

## Overview for Chicago Slides

I thought it might be helpful if I outlined some of the basic points of the presentation that I recently gave to the Chicago area NSA group. Please note that due to time limitations, this is an “overview” vs. a complete and detailed description of my presentation. It does appear, however, that I will be doing a webinar of this presentation for NSA which will be available on their website, so you will then be able access more details about the slides.

This dialog correlates with the PowerPoint presentation linked above. I arranged the points by slide number so that it would be easy to follow. I would note in advance that this is a long training (probably a couple hours if done thoroughly). Therefore, you might find value in just focusing on a few sections vs. using the entire presentation. Finally, I am sure there is a lot of information that others could add to enhance this presentation. I do not have all the answers, and am certain the collaboration of all the talent in NSA would only enhance future business presentations.

**Slide #1** – Starting off with this question sets up the training as an education presentation vs. a sales pitch. It is critical to let people know that this presentation is designed to provide them some insight to see if the Juice Plus business is a good fit for them. I make a point to demonstrate that there is not one right opportunity for everyone. Instead, it is about educating people so they can see if it is the right fit for them.

**Slide #2** – One of the biggest misperceptions in business is that “opportunity” is about money. In reality, it is really about all needs (i.e. make money, grow, contribution, have fun, create magical relationships, etc.). If you look at anyone’s career, it is most often about being part of a business culture. A culture is a group of people working together to fulfill a defined mission. In the process of fulfilling that mission, the people in the culture have their needs meet. The general rule is that the more needs of the person that are met within the culture, the more they will be engaged and serve the culture.

**Slide #3** – This is the set up slide for the presentation about the company. I explain that this is a simple system that I use to help people look at any business opportunity. I have always called it the “3 P’s System” and it basically looks at any opportunity in the context of Proven (Past), Prepared (Present) and Positioned (future). This system is simple and gives structure to an analysis and discussion about Juice Plus and NSA.

**Slide #4** – I added the NSA Mission statement because it is what drives the culture. In other words, it is important for anyone new to understand the goal and focus of the culture in order to better understand the opportunity. There are 2 key points about this mission statement. The first is that it shows that the company sees a “responsibility” with building a long-term venture. Responsibility is a key component of characterization of any business culture which is why I point this out. Second, it shows that ultimately success is measured by making a difference in the lives of others. In other words, the culture measures its value by serving others. Again this is a critical way of defining the uniqueness of this culture.

**Slide #5** – These are the 3 key points I think are critical to discuss about NSA.

First, the 40 year history means they are proven. I added the failure rates to give perspective to the uniqueness of being in business for 40 years. The second point is about the management team being proven in various business cycles. It is important for people to understand that standing the test of time and proving you can succeed in all business cycles (economic changes, product changes, culture changes, etc.) are critical factors in analyzing any management team. I also make a point of stressing that NSA's key management team, including Jay Martin, have been around since the company's inception. I also emphasize that new management added over the years is developed within the culture so that people understand NSA's desire to maintain consistent thinking. Third, I cover the Philanthropic component. A sure way to analyze the character of a business culture is to see what they are doing in the community. By pointing this out, it allows me to show that the NSA culture is both about serving the culture/mission and making a difference outside of it.

**Slide #6** – These are some of the specific Philanthropic ventures for NSA. This gives credibility to point #3 by giving more specifics on the type of charities supported by the company.

**Slide #7** – Now I switch to the first slide on the "NSA-Prepared" portion of the presentation. The first point is financially sound. I stress the importance of a financially sound business culture as a key factor in longevity. It shows both stability and an ability to invest in the future. I discuss how debt can destroy the ability to grow because it limits how much money can be invested in the future. Ultimately people need to understand that a business grows through its own cash

