

## SECOND LOOK PRODUCTS – US

### Outline

February 2006

This is an outline of how the product presentation should go. There are slides associated with the outline, and the slides should be followed. Some slides show several products or groups of products. Please select one or two of those products or stores to talk about and make brief mention of the others. This is setup in a way that should allow variety and personality to come out.

The Product portion of the Second Look should take 15 to 20 minutes and should always be finished by no later than 8:00 to allow the Business Presentation to begin promptly.

A script is attached after the outline. This is not what we want, or expect, anyone to say. This is what Dennis Franks says and is definitely not wrong. This is a great starting point for how you should strive to be, and it is a great source for ideas on how to cover areas you may not be as familiar with.

#### Do's

1. Please highlight your favorite products.
2. Please insert valid testimonials when appropriate.
3. Please make it personal and share your positive experiences.
4. Products should be promoted for daily use to promote belief. Everyone should experience a product or two to best evaluate the business.
5. Invite guests to write down their questions so they can get answers after the Meeting is over.
6. Take note cards up with you, and make sure you glance at them occasionally whether you need to or not. This is duplicatable.
7. Be energetic and enthusiastic, these products deliver the belief and are the solutions to people's challenges.

#### Do Not's

1. Do not make false claims or assertions.
2. Do not be nervous, people want to know about our great products. Have fun with it!

## I. Introduction (eagle slide left by Intro speaker)

- A. **Briefly introduce yourself**

## II. Very briefly discuss the concepts (umbrella slide; don't read it, discuss the concepts)

- A. **Mall without Walls**
- B. **Product Brokerage**
- C. **Preferred Customer Program** (Portal slide)
- D. **Internet and Data Mining**
- E. **Mass Customization – transparent**
- F. **Providing what the Customers already want** (MallTalk slide)
- G. **Sharing vs. Selling**

## III. Mass Customization

- A. **Nutri–Physical** (Nutri–Physical slide)
  1. **Isotonix Custom Formula** (results slide)
  2. **Isotonix Custom Cocktail**
- B. **Gene SNP DNA Analysis** (Gene SNP slide)
- C. **MA WebCenters Web Site platform** (MA WebCenters slide)
- D. **Motives Custom Blend Foundation** (Custom Blend slide)

## IV. Market–driven Products

- A. **Anti–aging – discuss the science behind the products** (mini–books slide)
- B. **Mini books to help educate our Customers**
- C. **Prime Anti–Aging System** (Prime slide)
- D. **Skin care** (Skin care slide)
  1. **Timeless Prescription – Anti–Aging/Prevention**
  2. **VitaShield – Treatment/Repair**
  3. **Skintelligence – Maintenance**
  4. **Highlight specific products –** (Pentaxyl slide)
    - a) **Tight**
    - b) **Pentaxyl**
    - c) **Simplexion**
    - d) **Advanced Hydroxy Face Peel**
- E. **First Store Set** (Store set #1 slide)
  1. **Automotive Store – Friction Free 3000 and MSL**
  2. **BioTech – Global Care**
  3. **Communications – Stealth Radar Shield, Tel 3, soon VOIP**

4. Environmental – EcoSolve

**F. Water Filtration – PlusOne** (PlusOne slide)

**G. Other stores – Flower store, Home and Garden, Pet store, Security store, Basic Essentials** (Other Stores slide)

## V. Anchor Stores

**A. Health and Nutrition** (Isotonix slide)

1. Isotonix – delivery system
2. Heart Health (Heart Health slide)
3. Other Nutraceuticals and Supplements (Nutraceuticals slide)
  - a) Feminine
  - b) MPC
  - c) NutriClean
  - d) Glucosatin
  - e) Level 90
  - f) Oxygen Plus
  - g) Ultimate Aloe
  - h) Complete Greens
4. Weight Management – Transitions (Transitions slide)
5. Mind & Energy (Mind & Energy slide)
  - a) MochaTonix
  - b) Awake
  - c) Bliss
  - d) Vita-Mind
6. Sports Nutrition – Torch (Torch slide)

**B. Personal Care** (Personal Care slide)

1. Skin Care already discussed
2. Royal Spa
3. Clear Shield

**C. Cosmetics – Motives** (Motives slide)

## VI. Tie it up

 (Partners slide)

**A. Constantly looking for more ways to make our Customers lives easier**

**B. Endless Shopping Experience with Partner Stores**

**C. Setup your Internet shopping consultation and get your questions answered**  
(Portal slide)

## VII. If time permits, highlight your favorite(s)

 (eagle slide)

## VIII. Intro Featured speaker

## SECOND LOOK PRODUCTS - US SCRIPT

Dennis Franks

Hello, my name is \_\_\_\_\_, and I have been a Market America Independent Distributor/UnFranchise® Owner for \_\_\_\_\_months/years. I, personally, use Market America products daily, and have shared them with my customers with great success.

