

ZINZINO

TAKE THE ZINZINO EXPRESS **TO YOUR SUCCESS**

The fastest route to living your dreams



EXPRESS START | **EN**





Name _____

ID# _____

Support line

Sponsor: _____

Phone: _____

Email: _____

1. _____

Phone: _____

Email: _____

2. _____

Phone: _____

Email: _____

3. _____

Phone: _____

Email: _____

4. _____

Phone: _____

Email: _____



DISCLAIMER

This manual has been made by Zinzino. All rights reserved. We take no responsibility for errors in source materials, printing errors and changes that have occurred after the printing of the manual. The methods suggested have had successful results for many, but cannot be guaranteed. We hope they will give you a great start in building a large and successful business.

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What if there was another option than working 40 hours a week for 40 years?



This is
Zinzino

Our **vision:**

Everyday we inspire change in life!

Our **mission:**

We inspire Health and Wealth for our customers, family and friends. By being the most customer friendly directsales company in the world. Every day.

Our **goals:**

Reach 20 million customers by the end of 2035.

Congratulations!

You've made a great decision. We are thrilled to have you as a part of the team and together with us on the journey to inspire health and wealth for our customers, family and friends.

AN ALTERNATE CAREER

Our alternative is more mobile, gives you more options and focuses on you living life on your terms. The choice is up to you. Many people choose to start Zinzino part time with 10–15 hours per week. Some people are happy

building a second income, while most work with Zinzino to build a career that gives time, flexibility and the financial freedom that is required to give you your dream life.

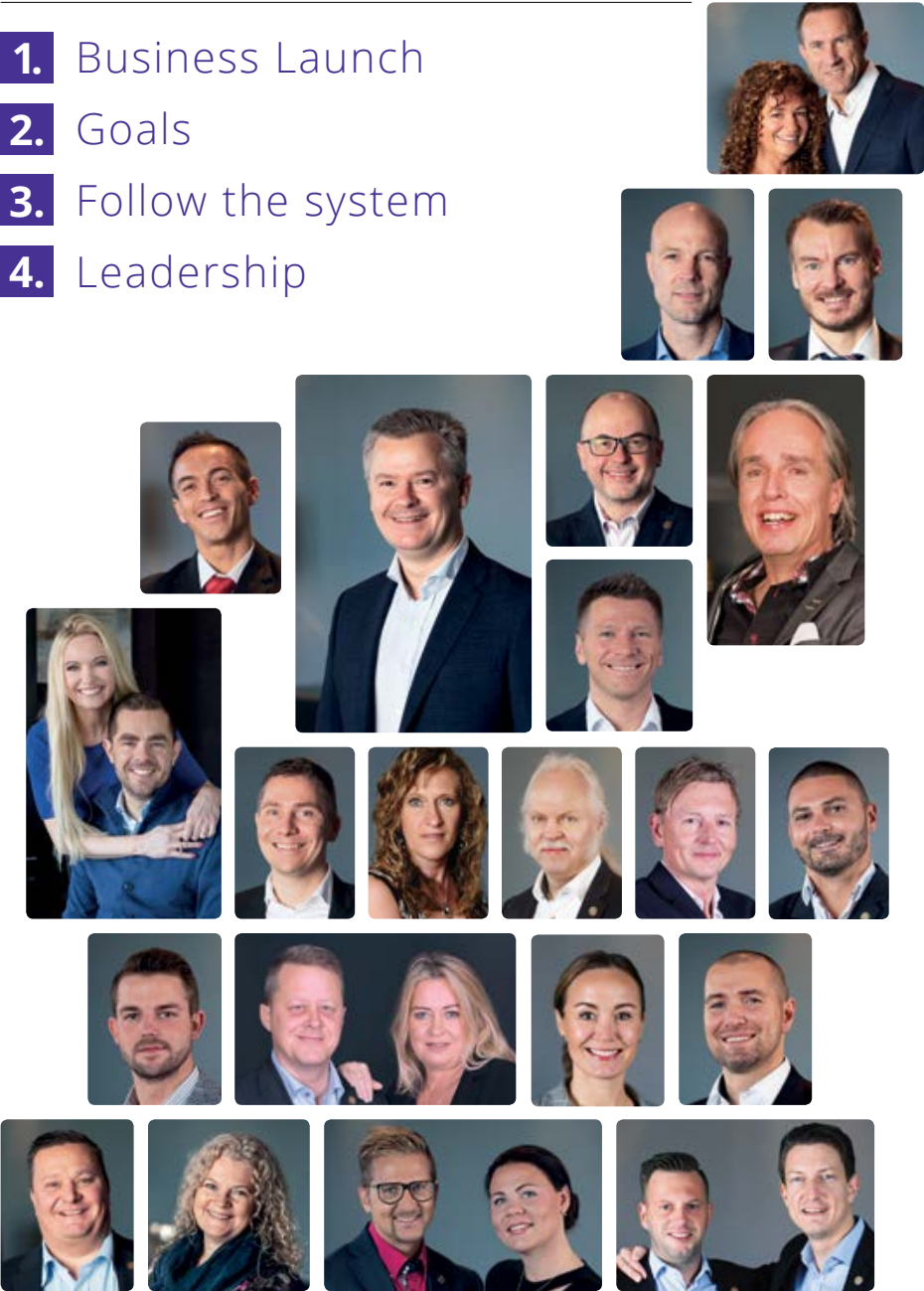
To build your own business requires effort in terms of time. The unique possibility in our business model is that you can switch capital investment, that normally is required to start your own company, with time investment. By working purposefully, you can within 3–5 years build an organization that gives you the opportunity to live as you desire.

Our **values:**

- *Together*
- *Innovative*
- *Integrity*
- *Personal growth*
- *Recognize effort & result*
- *Kaizen – Continuous improvement*
- *Ambitious & inspiring community*

Express Start

- 1. Business Launch
- 2. Goals
- 3. Follow the system
- 4. Leadership



1. BUSINESS LAUNCH

WELCOME TO THE TEAM

Our Business Launch is a 1 hour meeting where we focus on teaching you the basic activities to get your business started.

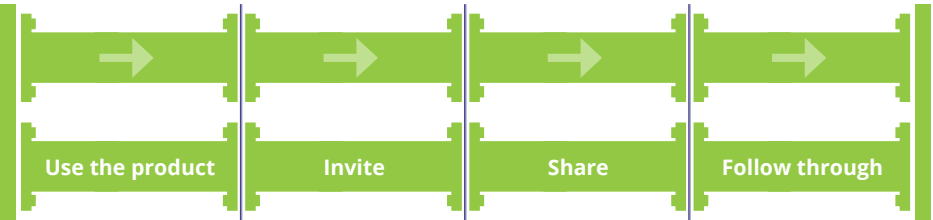
Remember that making a specific goal plan is essential to your success. So even though we teach you the activities to get your business launched first, always take the time to make a Goal plan either by yourself or with your sponsor during or after the meeting.

- ☐ **Take the test and start to use the product**
 - Have the product on a Zinzino4Free AutoOrder
 - Make a plan to qualify for Zinzino4Free
- ☐ **Build your Contact List of 100 + people**
- ☐ **Share the Scandinavian Health Breakthrough with your family and friends**
 - Roleplay the invitation
 - Schedule the meetings
- ☐ **Book your first 10 meetings**

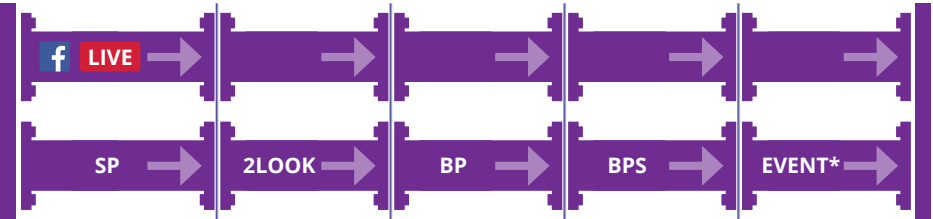
	Name	Customer	Partner	Date
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

Method of operation

BUILD YOUR PERSONAL CUSTOMER BASE



BUILD YOUR TEAM



* **Enroll in the system**
– Buy your next event ticket

☐ 30-60 days goal

Ask your sponsor to repeat the benefits of the “30-60 days goal” plan.

- Smart Bronze
- Fast Silver
- X-Team Express

We recommend you make your 30–60 days goal plan together with your sponsor.

Make sure to prioritize some time to focus on what you want to accomplish though Zinzino by reading through the Goal-section of this booklet and writing down your goal-plan at page 17.

Action Steps

– your first two weeks:

- ☐ Business Launch together with your sponsor
- ☐ Make your 30–60 days goal plan
- ☐ Book your first 10 meetings
- ☐ Go through the Check list

Learn the product

- Participate at trainings and workshops
- Watch the Videos at zinzino.tv
- Read the information in the back office
- Read relevant books
- Use your support line



Checklist

- ☐ Create a Z4F AutoOrder
- ☐ Write your contact list of 100 + people
- ☐ Schedule your first 10 meetings
- ☐ Open 50–100 dialogues to build relationships (social media, E.g. Facebook)
- ☐ Install the Apps: GoCore & Zinzino Balance App
- ☐ Join Teamzinzino Facebook Group
- ☐ Watch the training videos at zinzino.tv
- ☐ Invest in work material:
 - 10 pcs Customer Presentations
 - 10 pcs Customer Offers
 - 10 pcs InfoZinzino
 - 5 pcs Express Start
- ☐ Visit zinzinotest.com and registrate your BalanceTest ID
- ☐ Buy a ticket to the next Event
- ☐ Back Office Basics:
 - Create your Zinzino Web account
 - Calendar
 - Library
 - Product information
 - Order business cards
 - Partner price list
 - Order products
 - Print invoices for product purchases
 - Print commission report

2. GOALS



***"I dream my pictures
and paint my dream."***

Vincent Van Gogh

Almost everyone has big dreams. Zinzino's career plan has no limits to where you can go. The key to motivation lies in your dreams and is essential to creating a Zinzino career. Dream power will get you through the tough moments when the results aren't what you want them to be. If that happens, think "What if I made Crown?" or "What would I do if I were a Zinzino President?" A vivid imagination of that answer, will create a deep inner desire to succeed. You will feel hungry for results. Zinzino wants to be the company that can help you fulfill your dreams. Partner with us, become a leader and achieve your dreams. Why not?