flow (working capital) and does not require outside money (investors or debt). This means a business is feeding its own growth. Second, I mention the global markets. I stress the importance of being part of a global business model because we are part of a global economy. The fact that NSA and Juice Plus work in various global markets is a testament to the utilization of the product and business model outside the US. Third, I point out the 16 year history of the product (studies, \$3 billion in sales, etc.). Part of being prepared for the future is knowing you have something that works and has been proven in the past. Fourth, I point out the relationship component. One of my core beliefs is that long-term success requires long-term relationships. This gives me the opportunity to discuss some of NSA's key long-term relationships (management, manufacturing process, Master Distributors, field leadership, etc.). My goal is to demonstrate that NSA has ALL its key relationships in place and that they are very proven and established relationships. Finally, I mention systems. One of the core principles of all businesses is that "business is nothing more than a collection of systems". I stress the importance of both sales (getting new business) and support (keep business and building relationships) systems. I tend to also point out that if a company has more focus on sales systems, then it is probably more of a "sales culture". On the contrary, companies with more support systems tend to be more of a "relationship culture". I think it is important to let people know that this culture is more about relationships than sales.

**Slide #8** – This is the second "NSA-Prepared" slide. The first point is about investing in the future. This is critical because companies that invest in the future tend to have longevity. I also point out how rare this is right now when so many business cultures are contracting vs. expanding. The bullet points under this point

are just examples I discuss about how NSA is investing in the future. This gives more documentation to support the claim. Second, I discuss the entrance barrier. This is done to distinguish NSA from competition. In essence, the amount of time and money that goes into “scientific research” means that competitors need time before they can be actually become a competitor. This means that NSA’s work with research creates a barrier for competition. I also point out that there is no guarantee that any company that invests the time and money will end up with a proven product. Finally, I talk about the voice behind NSA. This allows me to set up the next series of slides. Remember, credibility is defined as people’s rules on who they are going to listen to about a subject. As a general rule, the more credible the voices, the more credible the business culture.

**Slide #9** – I tend to break out the medical professionals into two buckets – those inside the culture (i.e. Mitra and Rick) and those outside the culture (Dr. Sears, Dr. Katz, Dr. Rosenfeld, etc.). The reason is that I want people to understand that there are powerful voices in both areas. I do believe there is value in sharing some basic information about some of these doctors. That helps the audience understand the uniqueness and power of these voices. The data on the doctors is available on the NSA websites.

**Slide #10** – I broke out the current research by domestic and foreign. This was to show that the research is supported around the world. I walk through some of the institutions by name because I think the reputation associated with the name is an “instant credibility marker”. Most audience members are familiar with these institutions. I also point out that these institutions are “not for sale”. This allows me to explain that research has to “speak for itself” because these institutions

cannot be bought. This adds credibility to the research and addresses some of the internet nonsense that tries to show NSA can buy research.

**Slide #11** – The next slide is the research in process. This allows me to show the extent of additional commitment to the company to prove its product works.

**Slide #12** – I added this slide to make a business point. There is an old adage in business – to dine with the classes you have to cater to the masses. This slide enables me to show that research so far has been done on issues that impact EVERYONE. Since the research is global in nature vs. specific, it shows that your product has value to anyone in the world.

**Slide #13** – It is rare to be a supplier to an Olympic team. Most people understand how difficult it is to “earn this honor”. This slide shows that NSA is the supplier to 3 Olympic teams. I also point out that it is the only nutritional product in the world that is utilized by these 3 teams. When Olympic teams use your product because of its value, it really separates you from the crowd and also adds credibility to your product. I also explain that this type of “visibility” is “priceless” because you cannot buy it and it is almost impossible to achieve.

**Slide #14** – The final “credibility slide” is on the NSF designation. The information about this designation is on the NSA website. You should read and understand it because Good Manufacturing Standards is a major regulatory focus right now. The fact that the company has NSF designations separates it from most nutritional companies in the marketplace. The NSF sport takes the credibility to the next level because it is a higher level designation and allows the company to get into elite sports markets (i.e. Major League Baseball, Major League Football, etc.) where banned substances can destroy people’s careers.

