

KYÄNI GETTING STARTED TRAINING

CUSTOMER ACQUISITION

In today's market, people are not sales resistant, but we have become salesperson resistant. You don't have to become pushy or obnoxious to do well with Kyani, in fact, if you take that route, you "wont" become successful.

Kyani is about relationship marketing, not sales. I realize that concept may not make sense, since, our ultimate goal is to have millions in billing volume with Kyani's life changing products. This ultimate goal is accomplished through helping "many" achieve "a little". Meaning, if you can teach the thousands to acquire & maintain 3 to 5 customers throughout their lifetime with Kyani, you create an easily duplicated system, in which everyone can succeed. And when everyone has the opportunity to succeed, through an easily duplicated system, YOU can succeed.

We SORT, we don't SELL. Meaning, it's all about "who" you are talking to, not "what" you are talking about.

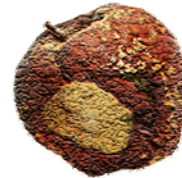
Everyone you know, falls into 1 of 3 categories. Red Apples, Green Apples or Rotten Apples.



80%



20%



0%

Red Apples, are positive, optimistic, generous people in our lives. They are the kind of people that we categorize as "Flat Tire Friends", meaning if you have a flat tire at 2am, who are the people you could call on that would be willing to help you out. Those are Red Apples. Your Red Apples, will be your best customers. They will try the Kyani products because it was YOU, and they want you to be successful, but they will stay as customers because they will recognize the value of Kyani in their family's lives. Talk to as many Red Apples as possible.

Green Apples are analytical, skeptical, and need a lot of information before they can make ANY decisions in their lives. Don't take it personally, that's just how they process information. That's OK!! In fact, these are the people that you will give your sample bottles to, along with a brochure about the Kyani products. You don't want to spend too much time chasing after Green Apples, just give them the information & ask them when you can follow up with them. Keep it Simple and Short!!

Rotten Apples are just outright NEGATIVE!! Some people refer to them as Dream Stealers. They are the kind of people, that not only will they not be interested, but they will try to tell YOU why you shouldn't be interested either. The best thing you can do, is to leave Rotten Apples ALONE. Don't try to change them, don't try to argue with them, just let them be. Unfortunately, sometimes rotten apples disguise themselves as friends and family. Still love them, just don't talk to them about Kyani, they will just make you frustrated & make you doubt yourself. Don't let them!!

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CUSTOMER ACQUISITION CONT.

There really is no “Target” Market for Kyani customers, but the following types of people, definitely make the process easier:

- People that are very conscious of their health
- Athletes
- Baby Boomers
- Professionals in the Medical Field
- Successful Friends & Contacts
- People that are concerned about slowing the Aging Process
- Others in Network Marketing (they understand support)
- Business Owners
- Personal Trainers
- Massage Therapists
- Your Parents
- People that deal with:

Heart Disease, High Cholesterol, High Blood, Pressure, Diabetes, Skin Conditions, Chronic Pain, Migraines, Depression, Anxiety, ED, Weight Control, or any other medical condition

After you’ve made your list, it’s time to make some phone calls. Before you get nervous, remember, the worst thing that can happen is people will say “NO, thank you”. You will survive.

Remember, be excited, but not annoying. Let people know that this is important to you, but don’t be pushy. If you will follow the customer script, you will have success & still come across as “YOU”.

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CUSTOMER ACQUISITION CONT.

Customer Script

Hello, _____. How are you? Do you have a couple of minutes, right now? (If they say it's a bad time, ask when you should call back) I'm calling because I need to ask a HUGE Favor of you. I just started my own business, I partnered with an amazing Nutritional Supplement Company called, KYANI, and I'm really excited about the possibilities of becoming successful & creating some options for me & my family. But in order for me to become successful, I need a handful of people that love me enough to become my customer. Would you mind helping me out, and becoming a customer?

- If they say no thank you, just thank them for their time & move on
- If they say yes, sign them up
- If they say, "what are the products?" say:

We have a triangle pack, which promotes all around whole body health & wellness through antioxidants, all of your daily vitamins & minerals, Omega 3 fatty acids & an all natural supplement to help increase the production of nitric oxide in our bodies, which is backed by Nobel Prize winning research. I wish I could explain all the incredible benefits & the science behind these products, but I don't want to occupy too much of your time, but if you'd be willing to help me out & try these products, I'll be sure to drop off some brochures to you today. You'll love these products, and again, it would really be helping me out too.

The easiest thing to do would be to sign you up for the Triangle Pack which comes on an auto-shipment, which gives you a 10% discount. It's \$130 a month, plus shipping & taxes, and the best part, is there are no contracts, its month to month, and there's a 30 day money back guarantee. And if for some reason you decide to cancel, you can even call me, and we'll call the company together and cancel. But I'm sure you're going to be blown away by the products.

I just need a few minutes of information from you, or I can walk you through the process online. Which one would be more convenient for you?

- If they say, they don't want to spend that much, then ask them if they would be willing to do the Nitro FX for \$59.00/month
- Have customer forms nearby, or take them to www.kyani.net & sign them up there, by clicking on JOIN, become a customer, then enter your ID#

Thank them again for their support & their time. Let them know that their Kyani products will be at their home in the next few days, and you'll call next week to see if they have any questions about the products or the company.

(***Congratulations you have your first customer***)

REPEAT, many, many, many times

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PRICE LIST FOR KYÄNI PRODUCTS

	<u>Dist. Price</u>	<u>Auto-ship Price</u>
Triangle Pack (Sunrise, Sunset, Nitro FX)	\$120	\$130
Health Pack (2 Sunrise, 2 Sunset)	\$128	\$144
Sunrise & Sunset	\$64	\$72
Nitro FX	\$56	\$59
Sunrise	\$32	\$40
Sunset	\$32	\$40
30 pack (1 oz sunrise packets)	\$39	\$47
Marketing Pack (12 – 8oz sunrise samples)	\$128	\$128
Marketing Pack (8 – 0.5oz nitro samples)	\$120	\$120
Sunrise Pack (4 – 32oz bottles Sunrise)	\$128	\$144

***All pricing is subject to change, and does not reflect charges for tax & shipping,
which varies depending on delivery location ***