When you have put in the effort, you deserve it. Yes, you are worth it! Create your personal dream list. Use common sense, but don't forget the power of dreams. Without the power of dreams we wouldn't have electricity, airplanes, cars, internet, technology and other inventions that were unthinkable only a few years ago. It's the power of dreams that are behind those inventions, which gives us all the tools we have today. And it is the power of dreams that can take you to the ultimate success experience. Let us dream and achieve our dreams together!

Set goals

Decide what it is you want from your business. Are you interested in free products, some extra cash to cover the down payment of your car, or total economic freedom? Regardless of your goals, we recommend you follow the SMART-goal model.

Goals are dreams with a time limit. If you don't write them down, you are planning your failure. H.L. Hunt, one of the world's richest men in the middle of the 19th century, said:

Make your goal:

Specific
Measurable
Atttractive
Realistic
Time-managed

***"Decide what you want,
decide what you are
willing to exchange for it.
Establish your priorities
and go to work."***

H.L. Hunt

Desire **vs** Income

Most people have a wish circle that represents all their goals, dreams and hope for the future. At the same time, they are confronted with an income, or the reality circle. In many of these cases, there are no resemblances between the two circles. The wish circle is usually enormous, while the income circle is often tiny in comparison.

Zinzino wishes to give you the possibility to expand your income circle, so more of the wishes you have, can be a reality. The first step on the way is to lay down some concrete goals on what you want to accomplish, and put down an action plan on how you intend to achieve it.



Goal **plan**

SMART:
Specific, **M**easurable, **A**tttractive, **R**ealistic and **T**ime-managed

10 things I want to have, do or be:

1. _____	Date _____
2. _____	Date _____
3. _____	Date _____
4. _____	Date _____
5. _____	Date _____
6. _____	Date _____
7. _____	Date _____
8. _____	Date _____
9. _____	Date _____
10. _____	Date _____

Set goals in 90 day cycles or from event to event. The more specific the goal is, the easier it will be to make a plan and reach it.

Title / Goal plan

90 days: _____

1 year: _____

3 years: _____

5 years: _____

To achieve this, I will put in _____ hours per week with Zinzino.

Planning for success

Family / Leisure		Work			Zinzino		
Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7AM							
8AM							
9AM							
10AM							
11AM							
12AM							
1PM							
2PM							
3PM							
4PM							
5PM							
6PM							
7PM							
8PM							
9PM							
10PM							
11PM							
12PM							

“Success is nothing more than a few simple disciplines, practiced every day.”

Jim Rohn

A Zinzino partner following the keys to succeed can achieve financial freedom within 5-7 years. What do you want your 5-7 year plan to look like?

Bring your partner or sponsor in on your planning. What were the dreams and wants you once had that got lost along the way? Realize your potential and create a burning desire for your dreams. This will keep you focused and motivate you through the first stages of your career.

«Throwing darts into nothing isn’t as fun as hitting the bullseye»

Remember that you rarely get something for free. You must always invest to get the results you want.

How will I get paid?

The Compensation Plan is explained in detail at zinzino.com. We recommend you study the Compensation Plan so that you can present it, answer questions about it, and plan motivational SMART goals with new partners based on it.

GET STARTED

All commissions from Zinzino are based on the sales volume of products gathered in one or more Income Centers (IC). An Income Center is a position in the network organization that you receive when you register as an Independent Partner in Zinzino. To start an Income Center you must, together with your sponsor, register yourself as a new partner. During the registration you will receive a partner ID and a password that will allow you access to the entire Zinzino back office system.

3. FOLLOW THE SYSTEM

- 1 Contacts
- 2 Get Customers
- 3 Show the idea
- 4 Help getting started
- 5 Referrals



CONTACTS

Write a list of at least 100 names and phone numbers. Start writing the names from your closest surroundings. This is the people you know, like and trust. Usually this is mutual. This is often people you wish to work with, since you have chosen them as friends. Your first results will, in the beginning, often come from this list.

Further, you can expand the list by bringing in the contacts you know, for example through work, school and organizations.

Acquaintances, through contacts you know, is also good to write on the list. The main point with the contact list is so you can brainstorm which contacts you have. By doing this you will have a list to work with and then be able to take the action needed to get in touch with new customers and partners.

When you are done with the list, you can start by prioritizing 10 potential partners, and 10 potential customers.



Zinzino Hub

The Zinzino Hub provides a path for even the newest person to grow their business and portfolio income.

The entire process of growing a Zinzino business can be broken down in activities around:

- **Sharing**
- **Presenting**
- **Enrolling**
- **Elevating**
- **Duplicating people**

In person we share our story, invite people to presentations, follow up asking them to enroll, and once they join the team we train them to

elevate their thinking so they can duplicate the same process.

How do you most effectively do these things while still mastering your skills? How do you work with contacts that are at a distance?

THAT IS WHERE THE ZINZINO HUB COMES IN

It gives you “done-for-you” content to Share that peaks your contacts curiosity and invites them to watch online video presentations. If they choose to fill out the form on an online presentation you’ll get a text message and email notifying you in real time that they’d like to move forward.



Not everyone signs up after the first presentation. That's why we've built a replicated webinar platform at Zinzino Hub so you can follow up and invite your guests to join a longer online presentation where the top field leaders help you sign up your contacts.

Once people join your team they have access to personalized training that walks them through exactly what they need to do to duplicate the same process.

Everything is tracked inside of a remarkable contact management system where in our next phase, we'll even highlight your top three opportunities at any time, so you'll always know exactly what your next step is. Learn more at zinzino.com.

Build **your list**

**If you get stuck developing your name list, use the list below.
You are sure to find ideas for new names.**

Acupuncturist	Fireman	Personal assistant
Aerobic instructor	Floorer	Personal trainer
Air stewardess	Florist	Photo model
Animal keeper	Football player	Pilot
Antique dealer	Furniture dealer	Politician
Architect	Geologist	Postman
Assistant teacher	Golf player	Priest / Pastor
Bookstore owner	Gynecologist	Professor
Bouncer	Hairdresser	Psychologist
Brick layer	Horticulturist	Receptionist
Bus driver	Hotel manger	Reporter
Car salesperson	Illusionist	Restaurateur
Carpenter	Industrial worker	Roofer
Cheese retailer	Insurance advisor	Scientist
Chiropractor	Interior decorator	Seamstress
Computer	Journalist	Secretary
Engineer	Kindergarten- teacher	Security guard
Convenience store	Lab technician	Shoemaker
Crane driver	Lawyer	Social worker
Dance studio	Librarian	Sports trainer
Daycare-at-home	Masseuse	Store owner
Dental surgeon	Mechanic	Student
Dentist	Media consultant	Surgeon
Designer	Missionary	Swimming teacher
Doctor	Music producer	Taxi driver
Editor	Music teacher	Teacher
Electrician	Musician	Truck driver
Entrepreneur	Negotiator	Veterinarian
Ergo therapist	Office manager	Waiter
Event planner	Optician	Welder
Farmer	Owner	Zone therapist
Financial specialist	Paper delivery man	



Name	C	P
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Name	C	P
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40.		

Name	C	P
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Name	C	P
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Name	C	P
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***Start with your
best customer
candidates***

Focus on customers

In addition to developing your team, is it important to build your customer base. It's through the sales of products you earn your income. Suppose you have 100 partners in your organization and they acquire at least 5 clients each. That will mean that you have a customer base of 500 people, we call that a T-balance. Total customer / partners. We are proud to say that we are among the very best in our profession in terms of number of customer per partner. This is an important value for us and something we are very committed to. Make sure that you are a role model who knows the importance of attracting customers.

BE THE BEST CUSTOMER YOURSELF

It is important that you familiarize yourself with Zinzino's products. Your own experience (why you love the products) is the best sales pitch you have. When you know the product line, you will be more comfortable when you introduce and demonstrate for potential customers and partners. The best-selling story is your own.

Naturally, your family often becomes your customers. The first customers are normally our loved ones and our nearest circle of friends. This is what we call the warm market.

Think through. Who in your close circle talks about exercising? Who likes to take care of their health? Who is in great shape? Who are concerned about diet and food? This is often your best customer prospect.

Before you start inviting, we recommend you to read through the "5 steps to successful invitations" on the next page.

Get help from your support team for your first demonstrations and view the customer videos at zinzino.com and zinzino.tv. To get your first 4 customers you will need, on average, to demonstrate to 10-15 people. Start with your best customer candidates.

Successful invitations

Choose what is the best way to contact your candidate. Anything you know by heart feels natural, you just do it because it's a part of you. After decades of experience working with direct sales, we have found the script, to the right and on the following pages, to work best when you start out inviting people to presentations. When you do your first invitations you often want to tell the reason why you contact them before you agree on a time to show them the product / business.

The reason, however, we have decided to agree on time and place first is because most partners succeed better when focusing on time, before the reason. This way you don't need to answer potential questions, but refer their questions to the agreed upon time where your sponsor will be with you to address these questions.

In the following pages we'll go through different ways to make appointments for customer and partner meetings. 5 steps for successful invitations is always the same, regardless of which product you like to demonstrate or if you are planning to show the business to a potential partner. What distinguishes the various invitations is the reason for inviting them. Practice makes perfect and after you have done it a couple of times it will feel natural and what you normally do.

- CALL
- TEXT OR MESSENGER
- VIDEO OR VOICE MESSAGE
- SEND INFORMATION OR DO THE MEETING

5 STEPS

TO SUCCESSFUL INVITATIONS

1

OPENING / SMALL TALK:

"Hi, it's «your name» calling. How are you?"

2

AGREE ON TIME AND PLACE:

"How does your week look?
Can we meet on
Monday or Wednesday?"

3

REASON YOU WANT TO MEET THEM:

"The reason I want to meet you is:
Health / Business"
(See different examples on the following pages).

4

TELL THEM YOU WILL BE BRINGING YOUR SPONSOR / FRIEND / COLLEAGUE & ANSWER POTENTIAL QUESTIONS:

"I'll bring a friend that I work with."

5

CONFIRM MEETING

"See you at Monday at 8 PM at the Scandic hotel!"



Open dialogs through Text or Messenger

If you want to contact someone you haven't seen in a while, it could feel unnatural to call directly for the purpose of arranging a meeting. One alternative solution is to "open" several conversations with a number of selected individuals through, for example, text message or Facebook instead. The main part is to start a dialog where you after a while find out who of your contacts have the potential to become a customer, partner or a friend. One example of such a dialog can be:

Step 1:

You: "Came across your profile here on Facebook. How are you?"

