

# ASEA

ASEAGLOBAL.COM

## SUCCESS GUIDE



The background features a network of light blue circles and lines of varying sizes, creating a molecular or interconnected structure. The circles are connected by thin lines, and some are isolated. The overall aesthetic is clean and modern.

**ASEA**

# ***the road to success\****

## **ASEA KNOWS THE WAY**

The history of network marketing is characterised by countless people who have exceeded their own expectations and achieved great success without any long, drawn out training or professional experience. What is the critical factor in their success?

First of all, their success is based on the fact that they have discovered a system. They feel they belong to this system and have a strong commitment to bringing others into this system. If you tackle matters correctly and with determination, and you don't view any challenge as too great and you abide by the rules of the system, you can achieve almost anything.

We at ASEA identify and define ourselves by our drive for personal development. The guiding principle of our corporate culture is "Believe. Belong. Become." The ASEA system is built upon this concept. Believe in our products and our company, belong to a team which offers you its full support, and achieve and become everything to which you aspire.

The ASEA Success Guide was created with this in mind and against this backdrop. With this tried and tested, easy-to-follow guide you can quickly establish and build your ASEA business without having to wait long for success. With the help of your sponsor, your upline and the ASEA team you will quickly gain experience which will not only help you take the first steps on the road for you and your business, but also in training others and enabling them to have the same opportunities.

Start your ASEA business with knowhow. Commit yourself to the cause you believe in. Be more successful.

Believe. Belong. Become.

**With ASEA you can achieve anything.**

- \* 1. It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme.  
2. Do not be misled by claims that high earnings are easily achieved. As in any business, income always depends on the associate's personal efforts, time, labour and investments.

## MY ASEA DETAILS

You will find all the important information you need to develop your ASEA business on the following pages. If you have any further questions, please contact your sponsor or upline. They are there to assist and advise you.

My associate ID number: \_\_\_\_\_

My personal website username: \_\_\_\_\_

http://username.teamasea.com/ \_\_\_\_\_

My ASEA back office password: \_\_\_\_\_

### My sponsor's contact details

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### Other important ASEA contact

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

# ASEA CORPORATE CONTACTS

Below you will find ASEA's contact details. The ASEA team is your partner and is here to help you with just about anything.

## **Main Office**

6550 South Millrock Drive, Suite 100  
Salt Lake City, UT 84121

## **OTHER CONTACT DETAILS**

### **Associate Support United Kingdom:**

Business Hours: 4pm to midnight GMT, Monday to Friday

Toll free telephone number: 08082342311

Email: [UK@aseaglobal.com](mailto:UK@aseaglobal.com)

### **Associate Support Ireland:**

Business Hours: 4pm to midnight GMT, Monday to Friday

Toll free telephone number: 1800 760942

Email: [Ireland@aseaglobal.com](mailto:Ireland@aseaglobal.com)

# GETTING STARTED

## IMPORTANT INFORMATION

The most important thing is to get started with ASEA as soon as possible and follow these tried and true steps to success. The following checklist contains several points that you should carefully work through in the first few days after becoming part of the ASEA Team or receiving the Starter Kit (eKit). Our experience shows that associates who work through this checklist within their first few days find that, because of the information it contains, they not only feel more confident when approaching people but are also be more dynamic in starting their business.

### Essentials Checklist

- Sign up and order the ASEA enrolment pack (including the Starter Kit)
- Set up your ASEA autoship
- Work through the Starter Kit
- Use the ASEA products to start your own ASEA story
- Make a list of “My Reasons and Expectations” and “My Convictions” (see step 2)
- Complete the list with goals for your successful ASEA business (see step 3)
- Familiarise yourself with the details of your ASEA Back Office (electronic office)

- Draw up a list with your sponsor of 20 contacts or possible interested parties for your ASEA business
- Look through your Top 20 list again and invite your contacts to find out more about ASEA
- Become a Director (see step 3)

The following chapter of the ASEA Success Guide outlines the tried and true steps to successfully plan and build your business long term. **Part I (steps 1-4)** deals with building your personal foundation for success, whilst **Part II (steps 5-8)** explains the application of the proven ASEA business principles.