**Slide #15** – This is where I begin to set up the rest of the presentation that focuses on the future and also the “Momentum Drivers” that are important to understand if you are analyzing the future potential of the Juice Plus business culture. The slide has an important phrase at the bottom that again reminds them of the “critical thinking” necessary to make a good decision about any opportunity.

**Slide #16** – This is the set up slide for this Momentum Marker. I mention with this slide that systems matter in any culture. They create the ability for success and duplication. They take away the need to “figure something out” because the systems are in place to “conduct business” vs. trying to figure out how to do business.

**Slide #17** – This is a slide that explains business. In essence, all business falls into these 3 boxes. Innovation is about change and finding out how to put the “business pieces in place” so the culture can focus on “doing business” vs. “preparing for business”. I explain that innovation is necessary but that it is also the major failure point for all businesses. The business opportunity that gives someone the highest probability for success has systems in place so that innovation by distributors is not necessary. This means the model, product, management, etc work. No one has to figure it out. A distributor can focus on learning the systems vs. creating them from scratch. I explain that the “marketing box” is where growing businesses focus most of their time and resources. The ideal business is one that focuses on marketing, has been through innovation, and doesn’t get buried where management and admin become more important than marketing. I also explain the importance of having systems in all areas of business, which enables me to further this discussion in the next slides.

**Slide #18** – I walk through some of the basic sales systems with NSA. The audience needs to understand (1) these systems exist, (2) they came from the field, (3) they are proven, (4) they are teachable, and (5) there is more than one sales system.

**Slide #19** – This slide is on sales support systems. It allows me to demonstrate the level of commitment, time, and money the company has spent (and continues to spend) to support its distributors in the sale of Juice Plus and the Virtual Franchise. This shows the company is NOT just about sales but also provides extensive tools to help distributors succeed in the sales process.

**Slide #20** – This enables me to show other sales tools beyond the website. It demonstrates the extensive nature of the tools, systems, and aids available to distributors to help support their sales efforts.

**Slide #21** – This is where I transition from sales support to distributor support. There is a VERY KEY point regarding this slide. That key point is that this culture is about success vs. enrolling people. This is important because it separates yourself from so much of the MLM world. People need to understand that NSA's focus is on the success of distributors, not just getting them to sign a distributor application. I also like to discuss this in more detail so the audience understands that the nature of the JP culture is relationships over sales. The simple business principle is that "sales are a path to failure in business when they become an event vs. part of a process to earn a relationship".

**Slide #22** - Now I set up one specific program – the Juice Plus Effect. This program is a way to show NSA's commitment to earning relationship with customers. I point out that a major focus of the company is retention of customers and that

was the core reason for the development of this system. In essence, I go through this system in detail so I can stress that relationship systems are a part of the NSA management focus, not just sales systems. I also show in the following slides how well it works which enables me to show the value the company provides to both customers and distributors with this program.

**Slide #23** – This is just a quick overview of the Juice Plus Effect System.

**Slide #24** – This allows me to focus on one of the key driving forces behind this program – results. It allows me to demonstrate once again the uniqueness of the product.

**Slide #25** – These are the initial test results for the Juice Plus Effect. I stress the results as they relate to the retention of customers.

**Slide #26** – This slide is to show that 25% of customers purchased additional products through the system. This stresses that customers see value in both staying on the product and taking other products in the Juice Plus family.

**Slide #27** – This slide discusses the email campaign that is part of the Juice Plus Effect. I like to explain that the culture understands that customer's relationships are with distributors but the company tries to take a role in helping distributors retain customers.

**Slide #28** – This slide allows me to discuss the brochure that goes along with the program.

**Slide #29** – This slide allows me to mention that the effort to serve customers at a higher level is an on-going effort at NSA and these three areas are ways the

company seeks to expand the job they do for both customers and distributors. It is important the people understand the company's CONTINUED commitment vs. a one-time system.