Step 2:

You: "What are you doing these days? / What are you working on currently?"

Find out what they do / work with and what you can focus on further in the conversation. Everyone is different. Some wish more spare time because they are busy with their job, while other are focused on career, being their own boss, having more time with their family, helping others or developing a team. Maybe they have special hobbies, are active in voluntary organizations or have a strong focus on training or health? The point is to get to know them a little better and find out if they are relevant as a friend, customer or partner. And what will be natural to focus on further in the conversation to spark their interest.

Step 3:

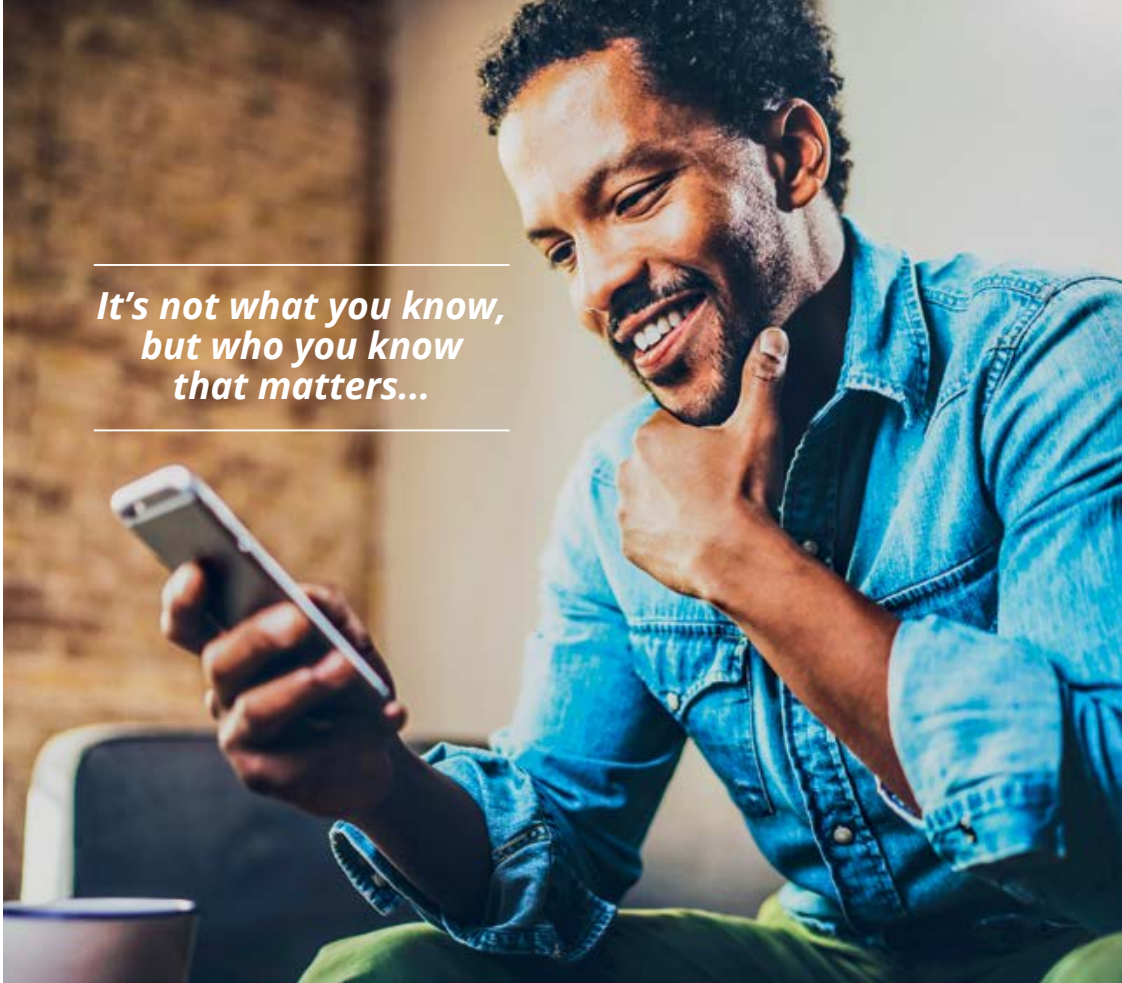
You: "Are you free for a coffee / lunch this week? Can I call you tomorrow?"

or:

You: "Straight to the point: I'm building a business in the area that you live and are on the lookout for some really ambitious persons like you. I would like to meet with you over a lunch or coffee without any obligation, if you are free this week? Is it ok that I'll call you during the day?"

or:

You: "I've just received a health challenge from a good friend of mine and I want to challenge you on the same thing! Is it ok that I call you during the day?"



*It's not what you know,
but who you know
that matters...*

Step 4:

Call the person and agree on a time and place to meet them. Remember the principle: "Less is more". The point is to decide the time and the place for the meeting over the phone, not tell them everything.

We recommend being personal in every message you send, but don't spend too much time on it so you never get to the point. Ideally, use the examples shown previously, but make sure to personalize each message according to the recipient. And remember: the point is not to agree on a time and place through text message or Facebook, but to open the dialog, "warm up" old, existing relations for you to then be able to contact with them over the phone to agree on a time and place to meet. Good luck!

Invitation to the Balance Presentation

Step 1: Introduction

“Hi, this is «your name» calling. How are you doing?”
«Small talk»

Step 2: Book time and place

“Can we meet on ____ (day) or ____ (day)?”

STEP 3: Tell the reason for why you want to meet them

OPTION 1:

“I have just been challenged to improve my diet and lifestyle and I would like to challenge you to do the same. I'll tell you more when we meet!”

OPTION 2:

“If I remember correctly you have always been committed to training / eating right / taking supplements.” (Choose the option that's appropriate for the person you want to have the meeting with).

“The reason I want to meet you is because I have just started to use an incredibly exciting product that I also market.

Have you heard about the Zinzino BalanceTest? It is a test that determines your fatty acid profile. A lot of people think that fat is unhealthy, but in reality there are both healthy and unhealthy fats. I will tell you more about it when we meet!”

OPTION 3:

“If I remember correctly you have always been committed to exercise and eating healthy. Therefore, I want to challenge you to do something that might be just the thing for you. I will tell you more when we meet!”

OPTION 4:

“The reason I would like to see you is that I want to show you a unique health product, that with a test, proves the function of the product, and gives you the answer on how your diet effects your body.”

OPTION 5:

“I know you are interested in taking care of yourself.

You mostly likely have heard of Omega-3? You maybe have heard of Omega-6 too? Omega-6 is primarily vegetable fat, while the main source of Omega-3 is often fatty fish. The problem today is that most people eat too much Omega-6 and too little Omega-3.

I have just started to work with a product that will help you achieve the original balance our cells were design for. I will tell you more about it when we meet, and I can promise you that you will find it very interesting.”

STEP 4: Tell you will bring your sponsor / colleague / friend

“Since I have just started this, I will bring my co-worker / a friend that I work with, with me. He / she will have more knowledge about the products than me.”

STEP 5: Confirm the meeting

“See you at your place on Monday 7PM! I'm excited to meet and tell you more.”

POTENTIAL QUESTIONS

1

“I KNOW THAT I AM ALREADY EATING HEALTHY....”

“Great! I would still like to meet you so I can show you how the test works and show you our products. It's without any obligation, of course!”

2

“HOW DOES THE TEST WORK?”

“It is a simple home test that only takes a few minutes. I will show you when we meet.”

3

“HOW MUCH DOES IT COST?”

“We have different offers. I will go through them when we meet.”

4

“WHAT IS THE PRODUCT?”

“It is a super-food ingredient that you can get in the form of an oil, and oil that mixes in water or capsules. I will bring samples so you can taste for yourself.”

5

“HAVE YOU RECEIVED RESULTS USING THESE PRODUCTS YOURSELF?”

“Tell about your own test results if you want. The best thing is that everyone will get the proof they need to see that the product is working, with the test. This is what's unique about it! Your first test results will tell you how your balance is today. And the second test after 120 days will show you the improvement that has occurred while using the products. In other words, you don't need to wonder if it works or not. We will prove it to you.”

Invitation to a party

OPTION 1:

"Are you available on ____ (day)?"

Did you know that I have started to market health supplements? For this reason I want to invite some of my good friends over to my place for some information and sampling. It will be an informal setting where we can have a pleasant time. I'll bring a friend / partner / colleague of mine with more experience with the products, so it'll be a lot of fun. Feel free to bring your wife / husband / partner / friend too!"

OPTION 2: (Focus on one product)

"Are you available on ____ (day)?"

Confirm the agreement:

"I'll see you then on ____ (day) at ____ (time)."

Please be on time so we can get started right away, it'll be great to see you!"

BALANCE



"Have you heard about the Zinzino BalanceTest?"

"It is a test that tells you how good your diet is. I am inviting a few friends over to show a product that I have now been using for 120 days and gotten great results with. I know you are interested in maintaining good health and I really want to show you how it works."

Invitation to Facebook Live

OPTION 1:

"Are you available on Monday at 8PM?"

"I know you care about your health and I would love for you to check out a health presentation that is live on Facebook then. A colleague of mine / expert that has (mention their experience) will host the presentation and he / she will also focus on how the supplements I work with can benefit your health. Is it ok that I add you to the event / group?"

OPTION 2:

"Are you available on Monday at 8PM?"

"The reason I ask is because I would love to show you some health products I have been using myself for a while that I have benefitted greatly from. On Monday there will be a health education about it Live on Facebook. Is it ok I add you?"

OPTION 3:

"Are you available on Monday at 8PM?"

"We are hosting a Live Health education on Facebook then and I would love your opinion about it. Would you mind using 30 minutes to check it out? Is it ok that I add you to the event / group?"

You choose yourself if you want to communicate over phone, text or messenger. In certain cases, you want to communicate the invitation through several messages. We would also recommend you agree upon a follow up time right after the presentation. If you have agreed to talk 30-60 minutes after the presentation, the likelihood of your guest paying more attention and actually log on increase.

Remember:

- Get permission to add people to the event / group.
- If it is an event you have initiated, show your guest how to push the button "Going".
- If you are inviting your guest to a group, explain that they have to answer the questions in the group to get access to the video and information.
- Contact your guest early same day to remind about the happening.

