

**When to Use:** The following takes the information in the initial pique one step further. This can be used during the first contact if the prospect has time to talk then - or during the follow up meeting you scheduled in the initial pique. You may elect to have your upline on the phone or with you, as they may be more experienced in presenting the business.

**Why it Works:** You can't take a drink of water from a fire hose - it's too much water, coming at you way too fast. The same can be said about how you present your business. If you give too much detail, you will overwhelm people. Not enough detail? People will think you are hiding something. The below is designed to provide just enough information for your prospect to take the next step, which could be 1) signing up as a Distributor, 2) requesting more information or 3) becoming a customer. Take the process one step at a time.

## 1 Select Your Opening Script:

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### **Option 1:**

"Hi (insert name). I just started my own business offering an innovative product line that's designed to help people live fuller, happier lives. I'm looking to expand my business and bring on a few business partners who also want to take control over their time and their finances. Thank you so much for taking a few minutes of your time to learn more. I know you are busy, so I will keep this as brief as possible.

### **Option 2:**

"Hi (insert name). I've been using a new product that has totally changed my well-being and my quality of life. In fact, I've been so blown away with the results that I decided to start my own business marketing this innovative product line. I'm looking to expand my business and bring on a few business partners who also want to take control over their time and their finances. Thank you so much for taking a few minutes of your time to learn more. I know you are busy, so I will keep this as brief as possible.

First, let me tell you a little about the company. I've partnered with a company called FTR Global.

By growing indoors and optimizing and automating control of the environment we are able to completely eliminate the need for pesticides. We grow in a sterile environment. The only way to grow "sterile" is to grow without soil and its inherent pathogens. Aeroponics is the key and our patent pending, automated closed environment grow system is unmatched in the industry.

Aeroponics is the process of growing plants suspended in air without soil or other grow media, and provides an environment for clean, efficient, and rapid plant production.

Our patent pending CryoSonic™ Extraction Process uses pure ethanol and sub-zero temperatures combined with Ultrasonic sound waves to extract all the compounds found in the plant... exactly as they exist naturally in the plant. All 120+ known cannabinoids, flavonoids, amino acids, proteins, terpenes, etc. are extracted and maintained in their original form for maximum therapeutic effect. The resulting FCE(tm) Full Cryosonic Extract (tm) is proprietary and only available in ReAction products.

## Introduce the Products but Keep it Simple

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Now let's talk about the most powerful component of this business - the products. I'm so excited to share this with you. By partnering with FTR Global, I'm able to offer their innovative product line called ReAction® - it's truly changing the wellness game. It is absolutely changing lives. Myself included.

First, let me ask you a question. Are you familiar with CBD products?

**If they answer yes:** Well, take what you thought you knew about CBD and prepare to change your thinking. All CBD products are not the same. In fact, the ReAction® products go beyond CBD.

**If they answer no:** CBD products are manufactured from the hemp plant. They are all the rage right now, because they are impacting people's lives in major ways. BUT all CBD products are not the same. The ReAction® products go beyond CBD!

To understand what really makes the ReAction® products special, you have to first understand what makes them different. Most CBD products on the market only utilize a small portion of the hemp plant, and the rest is waste. ReAction® isn't like most CBD products on the market. In fact, they are going beyond CBD. ReAction® is a full spectrum extract, which means these products utilize every part and every compound found in the hemp plant - nothing is left behind. With our full spectrum product, all the extracts work together to maximize the therapeutic benefits.

Additionally, and one thing I love

most, is that every step of the ReAction® process is owned and controlled by the company - it's grown from seed to stem, processed, produced and packaged by the company - all 100% in the U.S.

Many people are feeling the benefits of the ReAction® product line to help relieve a number of issues, from common things like sleep disorders, chronic pain and inflammation, anxiety, depression and any number of skin conditions, to more serious things like PTSD, heart issues, epilepsy, Type 1 Diabetes, Alzheimer's and more.

### **Take a moment here to share your personal experiences with the product:**

For me personally, I've experienced...

I've tried the following products...

And we even have a line for pets too - we can't forget about our four-legged family members.

## **4 Explain the Business Opportunity:**

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The CBD industry as a whole is experiencing incredible growth and projected to be a \$200 Billion Dollar industry by 2025. FTR Global's efforts help position average people an opportunity to participate in that multi-billion-dollar industry. This is an opportunity for us to get in on the ground floor of that growth, and earn income simply by sharing the business and the products with people we care about.

