

Upline Leader's Guide

GRAND OPENING EXPRESS

Easy – Simple – Fun – Profitable – Duplicatable in a Power Hour!

The Grand Opening is a group gathering where an Upline presenter introduces approximately 20 of Amway Global's most popular, exclusive products to the new IBOs family and close friends. It's a casual and relaxed product showcase where:

1. key selling statements are shared
2. a few demos are presented live
3. some short videos from Amway Global's Show & Sell Videos (1-3 minutes each) are shown (total of approximately 15 minutes)
4. IBO testimonials – (Before product / After product) i.e. "I used to run out of steam at in the mid-afternoon. Now I drink a can of XS or an XS shot and feel an immediate energy boost". (10 products in ten minutes)
5. Products are sampled and orders are taken (15 minutes)

Grand Openings help new IBOs become profitable right in their first month or two, earn a performance bonus, and begin to establish their customer base with a sustainable 50+ points.

50/150 Bonuses (Three Times)

Help your new IBO earn each of their first three month's 50/150 to stay on course to receive three \$50 checks for customer pv during those first 3 months.

Develop Initial Customer Base

by Converting Family & Friends into Customers. The Grand Opening is designed to help the new IBO cut through any resistance or negativity and establish a customer base among their closest friends and family. Encourage the new IBO to schedule monthly Grand Opening for the first 3 months or more to secure at least 10 regular customers and 100-200 PV per month (average 20 PV per customer)

Upline Support

In order to minimize expense for the new IBO, their Upline typically brings the items to be showcased. The new IBO then needs only to supply the products that will be demoed or consumed as samples and refreshments. Some of these items are contained in the new IBO's Welcome Kit. Additional items and ideas for the "take home" gift bag are listed in The Grand Opening Express Checklist. With the Upline Sponsor taking on the role of presenter, the new IBO does not have to be a product expert to get started. Invite other IBOs to help show support with testimonials, as well as learning the products and format.

Fast Track

Help them sponsor 3 legs ASAP and duplicate their sales success with some regular customer volume.

Profitable

Target 100 PV and \$100 per grand opening – plus the \$50 bonus check, they will profit by approximately \$150-\$250 per month and more as they sponsor their first 3 legs. All of the pv and dollars won't usually be sustainable, therefore, by offering 3 Grand Openings, new IBOs should be doing their 100 personal pv and 200 pv "first circle or their circle" - with a target of 10 regular monthly customers at 20pv each = 200pv in customer volume and \$200 in approximate retail margin per month.

Kick Off Your New Business With a Grand Opening Express!

Easy – Simple – Fun – Profitable- All in a Power Hour!

Invite your family and closest friends to the Grand Opening of your new business. It's a relaxed product showcase where you simply show and tell about the products you now represent and endorse and where your Upline introduces your family and closest friends to some of the most popular exclusive Amway Global products.

Be a product of the product – you'll need to order and sample several of these 20 products so you can be more confident in your grand opening to provide a few testimonies.

TURN ON THE CASH FLOW!

Converting family and friends into customers is a key first-step in establishing your customer base and putting **money into your pocket** within your first 90-days as a business owner. And, with your Upline taking on the role of presenter, you don't need to be a product expert to get started. Just watch, participate a little bit and learn.

Recouping your investment (you registration fee or registration fee & sample pack) and becoming profitable in 90-days is unheard of in traditional businesses!

QUALIFY FOR SPECIAL NEW-IBO BONUS REWARDS!

It's important to schedule a Grand Opening right away and hold it within your first month after registering to help ensure that you hit your 50/150 points, which is required each of your first 3 months to qualify for the \$50 customer sales bonus and for Fast Track bonuses. They are **special incentive rewards** created especially for new business owners like yourself to help ignite your momentum and get you profitable right away. Your Sponsor / Upline will help you stay on target for these rewards.