**Slide #30** – This slide is what I call the “business dashboard”. It really summarizes that systems are serving the business. It looks at the business at three different levels (customer, initial distributor, and then proven distributor). It looks at key “performance markers” in each area. It allows you to demonstrate that the culture is growing because all the key components of the business model are working and growing. I make a point when it comes to “leadership retention” to point out that the reason this is NOT growing is because it is hard to improve a 98% retention rate. I point this out to emphasize that leadership in this culture tends to remain with the culture. I also point out how rare this is in any business culture where the “revolving door of leadership” has become the norm vs. the exception.

**Slide #31** – This slide allows me to walk through the company's role and the distributor's role. It allows me to show the extent of the systems and process that NSA provides to its distributor base, and also the ability the distributor has to “focus on marketing” because of the role NSA takes in the business process. I tend to remind everyone again that any business that has a marketing focus where innovation and admin/management are handled by others is the easiest business to make work.

**Slide #32** – This is the next slide in the “Momentum Drivers” that leads into my discussion on the nutrition industry.

**Slide #33** – These are the Worldwide nutrition numbers from the recent global nutrition report that is done every 2 years by the Nutrition Business Journal. I stress that this report is paid research and one of the most recognized sources in the world for data on the nutrition industry. The chart shows some important points. First, that sales have consistently grown. Second, sales are predicted to continue to grow. Finally, they expect the pace of sales to be consistently around 6% annually. Often I will point out that the growth of the Juice Plus sales have been consistently higher than industry growth rates.

**Slide #34** – This slide shows that the worldwide nutritional business does over \$270 billion in sales and that Juice Plus is very well established in the major markets around the world. I tend to point out that the US is the number one market and also a key factor in most global markets.

**Slide #35** – I used this slide because this was a “U.S. Presentation”. This slide shows the past and forecasted sales data. It too shows consistent growth but there is a major difference – U.S. sales growth rates are larger than global growth rates. This shows that the U.S. market tends to move faster than the international markets and this trend is expected in the future.

**Slide #36** – This shows U.S. sales by marketing channel. This is a means to show that MLM is a viable and accepted marketing channel. It helps change thinking of those that seem to believe MLM is a pyramid or illegal business model.

**Slide #37** - This breaks down the chart above from total nutrition to just a look at supplementation. I put this in to show that when it comes to marketing supplements, that MLM is even a more viable and utilized marketing channel (increases from 7% for the entire nutrition industry to 18% for supplements). I

also point out that the MLM marketing channel has grown by over 20% annually from 2006-2008.

**Slide #38** – This is one of my favorite charts because it allows me to look at a few key business issues. First, I point out that those who understand the value of good nutrition are the ones spending money to have good nutrition. This is important because it shows it is best to focus on those with that belief vs. trying to educate those who do not believe in the value of good nutrition. Although only about 5% of the population has this belief, they represent almost 27% of all spending on nutrition. Second, it shows that this group is willing to spend more on average than the monthly costs of taking Juice Plus. This demonstrates that your product is fairly priced and that there is room for growth and customers taking additional products in the Juice Plus family. I also point out that one of the key trends is that the movement is toward a more educated distributor. Society is driving this process and consumers all over the world are learning the value of good nutrition and making changes to achieve it. This means that those who spend on good nutrition and supplementation should grow in the future.

**Slide # 39** – This slide covers the 4 key components that are driving the nutrition industry worldwide. Aging matters because populations around the world are getting older (especially the US, Europe, and Japan). People are living longer so staying health has become paramount to this group. Often I will get into a discussion about how this demographic group will become a major part of the MLM movement in the coming years because their profile is such a great fit for this industry. The second point talks about the major issue driving all nutrition – chronic disease. I cover this in detail later in the discussion so I don't spend time

covering it in detail here. The third point is a growing middle class. The simple truth is that those spending money on nutrition can afford to do it. As the middle classes in major world markets grow, so will the number of consumers spending money on nutrition. Finally, I discuss the regulatory movement. It is important to get educated on the regulatory movement because it is going to really help the Juice Plus business. I wrote a blog on this (and the nutrition industry) and you can read more about it at <http://www.gordonhester.com/?p=252>.