# WHAT IS ASEA SMARTWALLET?

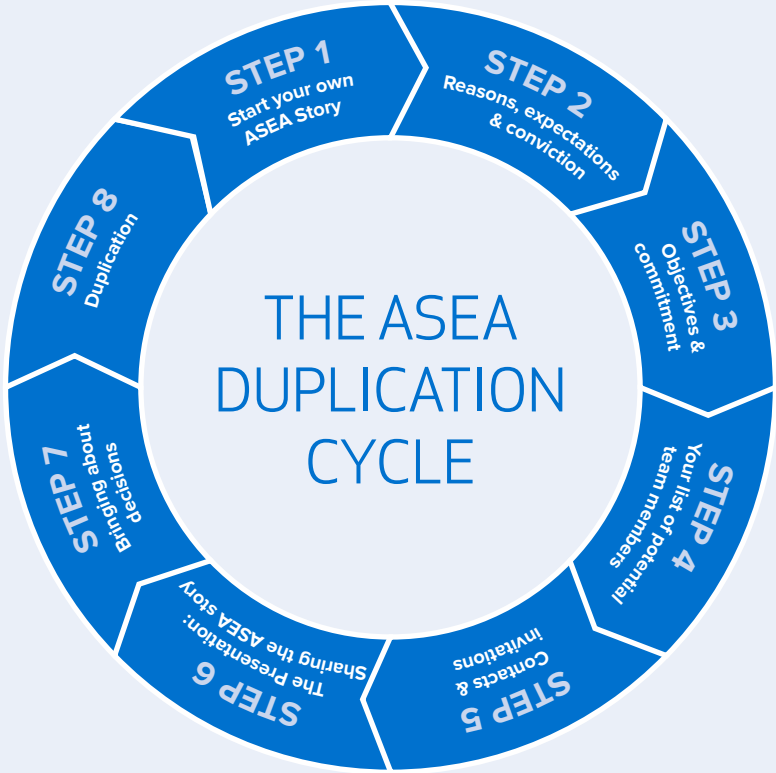
ASEA SmartWallet is an easy-to-use, secure and global electronic commissions payment service dedicated to ASEA and its Associates. ASEA SmartWallet enables you to receive commission payments instantly from ASEA, and quickly transfer them into your bank account. ASEA will automatically create an account 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](https://ASEAsmartwallet.com)



# THE ASEA DUPLICATION CYCLE



# STEP 1

## START YOUR OWN ASEA STORY

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We at ASEA like to say, “Buy a case and try it for yourself”. In order to successfully bring others closer to the ASEA success story, it is important that you try the ASEA products and benefit from them yourself. The sooner you experience the results from using ASEA products, the easier it will be to convince others of their benefits.

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### Be inspired by the products!

You’re probably already using ASEA products for improved wellness and a better appearance. If not, you should start right away. Drink 60 ml of ASEA twice a day as recommended. Likewise, you should use RENU 28 twice a day so that you can experience its full effect on your skin.

### What ASEA has to offer

With ASEA you can provide your body with Redox Signalling Molecules which play an important role in cell communication throughout the body. Many ASEA users already benefit from our products after only a few weeks’ use. ASEA must be used for at least 90 days and RENU 28 for at least 28 days in order for the Redox Signalling Molecules to be fully effective.



## **Lifestyle Barometer**

The Lifestyle Barometer helps you to assess the benefits you receive from ASEA and RENU 28. As soon as you start using the products, you'll begin to notice changes in different areas. Keep track of how you feel each week and the difference that these products have made in your life. These tables also help you to pay careful attention to certain aspects which you might not have previously considered. This will help you and your contacts to more clearly assess your use of ASEA and RENU 28.

	Before	Week 1	Week 2	Week 3	Week 4
<b>Fitness</b> (e.g. worn out, athletic, in shape, etc.)					
<b>State of Mind</b> (e.g. lethargic, depressed, happy, etc.)					
<b>Living Conditions</b> (e.g. sleeping patterns, stress, rest periods, etc.)					
<b>Meals</b> (e.g. regular, balanced and varied, etc.)					
<b>Complexion</b> (e.g. elasticity, wrinkles, skin moisture, etc.)					
<b>Personal Aspects</b>					
<b>OVERALL</b>					

**IMPORTANT:** Rate each aspect with a score from 1 (not very good) to 10 (very good) and then add up the results. Enter the scores in the “Before” column. As soon as you start drinking ASEA and using RENU 28, enter your scores in the corresponding column each week to see the effects ASEA and RENU 28 are having on you!

### **Instructions for using ASEA products**

- Drink 60 ml of ASEA twice a day
- Do not mix ASEA with any other substance
- Drink ASEA 10 minutes before or after a meal
- Only drink ASEA from a plastic or paper cup or from a glass
- Do not drink ASEA straight from the bottle
- Make sure you maintain a balanced fluid intake when drinking ASEA
- ASEA can be frozen
- If ASEA is frozen upon receipt, please make sure that it has thawed completely before use
- ASEA is not sensitive to cold or heat

### **Please note the following when using RENU 28:**

- Shake well before use
- Apply RENU 28 on clean skin and before any other skin care products
- RENU 28 should not affect any other products you are using

- RENU 28 can be applied generously to all parts of the skin as required
- Rub the gel in until it has been completely absorbed. Avoid all contact with the eyes.
- For best results use at least twice per day
- For exterior use only

## **Your personal ASEA story**

It is important for you to share your experiences with others. Your story should absolutely contain your personal experiences with ASEA products. Many ASEA consultants prepare a short description of their own stories. These should not be more than three or four sentences long and can be told in 15-30 seconds when you only have a few moments to spare. As an enthusiastic ASEA leader you should tell your stories again and again, because you become more convincing each time you tell someone your story or meet someone who has benefited from the products. It strengthens your determination and self-confidence, and becomes a compelling component in your success story.