The process of building towards a Facebook Event is something we call a PRE-PARTY. This involves setting aside 1 hour every week to make the invitations yourself, as well as organizing so that your team is working towards a weekly event. Sometimes you may do it 5-6 days in advance where you gather your team in a zoom meeting and talk about the Process of Inviting toward the party and get every individual to commit to invite a number of people. The better you become at doing the work Pre-party, the better the results.

Successful demonstrations

HOW TO SELL THE PRODUCTS

We always go through a 5-step sales process. On the following pages we will first give you an example and walk through how to easily make a customer presentation of our balance products.

When you are new at this it is best to focus on one thing at a time. By practicing the balance demonstration as shown, you develop your presentation abilities. We recommend you to read through all the material and see the different training videos we have available online. Remember that the best way to learn is through practice, so get going today!



A 5-step process

- 1 INTRODUCTION:** Tell your own story. We don't like to be sold to, but we love to buy. So to get a customer's full attention you should always focus on what you like and why you made the choice of using the products. Ask yourself what you like the most and why you want to tell others about it?
- 2 IDENTIFY YOUR CUSTOMER'S NEED:** We wish to find our customer's interests. To find out if the potential customer has the need for our products, we need to get our potential customer talking about their specific needs.
- 3 PRODUCT PRESENTATION:** Introduce the product and the company behind the products. Through the benefits and facts we provide confidence and a desire to buy the product.
- 4 SPECIAL OFFER:** We present a special offer to customers through campaign offers we have available in different seasons.

Present the full price first, before you show the discount you can give. Use the answers you have gotten from your customer in the Need Analyses to present the right offer.
- 5 AFTER THE SALE:** We always ensure that the customer knows what he or she has agreed to and is happy. Tell them about your follow up plans. Happy customers gives referrals, and with the Zinzino4Free most customers are very happy to help you, so they can get their products free.

Customer demo

Balance

To learn the specifics about the different Balance products we offer, check out the FAQ at zinzino.com.

PREPARATION – BRING TO THE DEMONSTRATION

- BalanceOil, AquaX, BalanceOil Vegan, BalanceOil Capsules.
- BalanceTest (if you have one available).
- A selection of test results, including your own.
- Other products you want to present
- Customer Presentation, Customer Offer and Customer Start Order Form
- PC / Mac / Ipad: to show a video or complete orders online.



Before you go to a demonstration, ask yourself these following questions: What do you like best about the products and why do you want to tell your customer about it? Make sure to take with you the products you want to show. Have an informal conversation with your customer; don't put on the "sales hat" right away.

Step 1: Introduction

In the first part of the demonstration it is important that you focus on the conversation, relationship and friendship instead of products. We wish to create trust and reach approval by presenting the products. We recommend you to prepare by learning more from the videos online at zinzino.tv.

Tell your story. Nobody wants to be sold to, but most love to buy. To achieve the customer's attention you should always focus on what you like and why you decided to use the products.



Step 2: Identify your customer's needs

Ask questions. That's the key to create a successful demonstration. Your history is naturally important to create trust, but the focus should lay on identifying what their needs are, so you can find the best products for them.

QUESTIONS YOU COULD ASK

- ▶ "Is your health important to you?"
- ▶ "What do you do to stay healthy?"
- ▶ "Do you exercise?"
- ▶ "Are you interested in health related questions?"
- ▶ "Do you take any nutritional supplements?"
- ▶ "What do you think is the reason for today's health problems?"
- ▶ "Could you imagine testing your own balance?" (Omega-6 to Omega-3)
- ▶ "Would you be interested in a product if you could prove the effects with a test?"

Step 3: Presentation

We have made a short template for how to present the product in the Customer Presentation. You can also find this at zinzino.com, but the main focus is to communicate your own experience. This is more valuable than all the other histories. Remember that you never promise something to the client that isn't a approved claim from Zinzino. It is the long term effects by using ZinzinoBalance that is the big advantage with the product. Also, let your customer taste the products.



STEP 4: Special offer

Often the prospect will ask about the price during the presentation. A tip is to wait to hand out the Customer Offer until you have presented the products and explained the whole offer. This way, the focus will be on the product not the brochure with offers.

We wish to represent special offers to stimulate the desire to purchase. Remember to present the products for the full amount before you show them the discounts you are able to provide. By doing this you will provide the customer with the information on how much they can save. It's also easier for the customer to understand the complete price situation.

Find out what product your customer are most interested in. Present the full amount that test 1 and test 2 normally cost. Then show them how much discount they receive by getting a subscription or that they get both tests for free by having a subscription. After that, be quiet and wait so the customer can make up his / her mind.

Remember to tell about the money-back guarantee for those who receive a result which shows they have a 3:1 or better in their Omega-6:Omega-3 balance.

GOOD QUESTIONS

- ▶ "Would you consider taking the test?"
- ▶ "What do you want to achieve with the products?"
- ▶ "Do you want to order?"

Questions?

"I can't afford it" OR "It is too expensive"

Answer: "If I could show you a way to get the monthly subscription for free, would that be of interest for you?"

Inform about our Zinzino4Free program.

If your customers have more concrete questions regarding the products function or ingredients you will find most answers at FAQ online.

If your potential customer isn't ready to make a decision right away, make an appointment to follow up. The real question is if they can afford to miss the advantages with the product. Recommend therefore that the customer at least buy a test to find out what to change in his or her diet.



Advantages over Facts

Facts tell, Stories sell

Choose 3–4 personal advantages with the balance products that you feel relate to yourself the most and use them in your sales process:

- It tastes good
- I can still enjoy all the other things I like
- I have more energy
- You can use the products as a snack
- The test makes me feel safe
- I have seen the test results so I know it works
- Zinzino4Free: I get the product for free through the referral program
- Or choose some of your own...

STEP 5: After the sale

When you have filled out the order form with your customer, it is important that you inform them of the following:

- Ensure that your customer knows what they have agreed to and is happy.
- Agree on a time to meet to take the Test.
- Tell them about our Zinzino4Free program.
- Let them know that you will explain their test scores as soon as the analysis is ready.
- Give them your contact information and send them a thank you-email or text message after the presentation. Happy customers who get a thorough follow-up will give the best referrals!

INFORMATION FOR YOUR NEW CUSTOMERS

- Inform about shipping prices and deliveries. Read more on zinzino.com.
- Does your customer want extra products?
- Follow up on the customer after a week and make sure they start taking the products and help them understand their test results when they are analyzed at zinzinotest.com.
- Tell them about our referral program.



Facebook Live presentation

DURING THE PARTY

- Ask your prospects to refresh the page when the event start
- Like, Love, Comment and Participate during the event. This increases the value of the party for your guest. An example of this is that you share your personal Testimonial and Test score when the host is asking for it.

AFTER THE PARTY

CALL YOUR GUEST AND THANK THEM FOR WATCHING

- "Can I answer any questions?"
- "Tell your story. Why are you excited about the products?"
- Remind them about the customer offers available and ask the most important questions: "Would you like to take a test?" "Which flavor?" Finish the sign up or book a follow up meeting (face-to-face, phone, online)

IF YOU DON'T GET A HOLD OF THEM

- Thank them for participating over text message and ask when would be a good time to talk.
- If they didn't manage to watch at the scheduled time, ask them when they have time to watch during the next 48 hours and schedule a follow up call right after.

IF YOUR GUEST ANSWERS NO

- Ask for permission to send them the video of the product that would explain a little more.
- Follow up over time. A no is just a no for now. Remember the magic is in the follow up.

You may read more about how to host Facebook Live Parties under Facebook in your back office.



Explain the test results

We are not health advisers or diet experts. The general rule is that a customer can read their own results and form their own opinions. We do receive questions on what the different test scores mean. Let us first point out that the idea of the scores is NOT for us to diagnose our clients. The scores are there so our clients can become aware if they have a unbalanced, semi-balanced or balanced Omega-6 to Omega-3 diet. By getting an insight on this, they have the possibility to change their daily diet if necessary. Our job is to give them confidence and reassurance that they will achieve balance in 120 days as long as they follow our 3-step advised program:

- 1 Eat food that is rich in Omega-3 and low in carbohydrates. That means a diet rich in fatty fish, fruits, salads, vegetables, nuts and in general organic foods. Try to reduce consumption of too much Omega-6 from plant oils and plant oils used in processed or ready made foods.
- 2 Boost your diet with Omega-3 balancing fatty acids and nutrients with Zinzino food supplements.
- 3 Start an exercise program. Exercise is a crucial factor for good health.

ZINZINOTEST.COM

The test results are found on this web site. If you register your test code and email, you'll receive an email when the test is ready. When you log in with your test code you will find more information about the balance. We also have a dietary advice report you can download that is specific to you based on your test score. We recommend you take your 120 day test and make a comparison between your first and second test. This makes it easy to see the difference that the Zinzino balance products have helped you achieve.

HOW TO EXPLAIN A TEST RESULT TO YOUR CUSTOMER

YOUR PROTECTION (FATTY ACID PROFILE VALUE)

This factor relates the profile of 11 fatty acids in your blood. The scale goes from 0–100 and the goal is to help your customer achieve 100 on their second test after 120 days. This does not tell anything about the health status of the person, only the fatty acid protection level.



The test gives you an indication of what you need to change to achieve an improved balance...

OMEGA-6 (AA) TO OMEGA-3 (EPA) BALANCE

The Omega-6 (AA) to Omega-3 (EPA) balance is a measurement showing the balance of the Omega-6, and the Omega-3 fatty acids. The balance between the two makes your profile unbalanced (above 9:1), semi-balanced (between 9:1 to 3:1) or balanced (3:1 or below). If your customer has 3:1 or higher values, the goal will be to change the diet to achieve 3:1 or lower.

OMEGA-3 LEVEL (EPA+DHA)

The percentage shows you how much of your EPA+DHA Omega-3 is out of your total fatty acid profile. Omega-3's have many benefits because they are the primary building blocks in you cells. EPA is dominant in blood, muscles and tissue, while DHA is dominant in brain, sperm and eyes. In the test report the ideal range is 8% or more. European Food Safety Authority (EFSA) has approved the claims, that EPA and DHA are contributing to the maintenance of normal heart function. DHA also contributes to the maintenance of normal vision and maintenance of normal brain function.