**Slide # 40** – This is the set up slide for my discussion on the Wellness Movement.

**Slides 41-44** – These are covered in my product “Capitalizing on the Wellness Industry”. You can take notes from there vs. me detailing them in this document.

**Slides # 45-49** – These are specific examples of the “Awareness” that is mentioned as part of the “discontinuity” from the previous slides. It gives specific examples and data to support awareness globally and in the US. There is a vast amount of additional data that could be incorporated into these slides.

Remember, the goal is to demonstrate awareness, not to communicate for hours on a point the audience probably already understands.

**Slides #50-52** – These are the slides that demonstrate specific change with individuals, businesses and governments around the world. As noted above, there is so much more data available to support change. However, the key is to use data to support a point but not to overdo it, especially if the consumer already understands the conclusions supported by the data (i.e. that change in healthcare is occurring all over the world)

**Slide #53** – This slide looks back at where Juice Plus is on the S-curve. The key point to this slide is to help everyone understand that the product journey is past the point of wondering if society will accept the product (this is the typical failure stage of innovation) and is at the final stage of innovation and about to move into the growth phase.

**Slide #54** – This is a set up slide for my discussion about the business model. I help everyone understand that the business model is as important as the product. That is why you always have to look at the model. This section focused on explaining why this business model is the right fit for this market. It is also designed to explain the business model.

**Slide #55** – This slide is a graphic that points out that the Virtual Franchise is a “hybrid business model” that takes the best from 3 proven business models (MLM, Franchising, and Corporate America)

**Slide #56** – This slide looks at what the VF takes from MLM and what it discards. The key point that I emphasize is that Juice Plus is the exact opposite of the industry reputation. The industry reputation is Over Promise, Under Deliver. It has earned a horrible reputation because it has done just that with people’s hopes and dreams. However, the Juice Plus model is about Under Promise, Over Deliver. The core of the business model has ALWAYS been the end consumer (consumers who take the product without being compensated for doing it). This represents about 90% of the total sales. This is unheard of in the MLM industry. I think this slide is a critical slide to set apart the JP culture from the rest of the MLM world.

**Slide #57** – This is a graph of the worldwide sales from 1991-2009 in both sales and sales people. It shows a couple key points. First, the model has been an effective business model for a long time. Second, the model is consistently growing in both sales and distributors involved in the business. I always point out the numbers in 2009 (over \$114 billion in Worldwide sales and over 62 million distributors). I do this to show that this is a viable and accepted business model, not an illegal marketing scheme.

**Slide #58** – This is a repeat of slide #56. I have the presentation set up where I start slide #56, go to slide #57 and then go back to slide #56. That way I can show the “proven business model” by showing the numbers and then cover the rest of the slide after going over the numbers contained in slide #57.

**Slide #59** – This is a list of the criteria that determines an “illegal pyramid”. This list came from the U.S. Supreme Court case between Amway and the FTC. It was the landmark case that defined pyramid sales. While I sometimes will walk through each criteria and show how JP is the “example” vs. the “warning”, often I simply point out that NSA and Juice Plus do not violate ANY of these 9 areas which is why it is viewed as a viable business vs. an illegal pyramid. I think getting educated on these 9 points and how NSA is different is a good learning initiative.

**Slide #60** – This slide is designed to look at the franchising component. It notes that the VF takes a couple key tenets of franchising – systems, training, and branding. I talk about each of them in context of (1) their importance to the business and (2) how they are part of the NSA business. I also show that franchising is expensive with specific examples. At the bottom I show some recent trends in franchising that show franchising is adopting some of the critical

tenets of MLM (low costs, low fixed costs, etc.), because the new economy is hurting the ability for more expensive businesses to find money. It is also a testament that many new business owners are NOT prepared to take on excessive financial risk so a “low cost opportunity” is an important tenet of a business model in the New Economy.

