

A Professional Approach

Recently, I had dinner with diplomats and professors. During dinner, one professor asked me, "Pardon my ignorance, but I've never heard about Sunrider. Can you tell me what is Sunrider?"

In the past, I would have answered that Sunrider is a manufacturer of herbal health foods, skin care products, cosmetics, etc. or that Sunrider is a network marketing company. But this time, I answered differently. I said, *"Sunrider is a company that helps people establish a business of their own. We supply, service, and support their business. We've improved upon the franchising concept so regular people can expand their business like a franchise to make real money, but with minimal investment."*

The professor then asked how we did this. I replied, *"As you know, most people cannot own a franchise corporation. The best they can do is open a franchise store. Our revolutionary idea is to supply people with everything they need to be like a franchise corporation. First, we know it takes a lot of money, expertise, and time to set up a business. Sunrider already has a worldwide business set up. We offer full operational support such as information systems, accounting, management, and distribution."*

Secondly, we know that it's essential to market a high quality product so we do our own research, development, and manufacturing. We've invested hundreds of millions of dollars to make sure our products are the best.

As you can see, we offer everything you need to run a business. Just by joining Sunrider, you have our incredible resources at your fingertips. You can immediately start your business and duplicate yourself like a franchise. This is how we've helped many people make real money."

This approach has worked very well for me and many Distributors. I didn't mention herbal health foods or direct selling because we are so different from those companies. Instead, I focused on how we supply, service, and support people to establish a business that's better than franchising.

I urge you to read this article carefully because while many of our Distributors *want* to talk about the business, they don't know *how* to talk about the business. They mistakenly think that talking about the business is too hard. It's actually very easy if you follow the simple system I've outlined below. It presents our opportunity in a professional manner like the example I gave above.

Step #1: Family, Business, and Recreation → Want a Better Life → Need more money

I've encouraged all of you to make friends with new people because our business is built on person-to-person relationships. When you talk to friends and acquaintances, your conversations naturally fall into 3 categories: family, business, and recreation. As you talk, you'll find that everyone wants a better life tomorrow. Since people always want to be better, you should try to find out your prospects' goals and desires for the nice things in life.

Step#2: What are your options to earn more money?

The bottom line is that wanting something better in life means you need more money. People who want to help other people especially need more money. Have you noticed how often charities ask you for money? While talking to your prospects, you should recognize that your prospects need more money to accomplish their goals. Then, discuss their options for increasing their income:

- 1) They can *work* longer hours, but their lifestyle will suffer.
- 2) They can *invest* in real estate or stocks, but it can be expensive or risky.
- 3) They can *own* their own business or store, but it can be a huge headache and require a big investment.
- 4) They can try *direct selling or multi-level marketing* (MLM). But, these companies often have a bad reputation because they are basically sales and marketing companies. A lot of these companies buy cheap products and find salespeople or Distributors to sell their products. They don't invest in the research, development, and manufacturing of their products. Or, if they do have self-manufacturing, they manufacture very simple products like protein powders and vitamins, which do not require a lot of investment or expertise.

Secondly, most direct selling and MLM companies talk big and pay very little. Their compensation plans will often only pay you a small percentage of your sales volume, so it's really hard to make big money. As a result, most people feel cheated by these companies.

If your prospects are looking for a way to earn more money, what option do they have left?

Step #3: Franchising

I use the concept of franchising because almost everyone agrees that franchising has been the best way to duplicate and make money in the last 50 years. Franchises have problems though. First, most people can't afford to open a franchise store. Second, once you invest so much money, there's a huge risk that returns may not meet your expectations. Third, it's the *franchise corporation* that makes the big money by promoting the franchise business. Unfortunately, even fewer people have the means to become a franchise corporation.