## Product experience report

Below are several examples of experience reports from other ASEA associates which they recount to their contacts:

“I will be 80 this year, and of all the things that are dear to me, ASEA would be the last that I would give up.”

-Marlin, Logan, UT

“I’ve been using ASEA for 2 months and I’d never have believed how much it would change my life...”

-Cindy, Camas, Washington

“I’ll be 80 this year and I’ll never give up drinking ASEA. I’m fit and enjoying it, as I want to live to be 100!”

-Sharolyn E.

“I’m a housewife and the mother of 7 children from 12 to 22years old. Since I started drinking ASEA, I’ve been taking better care of myself.”

-Jan, Lakeland, FL

“I wanted to try the product [RENU 28] myself before recommending it to others. It was really amazing how much better I looked and how much my appearance and skin texture improved.”

-Jacqueline D.

“I used RENU 28 on my body to keep my skin firmer, tighter and softer. I haven’t been disappointed by the results! The structure of the thin, tender skin on the inside of my upper arms is so much better and it makes my arms look at least ten years younger!”

-Eannah W.



## STEP 2

# REASONS, EXPECTATIONS AND CONVICTION

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Many ASEA associates are convinced that the best thing they can do for others is to give them the opportunity to join the ASEA team and get involved. To get other people excited about these products, you must first be convinced of them yourself. Only when you have a clear objective and are convinced both of the ASEA products and their associated opportunities will you be able to fulfil your dreams and build a profitable and successful business.

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### My reasons and expectations

When starting up a new enterprise, it's common for feelings of insecurity and doubt to arise about the success you had hoped for. As a new ASEA associate, you might be asking yourself "Will I ever make it?" or "Will I reach the goals I have set for myself?" The main reason for success in this business is an associate's clarity regarding their actions and motives. In other words, they know exactly why they joined this company.

Ask yourself the following questions and write down your answers:

1. What do I expect from ASEA?
2. Why do I want this?

While you are thinking about the answers, it is important to really ask yourself who you are and where you are going. As you begin to form the answers to these questions, a clear picture of the meaning and purpose of what you are doing will take form. Many people call this the “Why”. When defining your own personal “Why” it is helpful to write it down. It is not of the slightest importance whether your answers are typed or handwritten. If you always have your reasons ready and can always draw on them, you will never forget why you joined ASEA. This point is very important, as there will be moments of doubt when you will feel frustrated, stressed and disappointed or you may simply want to throw in the towel. In moments like these people tend to forget why they decided to join ASEA. But, if you think about your clear, well thought out reasons for joining ASEA, the frustration, stress and disappointment will quickly fade away. The “Why” will become clear to you again and motivate you to continue. That’s why you must keep your reasons in mind for choosing to join ASEA and write them down. For example, your answer could look something like this:

“I came to ASEA to increase my private pension fund.”

“I chose ASEA so that I can go on holiday with my family more often.”

“I’m with ASEA so that I can support my children in their education.”

**Please write down your reasons for choosing ASEA here:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

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

–Theodore Roosevelt

## **Conviction**

It requires certainty and well-founded conviction to really become involved with ASEA. With the right conviction it won’t be hard for you and your team to really commit to getting your business going. It’s really very easy – every important business requires absolute conviction that your actions are necessary, decisive and correct. Once you are convinced, it isn’t difficult for you to act appropriately and to take the necessary steps to succeed.

So, what do you need to be convinced? In general, ASEA associates are convinced of a number of things: the products, the compensation plan, and potentially other benefits such as trainings and the corporate executive team.

It’s very important that you are exceptionally clear about which areas are most important for you personally. Write them down.

For example, your answer could look like this:

**“I’m convinced that the products are good for me.”**

**“I’m convinced that ASEA gives me the opportunity to be able to increase my income.”**

**“I’m convinced that everyone should experience ASEA and its advantages.”**

**Write down your personal views and convictions regarding ASEA here:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

There is one final aspect on the subject of “Conviction” which needs to be taken into account.

Your support for your team’s convictions is just as important as your own convictions regarding ASEA. In order for your team to be motivated and actively go about its work, you should remind your team members why they decided to join ASEA by repeatedly drawing their attention to their own conviction of the products and their associated opportunities.