**Slide # 61** – This slide looks at what the VF takes from Corporate America. It is pretty self explanatory.

**Slide #62** – This slide is the overview of the VF model and covers the key components about the model.

**Slide #63** – This slide looks at the specific tenets of the VF model. It is beneficial to talk through each tenet and explain why it is important. Low costs is important because (1) new business owners do not have access to capital (loans or investor money), and (2) new business owners are not prepared to take on great risk by taking on larger initial investments. Low fixed costs is important for the same reasons as above. Home based businesses are booming because it is an inexpensive way to run a business (obviously there are a lot of other benefits to a home based business). Quick profits matters because time is the enemy for people who need to make money. In the New Economy people cannot afford to wait years to turn a business profitable. The VF is a quick profit model because (1) low fixed costs, and (2) the business systems are in place so all someone has to do is learn them and apply them to be profitable. When you take away large investments and have a short “learning curve” positioned around proven business systems, then it is pretty easy to quickly turn a profit. Time flexibility is an issue because time management is a common problem in our society. Most people

have to work and have other responsibilities. The right business model allows you to work when you can and when you want. Too much time structure and demand hurts business models in this type of an economic climate. Relationship income is explained in the next slide. Global marketplace is also explained in the next series of slides.

**Slide #64** – This slide is a critical slide to help people get an understanding about this business model and to have realistic expectations. I typically start by explaining the “business wealth formula”. Value is the “you part”. Leverage is your ability to have relationships and other people be a part of the process. Without “relationships” being part of your compensation, you are the only factor that drives income. This is the typical business model of exchanging dollars for hours. To get wealthy in business, you have to figure out how to get paid from the efforts of others (on-going customers, distributors, employees, etc.). Once I discuss the formula, I focus on the graph. The graph shows that until you reach “critical mass”, you must devote more time and money to your business. This is the “investment period” of your business. Remember, it takes time and effort to build and cultivate business relationships. However, once you reach critical mass, the game changes. At this point, what you are paid is often much greater than your individual value because you are getting money from relationships vs. just your efforts. The goal is to build beyond critical mass in any relationship business because this is where you achieve wealth. I typically use Jeff Roberti’s story as an example to demonstrate this process. There are other leaders that have similar stories but I think having a story to demonstrate the graph is very useful in people understanding the concept behind the graph.

**Slide #65** - This is the last setup slide on the international markets and potential global exposure in the future. It is important to point out that the right business model is proved in the global marketplace but also has a lot of room for expansion. I always point out that the VF model allows you to have distributors (and get paid) in all markets. Again I often use Jeff as an example since about 50% of his income is international and he is paid in over 20 worldwide markets.

**Slide #66** – These are the current NSA/Juice Plus markets. I like to point out that many of these markets have large annual sales and lots of distributors marketing products. This shows these are proven markets for this type of a business model.

**Slide #67** – This slide makes some key observations about the current markets. It is designed to demonstrate that even in the existing markets, NSA is still in the Innovation Stage of the S-Curve. It shows the untapped potential of these markets.

**Slide #68** – This slide shows the huge worldwide markets where Juice Plus is not available. Again I walk through the size of these markets to demonstrate the potential for JP sales if these markets open in the future.

**Slide #69** – This slide demonstrates some key conclusions about the markets contained in slide #68. Basically it shows that as successful as JP has been so far (16 years and over \$3 billion in sales), it has not even been marketed in 3 key geographic areas around the world. It clearly shows that the global expansion of Juice Plus is in the early stage of the process.

**Slide # 70** – This is a “catch all slide” to help me walk through the key points about the Juice Plus Model. It allows me to wrap up the presentation and cover some key “takeaway points”.

**Slide #71** – I believe a closing statement is important for any presentation. “Why Now” is how I get into a discussion on (1) why you have to focus on income to survive and thrive in the future, (2) why you have to start now to get ahead of what is coming (plant the seed before you need the harvest, and (3) the importance of taking “ownership” of your financial future vs. leaving it in the hands of others in a world that continues to take and take. Click on this blog to better understand these points - <http://www.gordonhester.com/?p=125>