Let's get to the really exciting part - how I make money and how you can too! By partnering with FTR Global and sharing their products, you can earn a percentage of your sales every week - week after week, month after month, year after year. The more products you sell, the more you're positioned to earn - up to 25% of the retail profits. And the best part? You can get paid weekly- right into your bank account. It's that's simple. But, by building a team of people who are doing exactly what you did - sharing these products with people you care about - you earn even more. Not only do you get paid on your own customers, but you get a percentage of sales from the customers your team acquires too - up to \$1,650 a week.

You can also earn additional, management bonuses for helping your new team members get off to a successful start. These can equal up to \$600 per person, per week. Think of it as a "thank you" for teaching others how to do what you did. In addition, you can earn other incentive bonuses, a car allowance, an expense account and even free products. The FTR Global compensation plan is hands down the most

lucrative in the industry.

To get started as a Distributor, you would first select a one-time enrollment pack. This pack gets product in your hands right away at a reduced price - allowing you to get off to a quick start. Additionally, you would choose a monthly product subscription, which will arrive after your first 30 days. This subscription gives you control over how much product you order and ensures you have enough product to use and start seeing results - and our monthly simple ship program ensures you never run out of product. After all, the best way to sell a product is to become your own, best customer and then share your personal story with others. With a little effort, it won't take long at all until your products pay for themselves - and then some!

In addition to your products, new Distributors pay an up-front and annual business fee of \$24.99. The fee covers the cost of your welcome kit, a personalized website - think of it as your own personal online store - all the tools and training you need to succeed and the ongoing management of your business. Simply put, FTR Global allows you to build your very own business offering the most pure and innovative products in their class with the full support of the company behind you. All you have to do is share the products, show others how to do the same, and FTR Global takes care of literally everything else. No other company or industry in the world positions you to own and operate your very own business with such a low start-up and monthly cost - and without the many risks of traditional business ownership. Plus, you can cancel anytime - there's no obligation. I think you can probably see why I was so excited to share this with you. So, are you ready to get started?

**People typically fall into one of the buckets:**

- 1) people who are ready to get started
- 2) people who still have questions and
- 3) people who aren't interested in the business.

### 1) If your prospect is ready to get started...

Proceed to the enrollment process, explain the enrollment packs and simple ship options and ensure they complete the process successfully.

Then immediately help them launch their business. If they don't have time now, schedule another time within 24 hours. This is imperative. **Getting them off to a quick start is the fastest way to get money in their pocket.**

## 2) If your prospect still has questions...

Utilize the FAQs and Overcoming Objections documents to help answer those questions, and/or go to your Library in your backoffice and watch the necessary videos with them.

Recommended videos:

- Comp. Plan Overview
- Full Spectrum vs. Isolate Broad Spectrum
- The Endocannabinoid System

If after their questions are answered, they are ready to get started, proceed to the enrollment process, and ensure they complete the process successfully. Then immediately help them launch their business. If they don't have time now, schedule another time within 24 hours. This is imperative. **Getting them off to a quick start is the fastest way to get money in their pocket.**

If they still aren't ready to commit, leave them with any materials, video links, etc. and follow up within 24 hours. Do not wait. **And keep following up until you get a definitive answer.**

## 3) If your prospect is not interested in the business...

Lean on the relationship and utilize the following scripting to acquire them as a customer.

For me, there's no turning back. I'm going full speed ahead on building my business. I'd love to share this journey with you. But if now isn't the right time, I hope, as my friend, you will support my business and try my product. Can I count on you to become my customer? There's no obligation - you can cancel anytime, but I'm confident once you've had a chance to experience the products, you will understand the ReAction<sup>®</sup> difference and will remain a customer for life.

### If they answer yes:

Great, thank you for helping support my business by becoming my customer. There are two ways you can get started.

The first option is as a regular retail customer. This allows you to purchase products on a one-time basis at our regular retail pricing. The second option is to become a VIP Member - and this is where you are going to get the most benefit. As VIP member customer, you will receive up to 15% off the retail prices.

To become a VIP member customer, you would simply purchase a product subscription and sign up for our monthly Simple Ship program, which means you receive the product automatically

every month. This program ensures you have enough product to use and start seeing results without ever having to worry about running out. And, if you change your mind, you can cancel anytime, but I know once you've tried the product and experienced the ReAction<sup>®</sup> difference, you'll remain a customer for life.

So, are you ready to become a VIP member and get the best pricing and possibly even your products for free?

**Depending on their answer, help get them enrolled as a customer.**

**If they answer no, thank them for their time, leave them with your contact info, any materials, video links, etc. and follow up in a few days - and continue following up regularly.**