An effective method in working with your team is the use of so-called “conviction factors”. These include a selection of company tools and events which support you and your team in maintaining and strengthening your convictions. “Conviction factors” include videos about the products and business opportunities as well as other informative material provided by ASEA, meetings, conferences and much more. During and in preparation for conference calls and meetings with your team, you should always use these conviction factors in order to solidify your own convictions as well as those of your team.

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

– Ralph Waldo Emerson

## STEP 3

# OBJECTIVES AND COMMITMENT

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The importance of objectives: As soon as you decide to put your plan into action and make ASEA available to others, having an objective is of utmost importance. As long as you have no clear, precise objectives, the structure of your ASEA plan will be extremely difficult.

On the following pages you'll find a guide for drafting these short and long term objectives.

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In the previous section you learned why “reasons and convictions” are so important – so that the reasons why you came to ASEA are very clear to you, and so that you are really convinced that your dreams can come true with the ASEA opportunity.

### Establish short and long-term objectives

Once you've established your reasons for joining the ASEA team, it's time to set objectives to make your dreams come true. This means that you have to think about where you want to be in the future and how you're going to get there.

**There are 4 basic levels by which most ASEA associates measure their business success:**

**Product buyers.** This step means that you have generated enough commissions to pay for your monthly shipment.

**Part-time income.** Once you've built up your business on a part-time basis, you can use your earnings to help pay part of your rent, the instalments on your car and a few more of your bills.

**Full-time income.** Once you've reached this level, you now have a full-time income which enables you to dedicate all of your time to building your ASEA business.

**Asset builder.** At this level, your earnings with ASEA not only cover your basic living costs, but are sufficient to provide you with a certain financial independence, a secure pension fund and a high standard of living.

**To reach each of these levels you need to establish the corresponding goals:**

- daily goals
- weekly goals
- monthly goals
- goals within the next 3 months
- goals within the next 6 months
- goals within the next 12 months

## **Become a Director in just 14 days**

This simple objective is your first step to success. To become a Director, you only need to enrol two people as your business partners who each order at least one case and in turn become a Director within 14 days, each one in a branch of your organisation.

## Getting to Bronze

Reaching the rank of Bronze Executive requires commitment and focusing on your objectives. This demonstrates your leadership qualities and a commitment to your convictions with ASEA. It is the next step to building a strong team that will develop and carry on your efforts so that they can also become Bronze Executives.

Reaching the level of Bronze Executive enables you to take part in the ASEA Check Match programme to develop your personal assets. For further information please refer to the ASEA compensation plan.

## Managing your time

How you manage your time will go a long way in determining how successful your business will be. If you are efficient, your business will undoubtedly grow and be successful long-term. However, if you waste your time, you will quickly become frustrated, resulting in a non-successful business. We at ASEA are convinced that a good product combined with a strong motivation to work hard leads to high profitability.

There are hundreds of books on the subject of time management. However, we'd like to pinpoint just a few of the most important aspects of this essential principle. We also highly recommend discussing this with your sponsor or upline, they will be glad to give you guidance on profitable time management.

**Consider which activities will really generate income and carry your ASEA business forward.** Signing up new prospects and giving presentations are activities which lead to growing consumer networks. Any activity which leads to this can generally be classified as profitable.



*The majority of your time (90%)* should be spent contacting, organising invitations, giving presentations and doing follow ups. This means that you are constantly in contact with potential associates. If you carry out these activities consistently, your ASEA organisation will grow tremendously in a very short amount of time.

*A small portion of your time (9%)* should be spent on training for you and your organisation. It is important for you to constantly reinforce your knowhow. Of course, the same goes for your team members. However, it's more important to use this knowhow for establishing contacts, organising invitations, giving presentations and doing follow ups, so you shouldn't spend too much time here.

*The smallest portion of your time (1%)* should be spent problem solving. The larger your organisation becomes, the less time you should spend on this area. People from your downline will come to you with problems and questions regarding certain matters. You must consider that your involvement in solving these problems should be as little as possible, even though you have an obligation to these people. Help them to make a decision and always be there to advise them, but make sure that they understand that they should tackle their problems themselves and find a solution. The ASEA Support Team is also available to consultants and they have the answers to many of these questions. Rely on their support, that's what they're there for!

**IMPORTANT:** As your ASEA business grows, your organisation expands and your commissions increase, the time you dedicate to each of the above sections will change. With an expanding organisation you will have to spend more time training your team members, so you will be able to spend less time contacting. Regardless, up to the rank of Bronze Executive, you should spend at least 90% of your

time if not more contacting, making invitations, giving presentations and doing follow ups.

**Determine whether your activities are no-value, low-value or high-value.** This is relatively easy – some activities have practically no value for your company (or may even have negative value). Some activities may have very little value for you, but a small handful of activities really are of great value. Just ask yourself “How useful is this activity? What do I gain from it?” And soon you’ll start using your time in a different way – efficiently. To get an idea of whether an activity is of no, little or high value, quickly read through number 1 in the section above. Think very carefully about which activities are really worthwhile and carry your ASEA business forward.