CELL MEMBRANE FLUIDITY INDEX

This is the balance between saturated fats and Omega-3 (EPA+DHA). The fluidity of saturated fats is less than the fluidity of Omega-3 fats. A better balance 4:1 (saturated fats to Omega-3 fats) will increase the fluidity of the cell membrane.

MENTAL STRENGTH – DIETARY INDEX

This is the balance between Omega-6 (AA) and Omega-3 (EPA+DHA). A sufficient supply of marine Omega-3 fatty acids, DHA, in the diet contributes to the maintenance of a normal brain function. The brain is the nervous system control center. It monitors and controls the body's response to information from vision, hearing, smell and taste.

ARACHIDONIC ACID (AA) FORMATION EFFICIENCY

This shows the efficiency by which your body convert fatty acids, Omega-6, from food in your diet into the essential fatty acids Omega-6 (AA) in your body. If you have less than 30% efficiency you are recommended to include food in your diet that is high in AA, like chicken, turkey, pig and farmed salmon.



*Right questions
are the key to the
correct answer*



The Zinzino party

When you host or help your team host a Zinzino Party, always be prepared and ready at least 30 minutes before the guests arrive. Make sure you have a range of different products with you.

STEP 1: Introduction

Host: Welcome everyone and introduce the person who will present the product.

Tell your story (short). How you were introduced to the product, what you like about it and how long you have been a customer or marketed the products.

STEP 2: Identify your customer's need

Create a dialogue and a good atmosphere when asking questions.

STEP 3: Presentation

We recommend that you use the Customer Presentation Template that is accessible through your back office, the Customer Presentation folder, or videos online at zinzino.tv. Some like to start by showing the Balance Presentation video and then go briefly through the presentation before they show their own results from the BalanceTest. Others go straight for the customer presentation without showing the video. After the presentation it is a good idea to let the customer try the different products so they can find what suits them.

STEP 4: Special offer

Pick 3 good options and present these. Focus on presenting the full price before a discount.

STEP 5: After the sale

Look under the Balance presentation section.

And most important: **Have fun!**

Customer referrals

A normal approach to expand our customer base with Zinzino is to get referrals from happy customers. If your customer can't invite people to a party for one reason or another, an idea might be to ask for referrals that you can contact on their behalf. We always ask our customers to text or call their friends 1–2 days prior to us calling them. One example in such a conversation might go as follows:

STEP 1: Introduction

“Hi, this is «your name» calling. I'm a friend of «your customer's name». Did he / she mention I would call? Do you have the time for a brief chat?”

STEP 2: Reason

IDENTIFY NEED

“The reason I am calling you is because ____ «your customer's name» mentioned that you were interested in taking our test to find out if you have a balanced diet? We have some particularly good offers for new customers. Are you interested in hearing more about the product?” Agree on a time and place to meet, optionally send the video that explains more, and go to step 3.

STEP 3: Present the offer

Remember to present what you think suits the customer from what you have discovered during the Needs Analysis. Always present the before price before the now price.

STEP 4: Closing

Often the result will be one of these 3 options:

- 1 Register your customer online.
- 2 Agree on a demonstration and where to meet the customer.
- 3 Agree on a follow-up time in a few days. This is when you follow-up with the customer about the offer you have given them in the previous conversation.

Show the idea

If you had the opportunity to choose the people you could work with, who would it be? Good criteria for prioritizing 10 partners.

Prioritize people...

- ▶ that you would like to work with.
- ▶ that you know trust, like and relate to you.
- ▶ that are good in sales or marketing.
- ▶ who are skilled at teaching. e.g. teachers, coaches.
- ▶ that are ambitious and are normally already doing pretty well.
- ▶ that have experience from direct sales or social marketing.
- ▶ entrepreneurs who either already own their own business or would considering starting a business.

Present the idea to the potential partner in a face-to-face meeting, through zoom / skype / Facebook Live, Business Presentation or by sending them to your landing page with videos. Your job is to invite to the meeting, introduce your sponsor or upline that's holding the presentation for you and telling the one you have invited why you have chosen to work with Zinzino and why you want to work with them.

During the presentation you will be listening and learning while your sponsor / upline is “doing the work”. It is of course important that you “are present”, smiling, take notes and show that you are committed to the business. This is just a short introduction and shouldn't take a long time. The presentations that only take 20–30 minutes are normally the best. Remember that too much information will just complicate it for those who want to start. Let your sponsor / upline do the presentation for you until you know how to do it.

Invitation to a partner meeting

Use your own words, but use the format below as a template. The most important thing when you invite someone to a partner meeting is to begin by setting the time and place. Remember that the goal is to book an appointment not present the idea itself. Be short and to the point, be enthusiastic, and keep people curious to make them want to meet you to learn more.

STEP 1: Introduction

“Hi, this is «your name» calling, how are you doing?” «Small talk»

STEP 2: Agree on time and place

- Find out when this person can meet you
- Set a time and place for a meeting

STEP 3: Reason

Tell the person why you want to meet. For example:

- You want to show them a product / business idea related to health
- You have distribution rights for an exciting product
- You have begun marketing in the health industry
- You have an idea you want to show them
- You want their opinion about a business concept you have enrolled with
- You are inviting them to a Facebook Live event / group where they will get more information about your business

STEP 4: Answer potential questions

- I just want to present the idea
- It will only take 30 minutes
- It's hard to give you all the details over the phone, that's why I want to meet you in person



STEP 5: Confirm the meeting

- Ask your contact to write down the time of the meeting
- Tell them you will be bringing a friend / colleague to the meeting

More hints

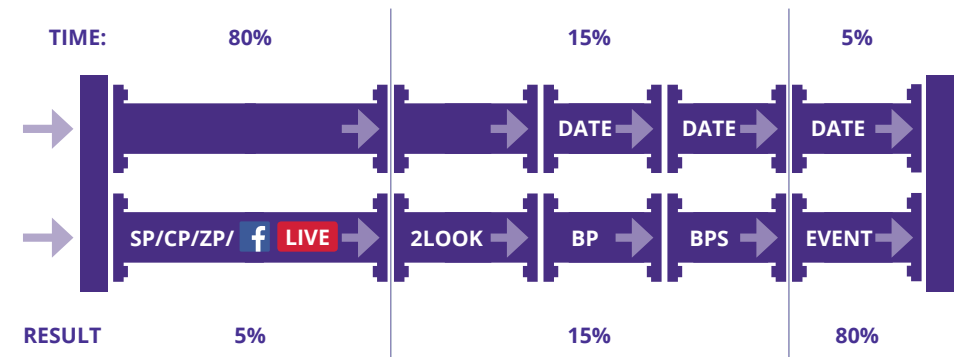
- Book the meeting close to where the person is located
- Inform: “I will answer all questions when we meet”
- If the meeting is booked far in advance, remind them the day before with a text message
- For people you haven't been in contact with lately, we will recommend to open dialogues through Facebook or texts. Look at the section regarding this under “Open dialogues through Text or Messenger” previous in this booklet



Help getting started

The first thing we do when you start as a partner is to conduct a business launch found in this brochure. We will also help you to write a name list, prioritize customers and partners, and help you contact them.

We call our system The pipeline, because a pipeline is symbolic for moving along something regardless of your efforts. Everything has to be learned and just as it takes time to be skilled in other areas, we recommend you to study and learn each step.



SP

SP stands for Short Presentation of the business opportunity we offer. While the meeting happens, you will be taught by your sponsor or upline. On the next page, you can read what's important to focus on during a Short Presentation (SP).

PRO TIP!

SP = Short Presentation
CP = Customer Presentation
ZP = Zinzino Party
BP = Business Presentation
BPS = Business Planning Session

5 steps to **successful presentations**

1 Build relationships

The entire direct sales profession is built on relationships. This is why we focus so much on personal development, leadership training and developing “social antenna”. If you can't be someone people relate to, it will be challenging to make friends with new people and you will have a hard time developing a business with people.

Your first task during a presentation is to “befriend” the partner or prospect. This isn't a trick or technique, but should be done honestly and in a personal manner. It begins with listening, one of life's most valuable, but also rare skills. Ask questions and get to know the person to whom you are introducing the business opportunity.

- ▶ **What do they do for work?**
- ▶ **Do they have kids?**
- ▶ **What does he / she like to do in their free time?**
- ▶ **Do you share any common interest?**

Show attention to the person that sits right in front of you. Listen, learn and get to know them. The first task is to get to know them and build a relationship with them. For a friendship to build, you must also let the person get to know you and relate to you.

Whether you like it or not, first impressions form a decisive part of how you are being perceived and will affect your results. How would you like to be treated when you go to a café? How do you want the personal to be dressed and behave when you go somewhere? And how do you want it to look like in the workplace or behind the counter? Make sure to make as good of a first impression as possible. Dress for business, means business casual and make sure to have good hygiene, (shower, clean nails and teeth, smell good, clean clothes. You think we are joking now!) and put a big SMILE on your face.

Relationship building is the key to a beginning cooperation

2 Find a need

Other tasks in the presentation are to find out what the person wants. Which goals does he / she have and what are their dreams? Most people have a long wish list that normally extends over to fantasy and often there are bigger dreams than they are willing to work for. What we need to do is to figure out exactly what they want. What are they really passionate about? A dream is often something people yearn to achieve in their lifetime. What situation by having money, time and more personal freedom can be fulfilled through building a business with you in Zinzino? What would they do if they won the jackpot in the lottery? What is their biggest and true motivation?

This may sounds more complicated than it really is. Most people are dreamers. Most people yearn for more time with their family, less debt, higher financial security, more friends and a bigger social network, in other words, just what your business could offer! This is why it is important in the beginning to build relationships, ask questions and listen. Simultaneously you will get to know the prospect, you will also find out what motivates them. If the prospect doesn't feel like they know you, like you or trust you, they most likely won't open up and tell you what they dream of accomplishing. Remember that it is hard to discover someone's dreams, if you don't have your own. Make sure to keep your own dreams alive which will help others discover their dreams. The second task under the presentation is to help them identify what they can accomplish by working with Zinzino. This is a very important question they should answer.

3 Communicate a positive feeling

In *90 Days to Win*, written by Ørjan Sæle, he refers to a study showing that only 7% of the results in sales come from words, 38% from tone of voice and 55% from body language. This is the reason that a positive attitude and how we act is crucial to achieving results. When you communicate there are great opportunities, a strong belief in the future, and the partner network in Zinzino that you can join while having a lot of fun, people are attracted to being a part of this!