Market America's Mall without Walls is the marketing presentation of our product brokerage system. It neatly presents our umbrella concept of offering products and services people want. We implement a dynamic product selection process through One-to-One Marketing, building strong relationships with our best customers to identify their wants and needs, products and services. This information is carefully gathered through our Preferred Customer Program, offering our best customers purchase discounts for the exchange of information, interactively managed through the use of the Internet. Through online surveys, Internet shopping through web portals, Customer Manager Interaction, and our customer management software tools, Market America can carefully collect and sort through data and identify commonalities of customer demands. With this knowledge, we can then select the best products to add to our Mall without Walls. This process of data mining is the latest in advanced product development and distribution, known as Mass Customization, specifically in this case, Transparent Customization. All customer information is held in complete privacy, used only to develop better products and services that our customers want.

Mass Customization is possible today because of advancements in manufacturing technology and computer sciences that can be coupled with the Internet and customer relations management. It allows an efficient approach to building specific products in quantities of one or more based on demand. The demand is identified through customer

survey preferences, purchase habits and personal interaction. We take this information and relay it to our manufacturers, who in turn supply the product to Market America where it is distributed to the customer.

Some of our most popular mass-customized products include: customized nutrition formulas determined by individual customer's needs through an online optimal health analysis called the Nutri-Physical. In just a few minutes, an individual can take a free, online health analysis that focuses on lifestyle and dietary intake to determine a wonderful regimen of nutritional supplements or a state-of-the-art Isotonix® Custom Formula, made specifically for that person so he or she can reach optimal health. The health market is very large, with more than three out of five people taking dietary supplements daily. Think about it. Most people are totally confused on what nutritional supplements to take. The choices seem endless as you walk through any store that offers vitamin and mineral supplements. (Show your Nutri-Physical and custom Isotonix® printout and, if available, show a sample of a package). This is an example of a free Nutri-Physical printout that you can do from the privacy of your home.

Market America also offers a Gene SNP DNA Screening Analysis that will provide you a customized report identifying your specific gene types that can be positively managed by implementing the right lifestyle and dietary adjustments to reach and maintain optimal health. The genes tested determine lifestyle and nutritional recommendations, allowing an opportunity for individual health improvement measures. This is a laser-like approach to custom nutrition and effective long-term dietary supplementation. Included with each personalized, custom report, are your recommended lifestyle and dietary changes and a customized vitamin and mineral formula that can be made to order specifically to your gene type and delivered to your door step within three weeks. (Show the report and Custom

Genetic Formula). Here is an example of the Nutri-Physical Gene SNP Screening Analysis Report. Note the unique Custom Formula.

Market America also offers fully functional, custom websites designed for small businesses. This outstanding website software package allows you to partner with a complete team of sales, marketing and service representatives right from the convenience of home. This market is large and growing. Consumers today prefer searching for businesses online seven to one over the yellow pages. Most small to medium sized businesses are looking to tap into the internet market where they can compete with any size company in the world. Take a tour of the Market America WebCenter opportunity.

It doesn't stop here. Mass Customization is also at the core of our Motives Cosmetic line. Market America offers an incredible, light-weight custom blended foundation that is precisely color matched to your individual skin tone. Motives custom blended foundations create a sheer, flawless, long lasting finish. Motives custom blend foundation and color cosmetic looks can be done in the privacy of your home and are competitively priced. Create your perfect custom blend foundation and experience Motives cosmetics to enhance your complexion and appearance.

Each of these identified mass-customized products fall into several billion-dollar industries. We *know* people want and need these types of products and services and, thus, we get the term "market-driven."

Market-driven products highlight Market America's Mall without Walls. So, let's visit several more virtual stores of products and services that will drive your distribution business by attracting valuable customers and retail sales.

With the aging of the baby boomers, those individuals who are between the ages of 36 and 55, a huge demand has been created for anti-aging products. While every one of us

will grow old by age, we do not have to grow old in appearance. New breakthroughs have been discovered in science, and Market America, in coordination with anti-aging experts, has created a line of very special products. They are all scientifically substantiated in books available through Market America. (Hold up a copy of the HGF Book, Sleep Book, Medical Menaces Book, and Stealth Book). Advanced science and research have helped us create our family of Prime Blends, a nutritional approach to release natural age-related hormones and Timeless Prescriptions, a line of exquisite skin care products featuring advanced skincare ingredients MDI Complex and Fructose 1-6 di-phosphate, to produce remarkable results for the treatment of beautiful skin. Most recently, Pentaxyl and Tight lead the way in a breakthrough development to treat deep furrows and wrinkles and the appearance of stretch marks. These products address both long term improvement as well as immediate gratification for the look you want now! Special ingredients make the difference.

Next, we have the Automotive Store. For most people, their cars are the second largest product purchase other than their home. The average person keeps their car five years, and what better way to protect this investment but with a space-aged engine treatment?