**Don’t spend too much time on preparations.** Many associates spend their time “preparing preparations”. Whilst it’s a good thing to make preparations, at some point you really need to get the job started. Get out and about, talk to people, invite them to meetings and show them the advantages of ASEA.

**Delegate jobs.** Let other people help you with jobs that might be low-priority for you or fall outside of your area of expertise. For example, if you require a lot of time for setting up your computer (simply because you are no IT expert), ask someone with the necessary skills to help you so that you are free to tackle the tasks which are profitable for you. Think about it, in the end you have to concentrate on the activities which carry your business forward.

***“Don’t spend your time  
searching for obstacles. Perhaps  
there aren’t any.”***

– Franz Kafka

# MY OBJECTIVES FOR A SUCCESSFUL ASEA BUSINESS

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

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

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

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

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The “how” part of the goal-setting process is certainly the most important part. It is usually very easy to decide what you’d like and why, but “HOW” to achieve it is quite a different matter.

Below you’ll find some suggestions on how to best achieve your ASEA objectives: I will review my goals every day.

- I will review my objectives daily.
- I will make sure every member of my family uses ASEA products.
- I will hand out five brochures/DVDs/documents to future associates every day.
- I will make a three-way conference call at least once a day.
- I will make a commitment to actively work with ASEA for at least one year.
- I will take part in the next ASEA International Convention.

## STEP 4

# YOUR LIST OF POTENTIAL TEAM MEMBERS

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Finding potential associates with whom you can share the ASEA opportunity is critically important for your success. We recommend making a list of potential team members. The next section will explain step-by-step how you can identify these people and draw up a list of promising candidates.

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Start with the following groups and write down names:

### Which of the following groups are you familiar with?

- Young families
- “Middle-aged” families
- Families where both parents are working
- Parents with hectic/stressful daily routines

### Do you know any athletic types who...?

- Play sports in their spare time or in a local league
- Train regularly
- Go to the same gym as you
- Play golf
- Go running or jogging
- Cycle or mountain bike
- Do bodybuilding or body styling
- Generally stay in shape

## Who do you know who ...?

- Uses food supplements
- Maintains a healthy diet
- Trains or exercises regularly
- Is generally health-conscious

## Do you know anyone who ...?

- Is interested in anti-aging products
- Regularly goes to a beautician
- Is interested in natural cosmetics
- Has or has had their own business
- Is an entrepreneur
- Is looking for an additional source of income
- Is interested in the tax advantages of having an office at home
- Is not satisfied with his or her current employment

## Add their names to the list, but do not cross anyone off

Don't hesitate, add the names of everyone you know in these categories to the list.

Don't be biased, and don't be tempted to cross any names off your list just because you think they might be too busy, they already earn a lot of money or they might be offended because you've approached them. Remember, even if they decide that ASEA is not for them, they might be able to refer other potential consultants to you. It's not just about who you know, but about who your acquaintances know.

## Identify the “Top 20”

This is especially important. When drawing up your list, make sure you flag your “Top 20” contacts as these are the potential associates you should contact first. The following are suggested criteria for choosing your “Top 20” candidates. Please bear in mind that this list will get longer, so your “Top 20” candidates are the key to that early, motivating success.

- Interested in fitness, wellness and/or food supplements
- Married
- Has children
- Approaching retirement
- Has a significant career/business background
- Not satisfied with his or her current employment situation
- Business minded
- Credible in his or her circle of influence
- Has previous network marketing experience or success
- Has the means to invest in starting his or her own business
- Is very dynamic and motivated

## Continue to add names to your list

It’s important to remember that creating your future team list is just the first step. Your success at ASEA will depend significantly on your ability to continue to add names to your list. You will certainly find other ways to build your business, but developing and maintaining this list will be one of the most important. It is crucial for building a successful business.





## STEP 5

### CONTACT AND INVITE

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Using your prospective team list, you can start contacting and inviting those interested in ASEA so that they can learn more about the products and the opportunities associated with them. For many people this is the most difficult part of the process. With the help of your sponsor and the following guidelines, you'll soon find it easy to invite others you can talk to about ASEA and its advantages.

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#### Sift and Sort

Sifting and sorting means you're looking for people who are interested in what you're doing and what you've achieved. It is NOT about convincing people that they need something that you have to offer, and you should not simply sell it to them.