THE DETAILS:

- **WHERE.** Grand Openings are typically held in your home. Your guests are probably already familiar with your home and will be comfortable there.
- **WHEN.** Choose a day and time that works best with your circle of friends and family. Many report successes on weekend afternoons (2:00 – 3:00 pm) while others find week night evenings result in more attendees (Mon-Thurs from 7:00 – 8:00 pm).
- **INVITATIONS.** Target 8-12 people. A good rule of thumb is to invite approximately 24-36 guests - 3 times your attendee target goal which should give you about 12-18 yes's (approximately 1/3 of those you invite) Invitations can be in the form of emails, mail, e-vites or phone calls. Choose a method commonly used within your circle of friends. Initial invitations are necessary, of course, but following up with a personal phone call is also critical to good attendance. If they aren't available this month, be ready to invite them to next month's Grand Opening and clear that date with them. So you can book your Grand Opening the next month with those who can't come this month – it's less work for you, less calls, etc.. And people don't like to usually turn you down twice. Of course, if you can't get a confirmation, you'll have to call back to fill your next one scheduled.

1 New IBO / Host's Grand Opening Checklist

ADVANCED PLANNING

2 weeks out:

- Set up your personal website and make up business cards and labels. (If you need help, ask your sponsor to assist)
- Invite 24-36 friends and family. (Invitations are covered on page 3.)
- Place an order for contents of customer "take home gift bags" (suggestions below) from Amway Global. Use contents of your kit as samples where you can.
- Shop for paper goods like small plastic drinking cups, mini cupcake papers and napkins.

1 week out:

- Follow up with everyone who has not responded.

1-2 days out:

- Put together "take home gift bags"
Call (or text) reminder to your guests. Get confirmation that they'll be there.

PRODUCT SHOPPING LIST FROM AMWAY GLOBAL

- 1 case each XS® Cranberry Grape Blast (60-4327) and Citrus Blast Energy Drinks (60-4991)
- 2 Legacy of Clean® Scrub Bud (10-7894)
- 2 GLISTER® Multi-action Fluoride Toothpaste (E3460)
- 1 Box NUTRILITE® Rhodiola 110 Sample Cards (105729) or blister packs 2/bag (107846)
- NUTRILITE® Twist tubes – Raspberry (105482)
- GLISTER® Refresher Spray (E9532) travel sz (1/bag)
- Assorted Food Bars – Variety pack
- Catalogs (Health, Beauty, Home, Personal Accents®)

CUSTOMER TAKE HOME GIFT BAG - Optional

(Ideas of things to include)

- Inexpensive bag (Optional – use Nutrilite or Artistry bags)
- Nutrilite, Artistry & Home Catalogs (@\$.80 each)
- And/or download Artistry & Nutrilite Placemats – www.ibocity.com >Downloads> Product Training (Be sure to label everything with "your" contact info)
- From Welcome Kit: Product leave behind Cards, ARTISTRY samples, etc.)
- NUTRILITE® Twist tubes – Raspberry flavor for joint health (or other flavors)
- NUTRILITE® Rhodiola 100 sample card
- Legacy of Clean Scrub Bud
- GLISTER® Multi-action Fluoride Toothpaste (travel size)
- Grand Opening Express Order form
- Business Card
- GLISTER® Refresher Spray

You may also want to use the light up Lip Gloss as a Gift with purchase for orders over \$75 so you get the 20% uplift

GRAND OPENING DAY

1-2 hours before start time

- Clear table tops and kitchen counters for displays.
- Cut up about 4 flavors of bars for guests to sample (from your welcome kit). Mini cupcake papers are great for individual servings.
- Make XS Punch and brew Kahve® or Nine to Five® Coffee
- Have your computer set on your personal website (so you get the 20% uplift on \$75 orders)

As Guests Arrive

- Greet guests, introduce them to Presenter/Business partner and make them comfortable. Give them a customer registration form.
- Offer them some XS Punch
- Introduce/edify Presenter/Sponsor/Business Partner
- Be available to support your presenter/Business partner
- Help taking and placing orders on your website
- Place orders through your personal website to ensure your customer's receive free shipping on orders of \$75 or more

DOOR PRIZE SUGGESTIONS

- Variety Album (\$24) each/IBO cost/5pk \$19.20/ \$30 retail
- Sample basket with product selection:
 - 2-3 cans of XS® Energy Drinks
 - sample bottle of NUTRILITE® Anti-Allergy CLEARGUARD Dietary Supplements
 - NUTRILITE® Glucosamine 7 or NUTRILITE® Rhodiola 110 samples
 - food bars
 - Scrub Bud
 - XS® Energy Shot

FOOD & BEVERAGE

XS Punch (offer as seating your guests)

Recipe Suggestions:

- 1-2 liters of sparkling water
- 3 measured pours each of the Blast XS™ Cranberry-Grape & Electric Lemon Premium Energy Drink Mixers
- 1 quart Orange Juice (Total cost \$_____)
- Or
- 3 cans of XS® Energy Drink - Cranberry Grape Blast
- 3 cans XS® Energy Drink -Citrus Blast
- 1 quart Orange Juice (Total cost \$_____)

During the summer, XS® Energy Drink -Rootbeer or Black Cherry Cola Blast floats are a fun option (after presentation)

Energy Drinks and bars for sampling. (use small 1-3 oz cups and cut bars in 4-8 squares.