Market America offers Friction Free 3000 with patented micro-metal technology that lubricates and plates mechanical parts of all gas and diesel engines. This results in better engine performance and enhanced gas mileage. Friction Free also is offered in Multi-Stage Lubricant Spray. It outlasts similar products up to three times in effectiveness.

Another favorite store is our BioTech Store that features several products under the Global Care brand. These are products for the home and business that do not contain any potentially harmful chemicals. Each Global Care product uses a specific number of biological accelerators called enzymes to do the job. These enzymes act as a catalyst to speed

up lengthy chemical reactions. The product line includes stain and odor removers, pool and spa cleaners, lawn and plant products, and much more.

Market America offers a Universal Access Long Distance Calling Plan delivering quality, reliability and savings in your long-distance interstate and intrastate calling. Enjoy a 3.5 cents per minute calling rate. Exceptional international rates are available, and you can check those prices by visiting your Customer Manager's Website. We also offer state-of-the-art protection from the potential harm of extended exposure to radio waves and microwave radiation from our mobile and cordless phones with Stealth Radar Shield. Coming soon, VOIP Technology, Voice Over Internet Protocol.

The Environmental Store offers PlusOne portable and home water filtration systems. If you enjoy drinking bottled water, then save money with PlusOne! The water we drink has impurities that can negatively affect our health over time. You can let PlusOne filter out those impurities, or you can become a filter yourself. We recommend, strongly, PlusOne Water Filters for your home and personal use. Next is EcoSolve 2000, a unique two-part cleaning system that effectively eliminates the stains of hydrocarbons (oil-based products). Ecosolve 2000 offers a stain remover, hand cleaner, drain cleaner, and laundry enhancer.

Market America has several additional anchor stores that include the Health and Nutrition Store, which focuses on products that improve quality of life, pertain to health maintenance and reaching optimal health. This store offers a vast assortment of vitamins and minerals, antioxidants, energy enhancement, and weight management products. One of my favorite products that I use and share with everyone is OPC-3. My personal results have been \_\_\_\_\_. This product, as well as the entire Isotonix® line of products, has been very effective in helping anyone seeking optimal health. We offer the very best in

Heart Health products on the market, and a complete weight-management program, called Transitions. Transitions also include great tasting meals. My favorite is \_\_\_\_\_.

Market America now offers breakthrough products for mind and energy that include Bliss, a natural approach to promote relaxation without drowsiness; and Awake, a caffeine free alternative to energy drinks without a lot of sugar.

Next is our Sports Nutrition store featuring Torch Pre-Burn and After-Burn products. Two scientifically based products that increase energy, muscle growth, and recovery while providing peak performance.

Now, we come to our Personal Care Store. More than ever, people are becoming aware of their appearance. This store offers a wide range of skin and hair care products. Enjoy the Royal Spa line of bath and body products. Skintelligence is a complete skin care system that is safe and effective for all skin types. VitaShield cellular defense treatments use liposome technology to transport the high-quality, active ingredients deep within your skin to produce great results. Then, there is Clearshield, the easy way to apply skin protectant that provides a defense against the harsh elements and chemicals of work and home.

Another anchor store is our Cosmetic Store which we touched upon earlier. Through our Motives cosmetic brands, we offer over 200 different products and colors. There's more within the Mall without Walls. There is the Flower Store and the Gourmet Store, offering great tasting coffees, and organic grains. The Home Care Store, the Pet Store, and the Security Store offer an impressive array of product choices. So many great products to attract and service customers with, but this is just the beginning. It is the goal of Market America and our Customer Mangers to be the complete one-stop shopping solution for our best customers. In addition to our Mall without Walls, we offer the Endless Shopping Experience. Enjoy shopping in over 500 of our partner stores offering over a million

products, all in the convenience of your home through your Market America Customer Manger's Web site. We are the ultimate in high tech, and high touch internet shopping.

Imagine, having a personal valet to help you shop online. Allow your Customer Manger to show you how to shop the Endless Shopping Experience, maximizing the best buys and finding that exact product in the safety and convenience of your home. From Disney to Wal-Mart, from Neiman Marcus to Lands End--all are available at your fingertips through your Customer Manger's Web site. Be sure to ask the person who brought you here tonight for a free consultation in shopping the Internet through our Market America Endless Shopping Experience.

IF TIME PERMITS:

In the remaining minutes, I would like to share a couple more of my favorite products and most popular selling products in my business. They are Isotonix OPC-3, a powerful antioxidant and super supplement that has changed my life and Vitashield Intensive Moisturizer and Intensive Vitamin C Treatment that has made a real difference in my appearance, virtually eliminating my dry, patchy skin and fine lines and wrinkles. I love it. Please make an effort to experience one or two of these fine products. You will be glad you did.

Our next speaker is \_\_\_\_\_.