



# Daily Method of Operation

*Learn, Practice and Teach our simple DMO*

## SUCCESS FACTS

- We are in the SHARING and CARING business (GSG pg 9-11)
- Hardest part of the business is getting people to watch the videos
- Offering an X39 sample will get more people watching the videos
- Sending videos with InTouch combined with offering X39 samples ... just works!
- Our job is to give people enough information to make an informed decision
- Let the tools do the talking
- Fall in love with this simple DMO and success will truly be yours

## OUR SIMPLE DMO

1. **CONNECT** heart to heart... before you present
2. **PIQUE** their interest with either
  - The phrase “Historic Breakthrough in Affordable Stem Cell Technology”
  - X39 Success Stories
3. **OFFER** them an X39 Sample (almost everyone says yes)
4. **SEND** 3-min video link from your InTouch App before sending sample
5. **ALERT** will inform you when they open and watch video
6. **FOLLOW-UP** and take the appropriate steps
  - Remind them to watch the video
  - If they watched, “*what interested you most?*”
  - Answer questions
  - 3-Way Call
  - Send Sample with Card or Flyer
  - Send Additional video(s) and/or info
  - Enroll as a Customer or Distributor

*Success is not Magical... it is Mathematical!*