Optional: Nine to Five® Coffee

Sponsor / Upline / Presenter's Grand Opening Checklist

ADVANCED PLANNING

2 weeks out:

- Help new IBO set up personal website and make up business cards and labels.
- Invite other IBOs in your group to learn, teach, support

1 week out:

- Check guest responses with IBO/host and have them follow up with telephone calls and possibly invite others.

1-2 days out:

- Check with IBO/host about final count
- Verify that they have received their order with contents of Customer take home bags and sample products
- Is there a demo table/cloth available or do you need to supply?

PRODUCT DEMOS & SAMPLES

NUTRILITE® DOUBLE X® Vitamin/ Mineral/ Phytonutrient vs. GNC Mega Men®. Place each vitamin into a small clear glass of white vinegar – the closest PH level to stomach acid to show dissolving rates. Use spoon to pull tablets out and show.

NUTRILITE® Kids BRANIUMS DHA® Gummy / NUTRILITE® Kids MultiTarts / NUTRILITE® Kids Chewable Concentrated Fruits and Vegetables. Pass out samples of each to guests in small 1-3 oz. plastic cups

Perfect Empowered Drinking Water™ & NUTRILITE® Twist Tubes – Raspberry. Add Twist tube to bottle of Perfect Water and pour 1-3 oz cups for guests to sample right after the kid's chewables.

ARTISTRY®TIME DEFIANCE® Polishing Scrub (106399) Squeeze drops on guest's hand and have them rub it in. Pass moist wash cloths to remove beads. Next....

ARTISTRY®TIME DEFIANCE® Skin Refinishing Lotion. Pump drop on top of hand and have customer rub it in. Contrast difference between treated and untreated hand.

ARTISTRY® essentials Replenishing Eye Crème (100227)
If introducing SAM at the Grand Opening, have guests look in SAM and then apply Replenishing Cream and look in SAM again.

ARTISTRY®TIME DEFIANCE® Derma Erase. Dab on Q-tip for guests to apply to furrow between eyebrows. (Have them scowl)

ARTISTRY® Crème Caramel Hand Cream (104842)
Sample to Guests

LEGACY SA8® Bioquest® Concentrated Detergent (optional as it is also on the L)C video)

GRAND OPENING DAY

Arrive 15-30 minutes early for set-up with the following:

1. Table/tablecloth for product display
2. Printed order forms
3. Catalogs (Health, Beauty, Home, Personal Accents®, Ribbon)
4. Products to include everything planned for presentation
5. Other items in the Home, Health, Beauty and Ribbon categories that you have on hand
6. All items used in demos including accessories i.e. normal sized detergent scoop (ie Tide®) and contrasting Legacy of Clean® scoop.

VIDEOS

AMWAY GLOBAL Show & Sell DVD Videos

Volume#1/ 400995 & Volume#2/401192 \$5ea
9-total

- Perfect Pack for your health (short version-3:23 min)
- Daily (.59 min)
- XS (2.65 min)
- Perfect Water (1:34 min)
- Rhodiola
- Carb Block 2
- Clear Guard (1:23 min)
- Artistry Time Defiance (2:52 min)
- Legacy of Clean (2:30 min)

TESTIMONIALS

These should be divided up by various IBOs present and the Host IBO(s) to have a variety of personalities and experiences.

Nothing sells a product like a personal testimony so make sure that the new IBO/Host has experienced some of the products in advance and can share a couple of testimonies personally.*

Demos

There are a few key product demos you can chose to do live or from video. They can be found on the Amway Global website.

For use with existing IBOs only. Not authorized for use with Prospects.