So how do you sift and sort your contacts? First, ask questions! Listen to the person you're talking to and pay attention to how he or she answers your questions. The answers they give will tell you what they're interested in, what is important to them, what they're worried about and what their objectives are. Finally, you should divulge as little as possible, just enough to arouse their curiosity and make them want to find out more (for example, at a meeting or through a home presentation, etc.). Always remember: your first contact/invitation is NOT a presentation! The objective of your invitation is not to give a comprehensive presentation of the ASEA

products, the company or the compensation plan, but to give a short preview and tell them your story. Finally, invite those who are interested to find out more at a suitable time.

Of course, whilst you're sifting and sorting you'll undoubtedly come across people who, for one reason or another, are indifferent to your message. But that's perfectly normal. Don't try to convince these people then and there that ASEA may well be for them. It doesn't usually work like that. Instead, write their names down and leave them for another time. It is very likely that these people will get back to you at another time or be more approachable in the future.

### **Be Enthusiastic**

Don't be hesitant. After all, ASEA is a highly professional, world-class company that has a lot to offer! You're doing your contacts a favour by inviting them to find out more about ASEA. You really don't need to be afraid. However, you should understand that some of your contacts will say "no", but don't take it personally. Remember that you're sifting and sorting, so a refusal shouldn't get you down, make you angry or discourage you. Keep up your enthusiasm and just carry on sifting and sorting.

### **Don't talk too much**

If anything, ask the listener more questions to find out what he or she wants and expects. This way, you can determine the most suitable method for working with your contact and how you might proceed when it comes to inviting them to a presentation or discussion.

### **Avoid the question and answer game**

Instead of trying to answer all of your contacts' questions, just give them a short summary of the company and its products together

with your experiences with ASEA. Assure him or her that you will gladly provide all the required information at the next meeting/presentation or even with a presentation video.

### **Offer to take the person to the meeting yourself.**

Don't just expect the candidate to get themselves there. Make an effort and you'll see attendance increase.

### **Invite both husband and wife (wherever possible)**

Both partners are decision makers and sometimes it is one of the two who supports the other's decision to take the opportunity.

### **Practise makes perfect**

You can never practise too much. The way you address or invite your contacts is crucial if you want to get to the point quickly. That's why it's often helpful to practise with your sponsor/upline.

***“Tenacity, not strength or intelligence,  
is the key to success if you want to  
realise your full potential.”***

– Winston Churchill

## How do you convince people of the ASEA products?

The beneficial properties of ASEA products make them perfect for everyone.

### The “young old people”

#### *Did you know that...?*

- In the United States someone turns 50 every 7 seconds
- People over 50 in the United States have substantial buying power: \$2.9 billion in 2009
- In the United States Baby Boomers spend \$230 billion a year on consumer goods. That's 55% of all sold consumer goods.

### Families

#### *Did you know that in the USA...?*

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

**Athletes.** We know that athletes often take an interest in food supplements. Great news! ASEA is highly beneficial for athletic people!

#### *Did you know that...?*

- Endurance sports (e.g. cycling, triathlons, marathons) is one of the fastest growing sport sectors with 53% growth in the last 15 years
- The market for sports drinks in North America stands at about \$140 billion

- The market for food supplements for sportsmen and women exceeds \$1.9 billion per year

**People who are conscious about their bodies.** Anyone looking for new ways to improve their wellness and to look radiant should not miss out on ASEA.

### *Did you know that...?*

- The global market for health and wellness products is a staggering \$800 billion and will soon reach \$1 trillion
- Americans spend \$700 billion on vitamins alone
- Many economists consider the health and wellness industry to be recession-proof

## **Successful invitations and well thought out scripts**

When inviting others to learn about ASEA, you should always have a few prepared and proven scripts on hand. This will prevent you from talking too much and ruining a successful invitation. Stick to this rule: Short and simple! If you're not sure of yourself you should let your training tools (brochures, DVDs, etc.) or your sponsor (with a three-way conference call) do the talking for you.

The following suggestions can easily be adapted to your situation and will help you to prepare successful and carefully conducted invitations. You should not memorize these scripts by heart, but rather chose the ones you really like and start with these. When you start to feel more comfortable, you can choose a few others to work on and before you know it, you'll have a whole series of scripts to choose from. These scripts can be especially helpful when you are talking to people you already know:

"I've just discovered an incredible food supplement for people who exercise a lot. Would you like to know a bit more about it?"

"Hi Helen, lately you've been saying that you're a bit low on energy. I think I may have found something for you. Shall I send you a video so you can see what I'm talking about?"

"My husband and I have recently started taking this fantastic food supplement. Can I pop by and show it to you?"

"Hi Suzanne, I've discovered this great new skin gel. The results are unbelievable! Just look at the before and after pictures I've found!"

"As you know, I've just started up a new business and I'd love to have your opinion. Would you have a few minutes to listen to a CD/ watch DVD? [I could bring it round or send it to you]."

"I've discovered this brand new product and I'm really excited about it! I'd love to bring it round to you..."