Enthusiasm is incredibly important to get a good result! If it is tedious, the project won't start. To communicate enthusiasm applies for both parts of the system, when you invite people to a partner or customer meeting, and during the process along the way. Remember that the enthusiasm you show has to reflect with the message you are communicating.



The enthusiasm you show will be the foundation of your results

Some personality types have no problem with this. They are the type that meet anything with a smile and spread joy where they are. Meanwhile, others think that they are enthusiastic but anyone within a mile is about to fall asleep. So it is important to know which category you belong. If you show too much enthusiasm, you might benefit from toning it down a bit to allow others to relate to you, while those who show only a little enthusiasm should increase it somewhat. Remember that posture and emotion affect others. When you are about to communicate a feeling make sure it is a positive feeling!

PRO TIP!

When you are enthusiastic, notice what your face looks like!

4 Book 2Look

One of the most important parts of the presentation is to book the next meeting. We know in Zinzino that 2/3 of all people who start as partners are starting during a 2Look or Business Presentation (BP). We often experience that the partner has done great work in inviting people to the presentation. They have hosted an informative and enthusiastic presentation but for some reason they close the meeting without booking a new time to follow up with the prospect. Don't make this mistake! Never finish a presentation by saying "I'll call you". To be frank, you might as well take their name off the list right away. Most likely you will call them once or twice. Regardless of the result, you have now put yourself in a situation where you feel that you are chasing them to get a new meeting. To save time, increase productivity and keep your pride intact, book the next meeting before you leave the presentation! Consider booking the follow-up meeting already in the beginning of the presentation!

5 Involve them in the system

The system has all the material and all the meeting formats that we use in the process to develop leadership in Zinzino. Promote InfoZinzino after the presentation and ensure that they read it before the next meeting. If they want more information about the products, refer them to the web page. If they want more information on network marketing, a good recommendation is to lend them the book by Robert Kiyosaki: *The Business of the 21st Century*.

If you wrote a partner contract during your presentation, give them this booklet and ask them to read through it before the next follow-up meeting and ask them to start with their name list.

Always participate in the local or online business presentations (BP) and the events arranged nearby. We strongly recommend all new partners to make a habit of listening to the GoCore App they get access to when they have a Z4F kit in their AutoOrder. This way everyone receives specific training on how to build the business. First and foremost because motivation is like taking a shower. Even if you have done it once, it is a good idea to do it again. Also, it can be hard for you to be everywhere at once while your business is growing. If you refer all partners to the System, you will give them the opportunity to succeed and get the right kind of training along the way.

Another advantage with referring everyone to the BPs and Events is that it increases the relational network of your new partner. It will provide motivation by meeting with like-minded people who are aiming for the same kind of goals and dreams.

Short presentation

How quickly do we make our first impression? It takes us less than 30 seconds! This impression about the person will stay with us until we know him or her better. Hence the saying: "A fake smile is better than genuine grumpiness". Making a good first impression is vital to a good SP. Smile, be polite when greeting the prospect, remember your posture and wear nice clothing. The best is of course a natural and genuine smile.

While new in the business, have help from someone who knows the system and material better than you presently do. It's like taking the driver's test. At first you are the passenger, then you have practice runs with a tutor by your side, after that you are driving by yourself, then you have passengers and at the end you will be the tutor that helps other learn how to drive. Our first recommendation is therefore you always have someone from your sponsoring line, or your upline with you at partner and customer demonstrations.

1 Preparations

Confirm the meeting. Be on time. Use the material (InfoZinzino, Customer Offer, Customer Presentation and Express Start)

To the person that is presenting: Tell your partner how you want him / her to act during the meeting. Give examples on how introductions should be made. Get the necessary background information about the person you are about to meet.

To the partner that has invited to the meeting: When you have a meeting together with your up-line, ask them for constructive feedback after each meeting. If you learn what to improve from meeting to meeting, you will get results faster.

2 Getting to know the person

Read more about it under section: Hints during SP. Create a good atmosphere. Give credit and compliments under the introduction and tell them why you specifically invited them.

3 Your story

What is your story? What motivated you with the idea you are now about to show others? See some examples on the next page.

PRO TIP!

YOUR STORY

- Who are you?
- Do you have a day job?
- How did you get involved?
- What is the reason you choose Zinzino?

MOTIVATIONAL FACTORS

EXTRA INCOME
HELPING OTHERS
FINANCIAL FREEDOM

EARLY RETIREMENT
THE PRODUCTS
PERSONAL DEVELOPMENT

A NEW CAREER
THE SOCIAL ASPECT
STARTING YOUR OWN BUSINESS

In the presentation, it is normally easiest to talk about the things that motivate you the most. However, what determines the outcome depends on you finding the need and motivation of the people you are presenting the business to.

The opening: There's a risk that you will open the presentation in different ways each time. Try to avoid this.

It is better and more duplicable to start the same way. A good opening phrase creates a comfortable atmosphere and arouses interest. Our business is built on helping others. Through that, we succeed.

The presentation: The process of learning the presentation starts the minute you schedule your first meeting. In the beginning your sponsor or upline will help you, eventually you know the process yourself and can duplicate it and be the one that help your team. The important thing is to get started, not wait until you know it all. Practice makes perfect.

Closing: Would you like free products or could you also consider building a business together with us where you get paid?

Good questions as a closer to the presentations could be:

- ▶ Do you find the business model exciting?
- ▶ What do you like the most?
- ▶ Do you have any questions?
- ▶ Remember to present what your new partner can expect again from you and the team.

Remember to ask the most important question:

- ▶ Could you imagine starting to work with me / us?

FOLLOW-UP

A meeting should always lead to the next meeting. Get your calendar out and plan how and when to meet again. The contents of the next meeting are dependent on what the guest needs. Do they need a Customer Presentation (CP), a 2Look, a business launch or attend a Business Presentation (BP), Zoom / Skype / Facebook Live? You don't need to wait for your guest to made up their mind, just follow the system pipeline step-by-step.

2LOOK

This is a follow-up meeting to be arranged within 48 hours after you have had a meeting with a potential partner. This is where they will get answers to all their questions about being a customer or about the business opportunity. If you have had a customer demonstration where your potential customer hasn't made the final decision yet, we recommend to follow-up with a call or message.

HINTS FOR 2LOOK

- ▶ Answer the questions that are important to your potential partner.
- ▶ What motivates your potential partner?

EXTRA INCOME
HELPING OTHERS
FINANCIAL
FREEDOM

EARLY RETIREMENT
THE PRODUCTS
PERSONAL
DEVELOPMENT

A NEW CAREER
THE SOCIAL ASPECT
STARTING YOUR
OWN BUSINESS

- ▶ Do they understand the Compensation Plan?
- ▶ Do they understand the Zinzino system?
- ▶ Have they understood the timing and potential of the products?
- ▶ Go through the 30-60 days goals and the advantages to qualify.



Education

HOME MEETINGS - OFFLINE OR ONLINE

Is arranged by different teams from one to many times per month. The reason is to give potential partners, that have had the short presentations (SP), to gain more information regarding the business possibility. After the information part of the meeting, an education in the Team Zinzino system is to take place. These meetings can also be done online over zoom or in local Facebook groups.

BUSINESS PRESENTATION - OFFLINE OR ONLINE

This is arranged every week to every 2nd to 4th week, depending on where you live and which team you are part of. This is the place to be for potential partners, who have been given a short presentation and want more information, and for your team to give them training. The BP is pretty much the same regardless of what town you host. In this way, you can always be sure that your partners receive the correct information and that everyone is following the same system. When arranged offline, the presentation has two parts, where the first part is more information about the business, the second part is training. Online, the meeting is done over zoom or in local Facebook groups. Invite new prospects and attend on a regular basis if you are planning to build a big business.



BUSINESS PLANNING SESSION – BPS

Arranged as a training event between the local, national and international events. These last up to four hours and focus on different themes each time based on the needs of the organization.

EVENT

Events are one or more days where you are given new motivation and knowledge about how to reach your goals in Zinzino. Each summer there is a three-day leadership event and every fall there is an international event. In Team Zinzino, we use 5% of our time to participate and market the big events to our team. The effects of having been to an event with great speakers is fantastic. Bring your team to the next big event. The team will be incredibly motivated. This motivation will also often produce immediate results. We can see how this small investment of time actually can yield as much as 80% of the results in the business. Dreams are born and decisions are made to commit to the business at events. So don't miss out on the next event. Remember to promote all the exciting campaigns Zinzino launches before and after the events.

Watch the calendar on zinzino.com and enter the dates in your planner.

HOW TO PROMOTE EVENTS:

- 1 **Announce** the time and place for the event. Make sure your team writes it down so the time is booked and nothing can get in the way.
- 2 **Explain** why it is important to come to the event. What will be taught? Who is the main speaker? It is important to be there for your team. You get the education you need. It is mandatory if you want to succeed big.
- 3 **Promoting** is about presenting a feeling. It is important to understand that if we promote without explaining the reason, it can easily be exaggerated and feel like a “hype”. If we become better at promoting, people want to come to events.
- 4 **Sell the tickets.** If people can't pay straight away make arrangements for how and when they can pay instead.

YOUR GROUP IS NOT BIGGER THAN THE ONES SHOWING UP AT EVENTS

One of the most important measuring devices to see how your group is expanding is to see how the number of participants increases at the events from time to time. The group that attends events is your core. It's at the events we get information, inspiration and the faith to take the next steps. We recommend you to set goals from one event to the next.