* Claims that otherwise could not be substantiated may not appear in testimonials

INVITATIONS (Host/New IBO)

- Before issuing any invitations, consult with your Upline/ presenter to establish 2-3 dates/times within the next 2-3 months that you both have available. Many have found that the best results come from personal phone calls.
- Think about who you are calling. Are they more task oriented (Get to the point!) or more people oriented (enjoy some chit chat conversation).
- Set a goal of a minimum of 10 YES responses. Typically 6 of the 10 will actually attend.

In Person Phone Script

1) Clear the date:

"Hi _____, this is _____."

(Small talk) The reason I'm calling is to check...

"What's on your schedule next Saturday afternoon?"

If they respond that they are busy, offer the second date option:

"OK, What about next Thursday evening?"

2) If they are available explain the Event:

"We're having a Grand Opening for our new business. And We're doing a private showing for some close friends and family, showcasing some exclusive products you won't find anywhere else... We'll be sampling, tasting and having lots of fun. There will also be a very unique gift card drawing and everyone takes home a "goodie bag". We'd love to have you join us! And we'll start promptly at _____ (time) and it will be a little over an hour."

3) If there are questions, and you need to add some value & credibility... There are 4 basic Product Categories –

A) Ribbon, an Exclusive Unique Gift program that's really a new generation gift card with about 700 gift options from \$30--\$1000.

B) Nutrilite® exclusive nutritional brands, which is the biggest and one of the oldest vitamin companies in the world at 75 years (& 2 ½ x the size of GNC) \$3 ½ Billion in sales.

C) The exclusive beauty brand is Artistry® - it's 40 years old for the last 10 years the Artistry brand has been among the world's top-5, largest selling prestige brands of facial skin care and colour cosmetics.*

D) The exclusive home products brand is known as Legacy of Clean or LOC for the laundry, kitchen and bath, that were the first planet positive products on the market in 1959 / 50 years ago, so they're planet friendly, environmentally safe with no toxins like most cleaning products. They've also won several environment awards and the demos will win you over.

FOLLOW-THROUGH

Touch base at least one more time with your YES guests.

Phone calls are always a great personal touch and the best...

- Postcards or cards can be effective because many post these on their refrigerators and note boards.
- Emails are also appropriate if used by your circle of friends or even a Grand Opening Day text message: **Looking forward to seeing you at (time)!**

Note: Consider the communication practices of your guests to ensure the best results. Social Network Sites are hugely popular and are great networking vehicles! Refer to <http://www.ibocity.com/Downloads/ViewCategory.asp?categoryid=10>

Written

Mailed - Email - E-vites

Though a phone call is the highest touch way of communicating your invitation, an invitation listing all of the details is helpful as well as a follow-up.

Sample wording:

You Are Invited to a Private Grand Opening!

My online store is open for business 24/7 stocked with exclusive products you won't find anywhere else.

Join us and experience, taste and sample some awesome products and come prepared to have fun!

Hosted by:

Date:

Time:

Address:

Please RSVP by:

Email:

Phone:

Follow-through

On the RSVP deadline date, follow up with a phone call and follow up with your Yes guests one more time. (see #4 on left)

FOLLOWING THE GRAND OPENING

Place follow-up calls 3-5 days after the Grand Opening and set up personal visits to:

- Drop off a few catalogs
- Leave a drop and shop bag
- Go over any questions
- See if there is anything else they would like to order

If they've received their initial order or purchased something available at the Grand Opening – ask how they are liking the products.

Grand Opening Express Order Form

The Best Deal is the Ribbon Choices Album which includes shipping

IBO Name _____	IBO # _____	Invoice # _____
Customer Name _____	Phone # _____	Customer # _____
Ship to Address _____		City _____ State _____
Credit Card Name _____	Expiration Date _____	Credit Card # _____
Billing Address Same as Ship to _____		City _____ State _____
Email Address _____	Signature _____	
Web URL Address _____	Order Day _____	Delivery Day _____
Customer Service / Order Line _____	Call-in Times _____	Temp Security Code _____