"Hi Jennifer, you know that I've been looking for something flexible to increase my earnings for a long time. Well, I think I've found just the thing. But I'd really like a second opinion. Could you listen to a CD/have a look at a DVD and tell me what you think? I'll call you again on Thursday."

"Just imagine, this is the best, most serious opportunity I've ever had and I wanted you to be the first to hear about it..."

"Hi Matt, not long ago you were telling me that you're not very happy with your job and you'd like to look for something different. If you're still serious about that, then I just might have an idea for you. Why don't we meet up and talk about it?"

"I've just come across this website for a company that looks really interesting and I think I'd like to join. Could you just take a look? I'd love to hear what you think about it. Shall I send you the website address?"

Suggestions for approaching people you've just met Of course it's important to show ASEA to your family and friends. But you will often come across new people that you'd like to share ASEA with. Below you'll find a few suggestions on the best ways to address new people interested in ASEA:

"You look like you really stay in shape. I've just started to exercise a bit more myself and I'm trying this food supplement. Shall I leave the brochures here and call you when it's convenient to see if you might be interested?"

"My husband and I have just started taking this fantastic food supplement. Shall I leave the brochures with you and you can let me know if you find it interesting?"

"You seem to be interested in new possibilities and opportunities. Just imagine, I recently discovered a really interesting opportunity which I found very convincing and I'm sure has great potential. Shall I leave you some information material here and contact you soon to tell you a bit more about it?"

"I've recently come across a company offering revolutionary products using completely new technology. Now I'm looking for competent business partners to support my team. Can you spare 20 minutes so I can explain the details for you?"

"I've wanted to earn a little extra for a long time and now I think I've finally found the right thing. Are you by chance looking for an opportunity to do the same?"

Again, these are only examples to help you get started so that your contacts can learn more about ASEA. The important thing here is that no matter what you say, you say it with optimism, confidence and enthusiasm so that it is clear that you are convinced of ASEA and the ASEA opportunity.

**Important!** When talking about ASEA with people you know, it is important to understand that you don't need to know all there is to know about ASEA, the products or the compensation plan before taking the first step. Knowledge comes with time. In the beginning you will rely more on your sponsor and your upline. They will be able to guide and assist you.



## STEP 6

### THE PRESENTATION: SHARING THE ASEA STORY

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After you've invited your contacts to find out more about ASEA, tell them the whole ASEA story with the help of the tools available to you for the presentation. Don't forget that your mission is to be the messenger and not the message itself.

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This is an essential principle which many people don't understand correctly. Why? Because they believe that they need to be experts and to know all there is to know about these revolutionary products and the compensation plan. Of course, knowledge is necessary, but knowledge alone is not the basis of a sustainable well-planned business. Rather, you should let the presentation tools speak for themselves and call on your organisation to adopt the same procedures to ensure long term, duplicatable success for your business. So let the ASEA tools do the talking for you. It will make your work with ASEA so much easier.

#### Video presentation

This is the first of two ways to present the ASEA story. This method consists of two simple steps which can be used for both personal and online presentations:

**Tell them your story.** You've probably already told your contacts a little bit of your story and that's how it should be. However, now is a

good time to tell them more and to give them more details. This will explain to your contacts why you became associated with ASEA and convey a connection to ASEA. You can include all sorts of things like where you live, your professional background and why you became involved with ASEA.

**Show them the product videos.** The videos produced by ASEA give a precise and informative overview of the products. After the video presentation your contacts will have very few questions to ask about the products.

**Tell them about your experiences with the products.** If you've already told them about your experiences with the products, then you can give them a short summary at this point. Or if there is another ASEA consultant at the meeting, you can ask him or her to step forward and talk about their experience with the products.

**Show them the video about the business opportunities with ASEA;** these are outlined clearly and convincingly in the video. This will give the participants an insight into the advantages which the ASEA opportunity can offer them.

**Show them the compensation plan.** Make this as simple as possible. The best way is to use the ASEA opportunity flipchart presentation to give the participants a basic overview and to outline the most important points. Place specific emphasis on the fact that the sooner they start building their business, the sooner they will find success.

***“He who dares nothing need  
hope for nothing.”***

– Friedrich von Schiller

## STEP 7

### MAKE DECISIONS

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In network marketing we often hear the expression “Success lies in a determined follow-up.”

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Most contacts fall into one of the following three groups:

1. They only want to try the product. At best, people in this group will become retail or preferential clients.
2. They're looking for part-time work to earn a little extra cash.
3. They would like to set up their own ASEA business and try to make it their main source of income and more. This group can become asset builders. You should become more involved with your contacts in order to find out where their interests lie.

