Welcome to Wachters’, the most unique financial opportunity in Network Marketing today. Wachters’ has been in business for over seven decades, supplying our Distributors and customers with a complete, nutritious and environmentally safe line of products. The success of Wachters’ Executives and Distributors comes from the fact that the products sell themselves. Once you have tried Wachters’, you will know that no other products in the world compare to ours because of our Exclusive Blend of Sea Vegetation.

You have taken the first step in joining a company that is not only offering you a profitable financial opportunity but, because of our over seven decades in business, you have the security of knowing Wachters’ will be in business long in to the future. Wachters’ is a company that thousands of people have retired successfully from and because they have built a strong sales organization, they are still receiving a monthly bonus.

You have taken your first step in beginning to reap the financial rewards that Wachters’ offers.

Wachters’ Distributors are able to sell products wholesale to Distributors or retail to retail customers. Your Distributorship is your own business to structure as you find most comfortable and profitable. As a Wachters’ Distributor, you are able to set your own working hours, your income goals, and your level of commitment.

Wachters’ Sales Plan will provide you with an income. You will realize a substantial profit whether you operate our business as a part-time business or as a full-time career.

Begin by defining your objectives:

What do you want from your Wachters’ business? It is important to decide where you are going, what are you doing and how you are going to get there. Think of your business like a trip. You need to decide where you would like to end up before you can map out a route in which to get there. Decide your income goals. The higher the level of income you can envision, the more you will be able to achieve.

How to get there:

The first step in your business is to sponsor and train Distributors. Sit down and create a prospect list.

List of 100 plus names:

Family
Friends
Co workers
People at the gym you work out with
Hair Salon
Nail salon
Facialist
Acquaintances made at your children’s schools
Church
Grocery store
Recreation classes
Restaurants
Enrichment classes
Financial associates/accountant/bankers
Cleaners
Repairmen
Neighbors
Club associates
Chiropractors
Massage therapists
Physicians and related services
Holistic health practitioners
Golf/tennis/croquet/polo/jogging/walking partners
Hotel staff
Travel agent
People sitting or standing next to you

A potential Wachters’ customer or Distributor is anyone you come in contact with in your daily life.
A Basic Guide to the Approach:

Divide your prospect list into segments and set goals to phone a group of people each day. Start by telling them that you have found an inspiring company that has great products that work.

Explain briefly about the nutritional value of Sea Vegetation, that ingredient that sets Wachters’ apart from the other companies. Assure them that these products are something they would like to try. Share with them your positive results with the products. Tell them about the Wachters’ website at www.wachters.com so that they can become familiar with Wachters products. Wachters’ product testimonials are available on line for them to hear or read. Explain to them that there are nutritional programs and product labels right on line so they can easily review all of the information to help them select some products.

Always be:

Enthusiastic
Confident
Sincere

Explain that all Wachters’ products have a money back guarantee.

1. Remember that the prospect is interested in self; do that which appeals to your prospect rather than that which appeals to you.
2. Everyone is important, especially your customer. If you don’t believe this, try doing business without them. Make your customer feel their importance. Compliment them, mention their name, be impressed with the things they have done.
3. Our business caters to the customer’s welfare. Help a person enjoy better health. Share information that can help them.
4. The buyer is important. Never just “drop by,” instead, bring something with you – a piece of literature that you would like them to look over or a new product – but never say, “I was driving through the area and thought I would just drop by.”
5. Positivity breeds positivity. If you want your customer to produce positive results, you can’t enter in a gloomy, grumpy mood. You must demonstrate and motivate the customer to be positive. SMILE!
6. The first few minutes of the approach are crucial. This is why it is very important within the first few seconds to establish a strong buyer benefit with the customer. The customer will listen only if you can benefit him.
7. Before you visit your customer, go over your customer record cards. Go over any advance information you might have about the customer’s needs. Consider his problems and circumstances before you see him.
8. Wachters is the BEST.
9. Never knock another product. Point out the benefits of ours. If it is brought up during the course of the conversation, get back to Wachters’ home territory.
Making contact:

Phone you prospect soon after you have mailed or e-mailed them the information. Determine if this person would be more comfortable meeting with you personally or in a group meeting with other prospects and you. You can have them listen to one of our opportunity calls on line also.

Create a Customer File

Create an index card for each prospect you have contacted.