#	SKU #	Description	\$ day / tab	Price	Notes
		Ribbon Gift Albums			
	74-8010	Ribbon Gift & Incentives Variety Album		\$ 30.00	
	74-9010	Ribbon Choices Album – consider “CD” Choices Ditto monthly auto-ship	(3-6-9-12 mos)	\$ 50.00	
		Nutrilite Nutritional Supplements			
	10-4174	Good - Daily Multi 90 tabs	\$.125 day	\$ 11.30	
	AA-0088	Good - Daily Free Multi 180 tabs	\$.125 day	\$ 22.49	
	10-5481	Better - Women's - 30 packets/box	\$.76 day	\$ 22.99	
	10-5480	Better - Men's - 30 packets/box	\$.76 day	\$ 22.99	
	A-4318	Best - Double X multi 10 day trial	\$ 2.80 day	\$ 27.99	
	A-4300	Best - Double X Multi	\$ 2.30 day	\$ 71.49	
	A-0244	Refill & with the 10 month free box \$62.10 p/m = \$ 2 day	\$ 2.22 day	\$ 68.99	
	10-1165	Best - Perfect Pack for your health (DX, CF&V, Omega 3)	\$ 4.60 day	\$137.97	
	10-0648	C F & V – Concentrated Fruits & Veggies \$.13 a F/V	\$.68 tab	\$ 40.99	
	A-8914	Balanced Health Omega 3	\$.85 day	\$ 25.49	
		Kids Supplements			
	10-4276	Chewables - Multi Tarts Vitamins 60 tabs	\$.28 tab	\$ 16.95	
	10-0346	Chewables - Fruit & Veggies 60 tabs	\$.47 tab	\$ 27.99	
	10-4282	Gummies - Brainiums Omega 3 Fruit Punch 112	\$.32 tab	\$ 35.49	
		Nutrilite Specialty / Trim / Sports Nutrition			
	AA-0176	Triple Guard Echinacea Spray – each		\$ 11.10	
	107846	Rhodiola 110 – Blister Pack 30 Tablets	\$.67 tab	\$ 19.99	
	10-7847	Carb Blocker 2 - Blister Pack 30 tablets	\$.47 tab	\$ 13.98	
	10-7391	Slimmetry Dietary Supplement – 30 tablet Blister	\$.33 tab	\$ 9.97	
	10-7125	Glucosamine-7 Blister pack 28 tabs	\$.39 tab	\$ 10.99	
		Water (24 / case)			
	74-4352	Perfect Water	\$ 2.24 bottle	\$ 53.76	
		Nutrilite Twist Tubes (20 / box)			
	10-5483	Strawberry Kiwi Immunity	\$.55 tube	\$ 10.99	
	10-5482	Raspberry Joint Health	\$.55 tube	\$ 10.99	
		XS Energy Drinks 15 flavors (12 / case) by popularity 8.4 oz			
	74-8178	*Mixed Case (* flavors included) 4900% of B12	\$ 2.24 can	\$ 26.88	
	60-4327	*Cranberry-Grape Blast - Fruit	\$ 2.24 can	\$ 26.88	
	60-4991	*Citrus Blast - Fruit	\$ 2.24 can	\$ 26.88	
	74-7188	Wild Berry Blast - Fruit	\$ 2.24 can	\$ 26.88	
	60-9442	*Tropical Blast - Fruit	\$ 2.24 can	\$ 26.88	
	70-5498	*Cherry Blast - Fruit	\$ 2.24 can	\$ 26.88	
	72-3715	*Black Cherry Blast - Soda inspired	\$ 2.24 can	\$ 26.88	
	70-2146	*Electric Lemon Blast - Fruit	\$ 2.24 can	\$ 26.88	
	71-1821	*Root beer Blast - Soda inspired	\$ 2.24 can	\$ 26.88	
	71-4941	*Cola Blast - Soda inspired	\$ 2.24 can	\$ 26.88	
	72-0198	*Peach Tea Blast - Non-Carbonated Tea	\$ 2.24 can	\$ 26.88	
	60-9777	*Tea-Berry Blast - Non-Carbonated Tea	\$ 2.24 can	\$ 26.88	
	70-8912	*Cranberry-Grape Caffeine Free Blast - Fruit	\$ 2.24 can	\$ 26.88	
	60-9441	*Tropical Caffeine Free Blast - Fruit	\$ 2.24 can	\$ 26.88	
	74-5955	XS Gold (energy, super-fruit antioxidant, multi - vitamin & mineral) Functional Energy 8000% of B12	\$ 3.24 can	\$ 38.88	
	74-7238	*Cranberry-Grape Blast - Fruit 12 oz	\$ 3.24 can	\$ 38.88	

