need.

Let Go When Needed. You may reach the point with some prospects where you feel they simply aren't going to commit. While it's sometimes tough to leave behind a prospect, it's important to remember that it's unwise to waste time on someone who isn't

showing progress. Leave the door open with these people, but move ahead and focus on others.

Systemize Your Follow-Up. Make your follow-up efforts as educational and systematic as possible. Many follow-up techniques can be easily systemized. For instance, you can schedule a three-way call with your sponsor and prospects within 48 hours of every meeting they have attended. Or, commit them to join the next scheduled company conference call. You can also regularly send out e-mails alerting new enrollees and prospects of upcoming meetings, presentations, or other ASEA® news that they might find helpful.

Three-way and conference calls are particularly helpful in establishing credibility for you and for ASEA®. They prove you are part of a real team. They are great teaching moments that allow your sponsor to teach you how to effectively answer questions, ask for a solid commitment, and identify potential leaders in your group.

Resolve Concerns and Collect a Decision

Many of your prospects will have concerns, even after watching a presentation. That's fine. One of the best ways to address their concern is to use the *feel, felt, found* approach. Consider the following example:

Your prospect says that even though she believes ASEA products are great, she doesn't really know if network marketing is right for her, and that it makes her uncomfortable to talk to others about it. You can respond by saying, "I understand how you feel, Lisa. I felt the same way before I started. I have found, however, that sharing ASEA with others is easier than I ever imagined. Just like I'm sharing it with you right now."

Remember to be sincere as you resolve any concerns. If you are, your prospect will feel your sincerity and not feel manipulated or used.

Remember, after you help them resolve their concerns, don't forget to collect a decision.

Get Referrals

Everyone you talk to will know others who would benefit from ASEA® products and/or the opportunity. Never pass up an opportunity to get referrals. Simply ask if they know anyone who might find ASEA products/opportunity attractive. This is a great way to keep updating your prospective team list.

Re-Connect – Drip List

As mentioned earlier, you'll have prospects who simply say "no" as you share ASEA® with them. And it's OK to let go. Most do this for a variety of reasons. However, you'd be surprised at how many of those who originally say "no" end up saying "yes" down the road. That's why it's important to not totally forget about these people. Keep their names on a re-contact list and use this list to drip on them again in the future. Depending on their situation, you can re-contact them a few months down the road, just to see how they're doing or to invite them to an event.

**“Action may not always bring
happiness, but there is no
happiness without action.”**

– Benjamin Disraeli

STEP 8

DUPLICATE YOURSELF

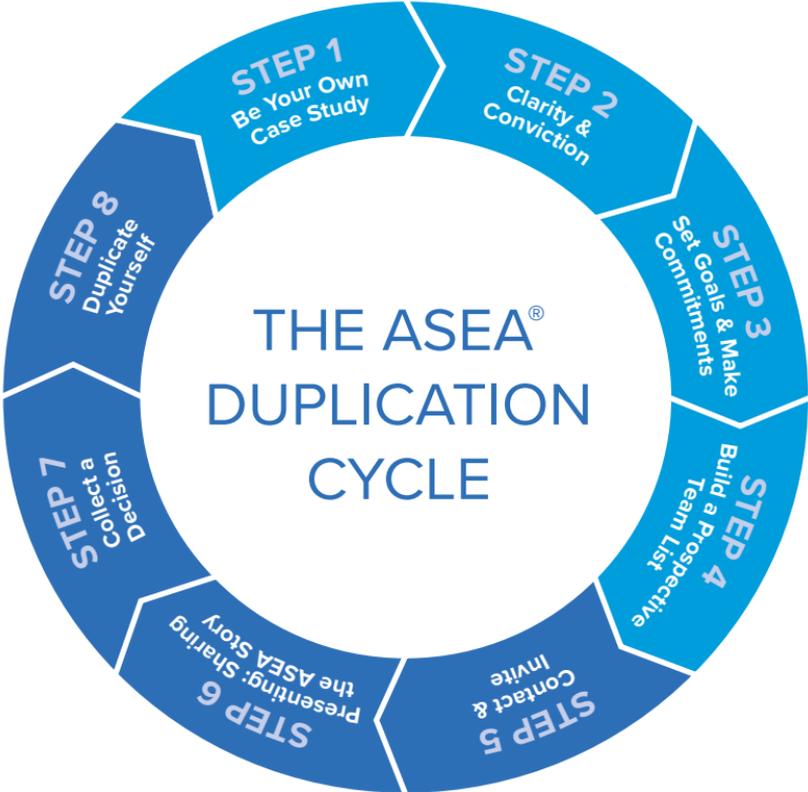
Using duplication in your building efforts will translate to tremendous success for both you and your group.

Duplication

It's a word often heard in network marketing. Duplication is the repetition of a certain system to effectively recruit and enroll prospects, and then to have them repeat the exact process with others, and so on. In other words, the steps your sponsor took to share the ASEA® opportunity with you are the same steps you will take to share ASEA with your prospects, and that they will take as they recruit others and build their businesses. The process is repeated — or duplicated — over and over.

The more simple, streamlined, and user-friendly your system is, the easier it is to duplicate. This ASEA® Success Guide is an extremely easy and simple system for you to duplicate and incorporate with your group.

The more you use duplication in your efforts and emphasize it to your team, the more motivated, trained, and prepared your entire team will be, thus ensuring that your success will continue without relying on your personal efforts alone.



NOTE TO CONSUMER: ASEA 30-day guarantee valid only when purchased through an authorized ASEA representative. Safety and efficacy of product procured via online auction sites or other unauthorized resellers cannot be guaranteed.

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