Note:
1. Name, Address, Telephone number
2. Brief conversation notes
3. Level of response
4. Date to re-contact

The Meeting

Meet in a first class place – remember you first impression is a lasting impression. Always be positive and enthusiastic.

Remember:
Attention
Interest
Desire
Conviction
And Action
Make your business successful. Know your products and marketing plan so that you can share this confidently with others.

Wachters’ is Unique

Wachters’ sales plan, products, company, family and history are unique in that Wachters’ is built upon a solid base of over seven decades of manufacturing and sales history. Many millions of dollars worth of Wachters’ products have been sold. They have brought satisfaction to the public, and sell repeatedly.

Your business starts the moment you sell one Wachters’ product.

The rewards are based on consumer sales and not on finder’s fees, and no territories in the United States and Canada are assigned. Each Wachters’ Distributor may sell Wachters’ products anywhere in the World.

Your Most Powerful Demonstration:
Your most potent demonstration is the Wachters’ envelope of dehydrated Sea Vegetation. When you drop this Sea Vegetation in a glass of water, it will “come back to life,” and swell to twelve times its size. The power of this demonstration exemplifies the life in The Wachters’ Exclusive Blend of Sea Vegetation, its bulk forming factors and its vibrant green chlorophyll. You can pass it around to be felt for consistency and for bulk forming qualities. Show the size before you place it in the water, and after it’s placed in the water, demonstrated the tremendous return to its original shape and size. This demonstrate the powerful dehydrated nutrition of Wachter’s Sea Vegetation, held in suspended animation until taken into our digestive system.

During your meeting explain that Wachters’ is not a Pyramid. Briefly discuss the Wachters’ Basic Four Supplementation Program and liquid chlorophyll. Ask them to take it home and try it. Explain that there is a money back guarantee if they are not satisfied. Don’t forget that your personal stories are important – share them.

List the results of the meeting on the customers’ card. Be sure to follow up on prospects that did not attend.

Follow up with your customers to hear their positive results with the Wachters’ Basic Four supplemental program and personal testimonials. Set up your second meeting during this conversation.
A basic Guide to the Approach

The Second Meeting:

Your second meeting should focus on the financial opportunities with Wachters’.

Explain how Wachters’ has its own production facility where development and manufacturing takes place.

The Wachters’ foundation of honesty, integrity, quality and its economic soundness have made it a phenomenon and a sparkling success in the business world.

Present the sales plan, remembering to keep your presentation simple and easy to duplicate. Personal stories and visual aids assist in quick response.

Show them the Wachters’ sales plan and the three ways to make money with Wachters’.

Answered Questions are Important

It is important that all questions are answered. Be sure to leave ample time for all questions so everyone understands the marketing plan.

Ready to Sell:

Your prospect has had the opportunity to try Wachters’ quality products and review the Sales Plan. They know Wachters’ is for them. They have a winner and they are ready to share it with the world.

Wachters’ sales plan has a long and successful history. Share your success and have others in the meeting share their successes. You, as a Wachters’ Distributor, can be proud of the Wachters’ Company. It has an over seventy year history, and offers financial soundness.

It is easy to think of four people that you can sponsor. Encourage each new Distributor to purchase $150 RPV so that they can immediately earn a bonus. When you sell $150 RPV, plus the four people you sponsored sell $150 RPV, you have earned the status of Assistant Executive Distributor. You will be paid a higher bonus. Next month, teach the four people you sponsored to do the same as you did and sponsor four people each. It will not be long before your total RPV reaches the level to become an Executive Distributor. At this level you will earn 30% between wholesale and retail, 5% on your distributor sales and up to a 27% bonus on your total group volume, plus the opportunity for down line bonuses. All Wachters’ bonuses are calculated on your monthly RPV (Reported Purchase Volume).

As your organization grows, your volume grows and your income increases. Every time a new Distributor is successfully sponsored, your investment multiplies.
Teaching:

Teach your Distributors how to clearly, simply, and accurately teach their Distributors about Wachters’. As you continue to teach your Distributors how to teach their Distributors and so on, you will establish a solid, profitable foundation.

Pat on the Back:

It is essential to recognize the success of your Distributors. Bring it to the attention of others. Publicly recognized your Distributors for their accomplishments. Your Distributor will work harder and follow the shining example before them. It is important to emphasize that it is easy to be successful when you follow your ultimate goal.