

## Sunrider 6 Point Presentation

### 1) My Story...My Dream....The future

- a) My business is really about changing peoples lives it has changed mine
- b) I always wanted to own my own business Sunrider has helped me
- c) Wellness awakening is here, desire to work at home and have more flexible time make the timing perfect

### 2) Starting any business requires money, skill and a good work ethic.

- a) Success requires 4 things:
  - i) A product or service people want today and will need for many tomorrows
  - ii) Product without supply limits that is unique and not “me too” product
  - iii) A simple system and principles that allows others to duplicate the process
  - iv) A large number of people that have goals, good work ethics, are willing to work outside of their comfort zone and have a vision
- b) Common choices: Investing in real estate or the stock market
- c) Start up brick and mortar business or franchise.
  - i) Franchise POSITIVES:
    - (1) It offers a proven product or service
    - (2) A system to be profitable
    - (3) Offers brand recognition
  - ii) Franchise NEGATIVE
    - (1) Start up cost
    - (2) either long term leases or employees or both
    - (3) The real money is with the visionary who is the franchisor.
- d) Partnership: Ideal is a partnership where one party has something to offer that compliments the other partner
- e) Sunrider is the best partner you can have

### 3) Sunrider story

- a) Dr. Chen’s background
- b) His philosophy including his principles and his dreams importance of family and loyalty need to make difference in peoples lives
- c) Requirement to be better safer and more effective than anyone else
- d) Company success
- e) Stable 25 year history
  - i) Doing business in 42 countries with over 400 unique products
  - ii) No debt
  - iii) Largest manufacture of plant based nutritionals in the world
  - iv) Manufacturing capability for next 50 years
  - v) Clear vision of future
  - vi) Strong partnership with field

- f) Being a **partner** is better than being an employee.
  - i) A partner is more like a franchisor.
  - ii) There is no limit to the money.
  - iii) A partner could offer what you may not have money; experience and product. Is a great partner correct for you and your timing in your life?
- g) Sunrider offers
- h) Simple, actually very simple, duplicable system marketing and distribution system
- i) No selling just consuming
- j) Allow others to buy directly from the manufacture
- k) Are you personally interested in looking better and feeling great? Do you want to secure your financial future? Do you know others with the same interests?
- l) These products and this business changes lives. The best decision I ever made was to get involved, get involved in a strong way.
  - i) A partner only makes sense if the product is market correct and has staying power or longevity. The strongest growth category is wellness, and marketing to baby boomers.
  - ii) That is what Sunrider is all about.

#### 4) Product position

- a) All of our products are about making you look and feel better
- b) Since 1982, intense safety studies in Sunrider's own laboratories insure the products we manufactures are effective and safe.
- c) We compliment the world wide drive to extend life by following the simple principles of proper exercise, proper diet, reduced stress, improved sleep and dramatic improvement of anti oxidant management will lead to a longer, happy life. Long life is intimately about habits; replacing bad ones with good ones is a key.
- d) All of our products are based on 5000 year old Chinese philosophies that say balance of nourishment and cleaning is the key element to longevity. We express this idea as Regeneration.
- e) We do a better job of delivering antioxidants in convenient forms. We make sure the anti oxidants are bio available so they can actually fight free radicals or be converted so the body does the job to fight
- f) Free radical damage for example wrinkles our skin, weakens our cells, slows our thinking and weakens our muscles.
- g) Sunrider products make a difference and have for 25 years. Using product that contains anti oxidants and a Sunrider products that has AVAIALBE anti oxidants is night and day difference. These products are about changing peoples lives
- h) Sunrider products are only available directly from the company. You will not find them available in big box retailers or on the internet making claims about their copied products. These are available form only one source because of the exclusive nature of our manufacturing. You are protected now and for decades to come.

5) Testimony from those who have done it/quick review

- a) No inventory
- b) No 5 and 6 figure investment requirements
- c) No risk
- d) The product represents the opportunity.
- e) The big picture is the value of the product,
- f) Ease of switching to these highly consumable products
- g) Exclusive manufacturing
- h) Wide appeal of the products and timely nature of all products
- i) The lifestyle it gives those that participate.
- j) Selling is not a requirement
- k) Simple and easy no complicated training

6) The beginning: Starter Pack

- a) If a residual stable secure long term income is appealing
- b) If you know others that are concerned about how they feel and how they look
- c) If time is of value
- d) Sunrider is ready to help you start your own business
- e) Ask the question: *Are you ready for change??????*