*"Work harder on yourself
than you do on your job..."*

Jim Rohn



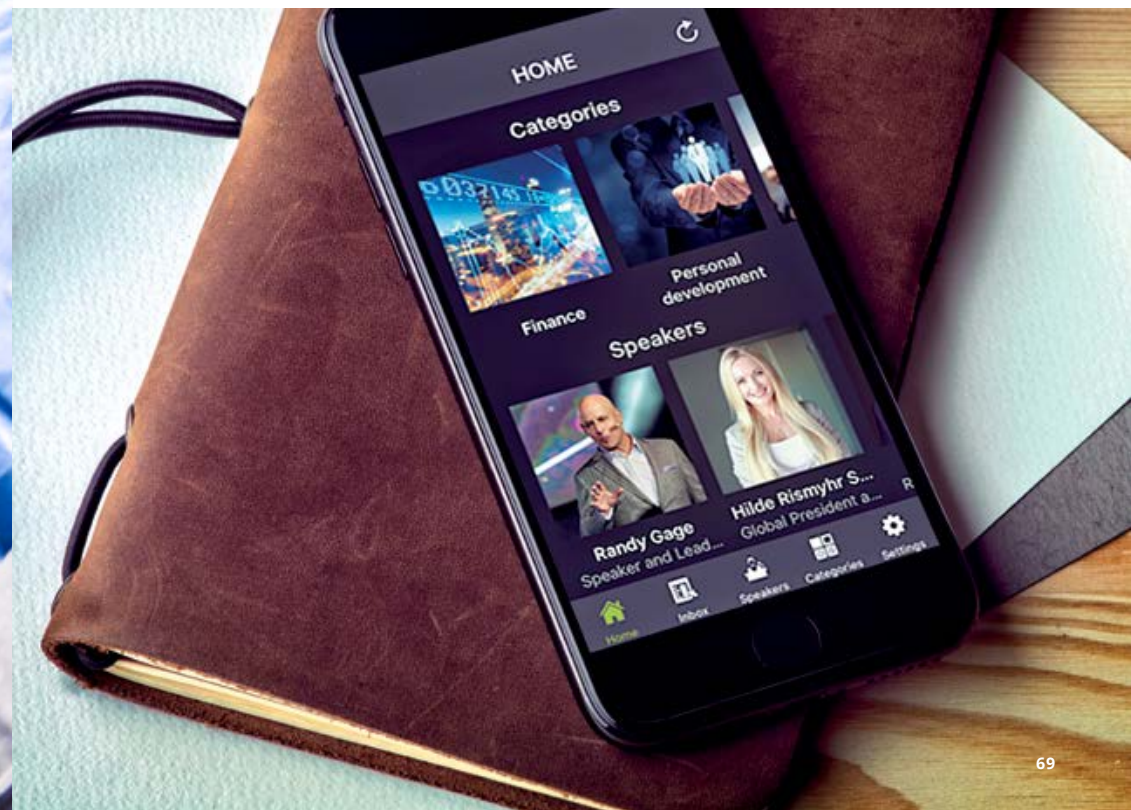
GoCore

GoCore is our internal leadership educational program you have access to through the GoCore App. If you develop a habit to learn, your business will continue to grow.

COACHING

Once a month we recommend you to sit down with someone in your upline that can help you review your activity and results and help you on the way to continue to grow your business. The more systematic this is done, the easier it is to check and adjust to progress on the way.

THE COACHING COVERS 4 AREAS:



Answering questions

On your journey to build your team you will get a lot of questions. Remember that this is completely normal and if you think back, you probably had a few of these questions yourself before you became a partner. Note the difference between a question, an objection and an excuse. An objection is a valid question, when answered, will help the person make a decision.

An excuse, when answered, will usually just produce new excuses. Research shows that 90% of what is being said is opinions and 10% is fact. Make sure to educate yourself and learn difference between opinions and facts. Our experience is that an objection is often a sign of genuine interest in learning more about the business model. Few people take the time to ask questions about something they are not interested in.

We recommend you use the help of your sponsor to answer questions you encounter along your way. For each question, you will build your own library of knowledge on how to respond to it the next time. Use all the training material we have to learn more about the network marketing profession, the compensation model, the system and the product. Become a master of your profession. If you are comfortable and knowledgeable, you will radiate this confidence and it will show in your presentations.



Referrals

Are you one of those who feel that you have a limited network? Don't worry. We have just the thing for you.

By having new customers and partners join your business, an exponential effect occurs. Your contacts know others that you do not know, who know others, etc. It is said that you are only four steps (human links) away from the person you want to be in touch with.

Try it yourself. It's incredible but true. Social media like Facebook, Twitter and others have made the world smaller and the opportunity to get in touch with more people greater.

We will teach you how to help your team. There is great power and effect to be had from working together. Together with your team, the possibilities are endless!



5 keys to succeeding

- 1 SMILE**
There is a saying that goes like this: "Smile to the world and the world smiles back". The point with this principle is that everyone you meet will react through how you meet them. A smile is contagious. It is free and you can share it with everyone.
- 2 EACH ONE REACH ONE**
Actively produce results for success, you need to go out and present the product and the business opportunity. This means that you should plan your activities each week. On average, we recommend you work actively 10–15 hours per week.
- 3 EACH ONE TEACH ONE – FOLLOW THE SYSTEM**
Repetition and companionship is an important key in the system of Team Zinzino. It is important that you participate in everything, from business presentations to local, regional, national and international events as well as management training. In the beginning you teach your team by bringing them to the meetings, but in the future you may be the one teaching everyone from the stage.
- 4 CONNECTING PEOPLE – GET PEOPLE CONNECTED, 2 PER DAY**
We work with networking, which means that we get people connected. By connecting your potential partner with someone in your upline team, you increase the possibility for them to start building the business. When your new partner has contact with more people in their upline, they grow faster and achieve faster progress. Introduce each other at meetings, use a 3-party talk via telephone / Zoom / Skype or use personal meetings.
- 5 TEACHABLE – 30 MINUTES OF PERSONAL DEVELOPMENT EVERY DAY**
Without a personal development plan, you plan to fail. The key to having a big business is to develop your own leadership, first of yourself, then of others. Your number one target should always be to grow and be better. Listen to the GoCore App program and read the recommended books by your upline.

Zinzino Professional

It is essential to plan your weeks to reach your goals. We recommend you use 30–60 minutes each week to plan the following week. Through being prepared days ahead you will be able to control your results. The ones with the biggest success with Zinzino are also those who are focusing on 3 areas:

- 1 Activity produces results:**
A Zinzino Professional that works the business part time, makes sure to have at least 15 meetings, new exposures for potential customers and partners, a month. If you work full time, you want to fill up your calendar with 15 meetings every week.
- 2 Ticketholder:**
You have always a ticket to the next event or leadership training.
- 3 GoCore app:**
You follow the system and listen to GoCore every month.



To reach this goal, you have to have a plan, so think through the following:

- ▶ At what time do you get up in the morning?
- ▶ At what time do you go to bed?
- ▶ What are the working hours at your regular job?
- ▶ What else do you have to do, for the schedule to correspond with you and your family?
- ▶ When can you use time to develop your Zinzino business?

4. LEADERSHIP

Many would like to get it, but few are willing to do what it takes. We've all heard about the child who dreams about playing in the the World Championship. These thoughts express the desire to succeed. Even if that child is truly eager to reach his goal, he might not end up doing what it takes to reach it. In the end, he might just give up his dreams about soccer stardom.

In Zinzino, we believe that success is built on good habits. We call them:

Team Zinzino's leader philosophies



Philosophy 1: The Slight Edge

Based on the principle of compound interest, we believe that small actions, performed every day, will grow into massive business after 3, 5 or 7 years. Although you can't see the tree grow, you still know from experience that one day, 40 years from now, that small tree will be huge. Personal development and success in your business is not about daring great leaps but about all the small steps you take each day.



Do the things that you want to duplicate

Philosophy 2: Amateur or Professional

Professionals focus on what generates income. At a national game of soccer, there might be 10,000 people: 9,960 of them will be amateurs paying to get into the arena and some 40 professionals will be getting paid to be there. They are all happy to be there and see goals scored, but it's the player making the goal that gets the bonus. The professional Zinzino partner works every day with three areas:

- ▶ Starting personal and team customers
- ▶ Developing personal and team partners
- ▶ Developing leadership in the team to maintain duplication

Philosophy 3: Personal Development Malnourishment

If you don't keep a plan for personal development, you will end up in a start and stop rhythm. Have you ever made savings plans? Have you once or several times used any of that money? This is a classic start and stop activity. How much would your confirmation or graduation money have grown if you invested them in the right fund? We see those who train their personal development abilities are better at following through and sticking with the plan than those who don't. It's all about whoever carries out the race will be on the winning side. It's true whether it's about a marathon, a diet, a savings plan or building a business. The amount of time you need to get there isn't the key. The most important thing is to reach the goal.

Philosophy 4: Small Wins

In the biblical story of David and Goliath, David first killed a lion using his slingshot. He also wins the fight against a bear with the same slingshot. When he comes to the military camp where the Israelites are at war with the Philistines he hears of the opportunity to win large amounts of gold, the princess of the land and tax exemption for his family. This gives him motivation to fight Goliath.

He is most likely scared but builds his confidence by thinking of his two previous victories reminding himself of his skills with the slingshot. This gives him the courage to meet Goliath in battle. He wins and becomes a legend for all eternity.

By achieving small goals in our great plan we build trust in ourselves. Small achievements tune our skills and prepare us for greater tasks. Instead of looking for a big customer who want 10 subscriptions, we look for one private customer per week. When we have 25 customers, then we can go after the bigger fish. Expressed differently; "Small Wins" are like "eating an elephant, one bite at a time".

Philosophy 5: Big Deal vs. Small Deal

If you really want quick success, you should stay away from the trap of the "Big Deal." Hunting for that one client who will generate a massive volume or the top partner who will sign up 100 partners during their first year won't take you anywhere. In Zinzino, the Big Deal is a lot of small deals put together. When you build your team, you can quickly find 100 customers. And a partner sponsoring 2 who sponsors 2 who sponsors 2 who sponsors 2 is usually better than one sponsoring 100 their first month. Networking is about helping your partners take small steps that can be duplicated by a large number of partners.

If you know anyone who owns a big business or someone who is a big networking leader, we recommend you contact these in addition to

working step-by-step with your contact list. Financial success in Zinzino comes from making a large group of people do a few simple things over and over during a long period of time.

Philosophy 6: Believe in a greater power – the team system

Duplication isn't always easy. We want to teach and tell so badly but one of the keys to success is to lead people away from you into a system where everyone can learn more. If your lips move, you will be the superstar that everyone is dependent. At some point, you won't have the time to keep growing the team and the team stops its growth. The goal is instead to show the partners what they need to do on their own. Do the things you want to see duplicated. 80% of your time should be used on new business, 20% on taking care of your existing business.

Philosophy 7: Work smart, Not hard

It's not about how many hours you work but what tools you use. If you had the opportunity to do a job where you could get thousand dollars to move a pile of dirt and choose between using a shovel and a wheelbarrow or a front-loading tractor, it would be smarter to use the bigger piece of machinery and be done in a few hours rather than spending a day or two using your bare hands. It's the same thing with the team system. If you don't follow the system, you will have to do all of the work yourself. But when you use the meetings and the materials, you will get others to do the job with you. You have now soon completed the start-up manual. If you work hard, you will go out and hold meetings with everyone where you explain and promote what you have read. If you work smart, you will give this booklet to everyone on your team and make agreements with them on when they should have read it. Those who work smart will also have more people in the system and at the Events.