Be consistent about keeping in touch with potential team members, regardless of whether or not they've already participated in a presentation or if they're still making up their mind, or even if they've decided to register with ASEA. Persistently and efficiently following up with your contacts will have a huge impact on your success.

#### Following up

Simply stated, following up is maintaining contact. Ask your contacts if they have any further questions. Do a follow-up to find out what they liked about your presentation or the tools they have just received. Invite them to an upcoming meeting/event. And if there are no further questions, simply encourage them to sign up as ASEA associates.

## For a successful follow-up you should consider the following:

**Make use of your sponsor/upline.** To attract others to ASEA, the same applies here and for all other steps: always involve your sponsor so that you learn how efficient follow-ups with your contacts and new prospects work. With their help you'll soon gain the experience and self-confidence to be able to do this on your own.

**Support enthusiasm.** Newly signed up team members are especially enthusiastic about sharing their ASEA experiences with others (just remember how you felt when you decided to join ASEA!).

Consequently, it's incredibly important for you to make sure these people have positive experiences and that you offer them all the available information and your full support.

Sometimes you need to "let go". In some cases you'll reach the point where it's obvious that your contact is simply not going to make a commitment. Even if it isn't easy to "write off" a contact, you must bear in mind that it's unwise to waste time on someone with whom you're simply not going to make any further progress. Always leave the door open for these people in case they see their way back to the ASEA opportunity later, but move ahead and concern yourself with more promising contacts.

**Follow up systematically.** Make your follow-ups as instructive and systematic as possible. Many follow-up techniques can easily be "systematised". For example, you can organise a three-way conference call with your sponsor and your contacts within 48 hours of each presentation attended. Or get them to commit to taking part in the next company conference call. Of course, you can send out regular emails to remind your contacts and new associates about the next meetings, presentations or other ASEA news which they may

be interested in. Three-way conference calls are helpful for a number of reasons. They support both your own credibility and that of ASEA. They also go to show that you really are part of a team. And always remember, they are instructive lessons which enable your sponsor to show you how to answer questions successfully, ask for a firm commitment and identify potential leaders within your team.

### **Resolve doubts and reach a decision.**

Some of your contacts will come to you with questions even after they've seen the presentation. This is perfectly normal. The best way to address their concerns is the "feel, felt, found" approach. Imagine the following scenario:

Your contact tells you that even though he is convinced of ASEA and its products, he really isn't sure that network marketing is right for him and he finds it hard to simply talk to others about it. You can answer by saying: "Mark, I understand how you feel. That's exactly how I felt before I started. But then I found that it's much easier to present ASEA to others than I originally thought. It's just as easy as it is for me to speak to you about it." Just be sincere and you will help to put aside any such concerns. Your contact will then feel that you're being honest and won't feel manipulated or exploited. And when you have resolved these concerns, you can think about bringing about a decision.

### **Make sure you get recommendations**

Everyone you speak to will in turn know others who could benefit from the ASEA products and opportunity. So never miss the chance to get recommendations. Ask your contacts if they know anyone they think might be suitable for the ASEA opportunity or products. This is also a good opportunity to update your contact list.

## Contact renewal and reminder list

As we already mentioned, you will come across contacts who simply say “no” when you tell them about ASEA. And as we said, it is perfectly all right to “let them go”. Most have a series of reasons for doing this. Nevertheless you’ll be surprised at how many who originally said “no” end up saying “yes”. That’s why it’s important not to lose sight of these people. Put their names in a “contact renewal” list and use this list at a later date to come back to them. According to their personal situation you can contact them some time later to ask them how it’s going or invite them to a presentation. Again, ask your sponsor/ upline whenever you’re not sure of the best time to renew contact with someone who originally turned you down.

## STEP 8

# THE ADVANTAGE OF DUPLICATION

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This section will show you how important the duplication principle is and exactly why this will bring you and your group extraordinary success.

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### Duplication

This a word which is often heard in the world of network marketing. For anyone interested in building up a successful business, this principle appears to be essential. But what does it mean and why is it so important?

Duplication means the structured repetition of a certain system to effectively recruit, register and take care of contacts who then use the same process themselves with their own contacts, and so on. In other words, the same steps your sponsor took to share his or her road to success with you (steps 1-7 as described above in this guide), are the ones you will take to pass ASEA on to your contacts and they in turn to their contacts as the company grows. This process is repeated – or duplicated – over and over again.

***“I’d rather have 1% of the efforts of 100 people than 100% of my own efforts.”***

– J. Paul Getty

The simpler, more streamlined and user-friendly your system is, the easier it is to duplicate. We are convinced that this ASEA Success Guide is a very simple and easy to understand system which you can successfully “duplicate” and introduce to your team.

The more you use the duplication principle in your efforts and pass this on to your team, the more motivated, trained and better prepared your entire team will be to carry on your success without this depending on your personal efforts alone.











# ASEA

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