Step #4: Sunrider is Better than Franchising

a) Sunrider supplies, services, and supports your business

Sunrider is unique in the business industry and offers people an exciting, new concept of doing business. We are not a typical direct selling company or a franchise business. Instead, we help regular people become business owners, similar to a franchise corporation, but with a minimal investment. Sunrider is a business supplier – we provide you with everything you need to own a business. We offer world-wide operations, customer service, information services, accounting, management, distribution, and training. We have invested hundreds of millions of dollars in research and development and self-manufacturing to create the best, brand-name products.

b) Sunrider pays you on a point system

Once you join Sunrider, you also have the privilege of sharing in the profit of a successful company. We allocate 58.5% of our sales volume to be equitably distributed among our Distributors on a point system. Do you know how big your earning potential is? Other companies pay you a percentage of *your own or your group sales volume*. They pay you like a salesperson. In contrast, Sunrider pays you a percentage of the *entire company sales volume* through our point system. We pay you like a business owner. Few companies dare to have a plan that pays from the company sales volume like we do.

c) Sunrider pays you every month

In a regular corporation, you need to pay money to buy stocks and hope that you'll get paid a dividend once a year. Sunrider's point system works like shareholder benefits. But, as an Independent Sunrider Distributor, you don't have to pay money to buy

stocks or wait once a year to receive a dividend. We pay out every month from our company sales volume.

d) Sunrider is the best opportunity

When you look at all the options, you'll see why Sunrider is the best business opportunity. Direct selling and MLM companies often do not invest in research and development and pay just a small percentage of what you sell. Franchises only offer you the option of paying big money to open a store.

Sunrider not only self-manufactures the best products, we also offer a complete support system for your business. When you join Sunrider, you can enjoy a profitable payout through our point system so you can reach your dreams of starting a business that makes real money.

Four Important Principles

In addition to this professional approach, I want to emphasize 4 important principles:

1) Focus on building your business structure

Focus on building your business structure by recruiting Distributors, rather than making a big sale here and there. I would rather you find 20 people who buy 100 SV each, than find 1 or 2 people who buy 1000 SV each. It's hard for new people to buy 1000 SV worth of products every month because they can't afford to or don't use so many products. Worse, even if they're making \$1000/month, they'll feel like they are losing money if they're spending \$1200 on products.

People need to make money first before they can buy more products. Most brand-new people can only afford to buy 100 SV per month. If you focus on finding new Distributors to consume 100 SV, you can build a skyscraper, but if you focus on selling 1000 SV worth of products to each new person, you'll only build a one-story house on a shaky foundation.

2) Focus on how our products make you feel great!

Our products are designed to make you feel good and look good. The 19th century was about making products. The 20th century was about providing service. The 21st century is about how you feel. Have you noticed that most advertising is now about feeling good? Fast food companies offer salads and

beverage companies add vitamins and minerals to their drinks so people feel good about their choices. So, when you talk about Calli® Tea, tell others that it's a name brand product that makes you feel great and that it's the best tea you've ever had. Most people just want to feel good about drinking a healthy, herbal tea.

3) *Focus on simple and easy.*

Keep your business simple and easy. Franchising is popular because franchises seem simple. Don't overtrain or overcomplicate the products and marketing plan. Holding hours-long sessions on products or the marketing plan will kill the excitement and momentum of your business.

4) *Paint a big picture.*

Have you ever had people tell you they don't have enough time to do the business? The reason they say this is because most people doubt they can build a big business and don't understand the power of duplicating or franchising themselves. It's your job to show them the business potential of Sunrider, to paint a bigger picture for them.

People who have big dreams are excited and motivated. If you find a prospect too humble in his dreams, he will be a consumer. That's why it's important for you to expand your downline's vision and that you show people the rainbow. For example, when the lottery jackpot is just \$1 million or \$2 million, people don't get that excited. However, when the jackpot is \$100 million, people get so excited they buy hundreds of tickets with their friends. The dream of winning \$100 million motivates people much more than the dream of winning \$1 million.

I often encourage Distributors to read magazines about home improvement, vacations, gourmet cooking, etc. so they can understand and expand their prospects' and downline's dreams. Every person has different dreams so it's important to identify your prospect's dreams and then to make those dreams even bigger.

Educate your prospects and downlines so they understand that Sunrider has the best business potential to help them reach their goals. And as they achieve those goals, help them make new goals to keep their excitement and motivation.