Philosophy 8: Build culture

Culture is not what we see, it is what we are. We always reproduce what we are; culture always wins. Languages are a good example of this. Let's say you were given a team of ten people and an unlimited budget to convert all the French speaking people in Paris to drop

French and begin speaking English. How would things turn out? Well, before the first Frenchman would start speaking English, your entire team of 10 would have learned French. The French culture is stronger than the English in Paris, so the outcome is a given. Your Zinzino business is the same.

Cultural building tips:

- 1 Storytellers are good at building culture. Try answering questions by telling a story. They are easy to remember and to re-tell to others. We are always motivated by stories about people who succeed.
- 2 Tell the truth, but be smart. People can handle the truth even if it hurts. In the long run, that builds trust, respect and character.
- 3 Notice when people do the right thing and give them credit for it. This will strengthen their positive side. Do it when others are present.
- 4 Positive attitude. Always see things for the best. When FedEx had their first day, 157 packages were sent, 7 arrived, of which 5 were test packages. Then the founder, Fred Smith, said: "We did it! Now we just have to improve the numbers!"
- 5 Tell them about the dreams you have for your team. Many are afraid to step out into the unknown even if it means a better life. All people are in need of a seed of greatness inside. Our job is to give that seed water and warmth. We all need people who care. In order to grow, we need to create a warm climate.
- 6 Share what is in your heart. Tell it like it is. We will have challenges because we don't ask others for help to solve our problems. By asking for help it will be easier to reach the top!



A pro networker focuses on pro active activities that create money

Philosophy 9: False mercy

Have you ever allowed yourself or someone else to skip an important meeting?

All too often we choose to solve our partner's problems instead of facing them together. We think we are being kind, but in reality, we are depriving them of their chance to succeed. We think that by saving them the money spent on small purchases or AutoOrder, they save money to succeed faster. Often we allow them not to show up for an event because they can't afford it or don't have the time. All of this is false mercy. In reality, you are taking away their chances of success. Success never comes on sale. For your partners to succeed they have to go through the same as everyone else that has succeeded before them and they need to follow

the entire system. If you truly want your team to succeed, it's your job to tell them what they need to do and inspire them to do it.

Philosophy 10: Show tailights

Leadership is all about the one that leads by example. We have a team saying: We'll never ask someone to do something that we aren't willing to do or we haven't already done. When people see your tailights, they know you are in front of them showing them the way to do everything you want them to do. So in all situations, it's your job to show the tailights for your entire organization. It will breed trust, respect and success.



Philosophy 11: Personality types

When working with Zinzino, we meet different personality types. Sometimes it is good to know what the differences are so you can adapt your communication to the different people you meet instead of them having to adapt to your own style. To simplify the understanding of this, we teach the different personality types in 4 colors, “the Tom ‘Big Al’

Schreiter way”. Mr. Schreiter is a well known and successful speaker within our profession and has been teaching about this subject, in relation to network marketing, for decades. Of course both you and your prospects are a combination of these colors and not «one color only», but usually we have one dominant color and one secondary color. Listen to the audiofile “Personality test – What color are you” with Tom ‘Big Al’ Schreiter in the GoCore app to learn more.

RED	→	The controller and competitive personality
BLUE	→	The party and social personality
GREEN	→	The analytical personality
YELLOW	→	The caring personality

The personality colors

THE CONTROLLER AND COMPETITIVE PERSONALITY: (Formal- Dominant) Red personalities are dominant and love to compete. They usually like the fact that other people work for them and that they have a boss or leader role in the team. Money and success are often strong motivational factors so a tip is to show them early on what financial opportunities are present in the business. They often like to show how successful they are and can sometimes be perceived as arrogant, superficial and a little inconsiderate. At the same time, they are task oriented and very result driven, and they get the job done.

THE PARTY AND SOCIAL PERSONALITY: (Informal- Dominant) Blue personalities like parties, fun and adventure. They often like to be in the spotlight and have «all the eyes» on them. They are not so fond of details and get easily tired of too much facts and organizing. They are the typically a “people person”, usually have a big network of friends and have no problems getting to know other people. They get motivated by money but more than that how much fun they can have along the way. They want results now and not in the future – preferably yesterday!

THE ANALYTICAL PERSONALITY: (Formal- Flow with) Green personalities love structure, facts and details. They normally have many questions and usually want lots of information before making a decision. They are very analytical and prefer too much information over too little. They seldom join the business at the first meeting, but need thinking time and usually lots of follow up meetings before making up their mind. They are often perceived as a little reserved in the beginning but are incredibly loyal when they have made a commitment.

THE CARING PERSONALITY: (Informal- Flow with) This personality LOVES to work in a team and prefers to do things together with other people over working by themselves. Relationships are extremely important and they have no problem with “going the extra mile” to help someone else succeed. Usually they will do much more to help others succeed than themselves. They don’t like confrontations and prefer everyone to like them. They normally choose caring professions and have a high focus on their own and other people’s feelings. Health, family and safety are often a high priority. They are loyal and extremely good at supporting their team.



Philosophy 12: Give Recognition

Have you ever noticed that some people “work their butt off” to get some approval for their achievements? For many this is the main prize. “Babies cry for it and grown men die for it”. No matter who you are or how humble you are, recognition feels good. Someone saying; Nice job! You feel good. You achieve an award after much hard work. You feel very good.

We all have a need to be seen and recognized for our performances, so receiving and giving credit to our downline and upline for a good performance is one of the basic elements to build a good culture in the team. Strangely enough, people are seldom used to being recognized and because the skill of giving recognition is often something we have to learn when building our team. Naturally many

are good at spotting what is not so good and mentioning that, but when it comes to good results, great work and hours spent in the business we sometimes take it for granted.

Randy Gage, prosperity coach and network marketer, usually says “Network marketing is not about what works. It is about what duplicates”. This is a well known fact in our profession. Whether it comes to your own results, sponsored contacts, how many hours you work or how you give recognition. What you do duplicates. If you recognize your team, they will recognize their team. If you give credit to your upline, your team will give credit to you. Make sure you set the right standard in your team and be generous in your acknowledgement and recognition. At the same time when you remember to be genuine, sincere and honest in your feedback, you will help the people around you grow.

Philosophy 13: Be proud

It's not always easy to view yourself as a successful person. A leading coach, Patrick H. Dean with more than 30 years of experience, says there are usually two things keeping us from succeeding:

- 1. One's belief is that opportunities in life are not fairly distributed.**
- 2. What other people think of what you do.**

Take an empty piece of paper and write down why you are proud to work with Zinzino. This will help you conquer your fear about what other people think. In Zinzino, the opportunity is equal for everyone.

Philosophy 14: The person with the marker is making the most money

You won't get big results by being passive. Those who assume responsibility will earn more. When you have the marker, you are teaching a growing team. That's the goal. Now, you are a business leader and duplication can begin.

Power of dreams

Author and speaker Norman Vincent Peale once said: "In order to achieve something meaningful, you need a little bit of fantasy and a big dream." The first step of building a large and profitable business is to understand why you are doing it. To have a solid why is more important than understanding how. This booklet has given you the most crucial parts of the how-to skills you need to develop your own Zinzino business. Few professions teach what the meaning behind the word dream is. Instead they talk about goals, purposes, strategies and standards. Most people would agree that the word dream sounds a bit vague. There are

many levels of dreams. The most common ones are material dreams. There are also the obvious dreams that go deeper and give meaning to life. Further there are the dreams about personal vision, to leave a heritage and history for future generations. If the dream is big or small, superfluous or deep, it is the effect it transmits to the person having that dream that matters. A dream will steal attention and dominate thought. If you don't realize the power of dreams and how it can greatly influence human performance, you are missing out on one of life's greatest gifts.

To help you identify your dreams and create results, take a pen and answer the following questions. Use the time for help, have fun and dream a little!

1. What would you do if you knew in advance that you could not fail?

(In other words, what would you do if you were guaranteed success?)

2. How would your life be in 5 years if you could design it yourself?

Answer the question if the following 6 categories:





3. What did you like doing as a child that you wished you could continue doing as an adult? How would you like to be remembered?

There are hundreds of questions that could be used to identify the dreams you have but a good start can be to spend some time answering the questions above.

DREAMS ARE NOT FANTASIES

It is important to warn you here. Many times we see partners writing long lists of things they “want”. They talk about huge houses, expensive cars, incredible leisure trips, luxury clothing and time with their family. They talk about buying their own jet, gigantic yachts, trips to the moon and African safaris. But when it comes to doing the work required to get these things, they would rather stay on their couch making excuses. These partners are not dreamers, they have just made a fantasy list. This is not what we mean when we talk about dreaming. Making a list of all the fantastical things you could want for is not very motivational at all.

What we mean by dreaming is finding something that speaks to the heart, something that you emotionally can feel and touch. It’s something that you think of day and night, something that gives you the energy to take care of work tasks on a daily basis and provides you with the discipline to stick with the race until you are done.

DREAMS ARE NOT FREE

Dreams are precious. Dreams are powerful. But dreams are not free. A truly large dream also comes with a requirement to sacrifice yourself to pay the price for achieving it. So when you identify what your dream is, it is also important to understand what commitment you must make if you want it. You will “never attain something for nothing”.

This is true for your Zinzino business as well. There will be work. There will be obligations. There will be new things to learn. So to achieve your dream you need to expand your comfort zone, stretch a little and dare to be a little uncomfortable.

Finally, it is important to point out that the job and the obligations are not for the business’s benefit but for your dreams. A company is just a tool that takes you to that dream. We don’t just buy a car because we want to drive that car. We buy it to get to a destination of some kind. As a secondary priority, we want the car to be fun to ride in, we want it to look great, have a good engine and run fast. It’s the same with Zinzino. It’s designed to help us reach our dreams. On the road, we’ll have a lot of fun, but the key is, it will help you reach your dreams. It will take hard work, but it will be worth it because you and your dreams are worth it.

We are looking forward to working with you and your team and enjoying our fantastic journey together!

Ready,

set, go!

ZINZINO

INSPIRE **CHANGE** IN LIFE



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