



GETTING STARTED PACKET

“ Getting Started The Right Way Means You
Have A Higher Chance Of Finishing The
Right Way”



1. Make a decision. Why am I doing this business?

a.

b.

c.

2. Identify my **GOALS.**

a.

b.

c.



4 STEPS TO SUCCESS

Name: _____
E-mail Address: _____
Phone Number: _____
New Rep's Name: _____
DATE: _____

Step 1. Product of the Product

- a. Email Your Sponsor Your Product Testimonial within 24 – 48 hours.

- b. Set appropriate auto-ship
50 CV
100 CV

- c. Sell them 2 boxes of Coffee
OG Black
OG Latte

Step 2. Build a list (50/50)

- 50 Coffee Prospects

- 50 Opportunity Prospects.

Step 3. Set up 4 CJMs

Must be confirmed and placed in your calendar

CJM1 Date: _____

CJM2 Date: _____

CJM3 Date: _____

CJM4 Date: _____

Step 4. Plug into the system for 18 months.

Register on www.3kmg.com

Register on www.organogoldtv.com

Get Local Events at training materials at www.LBEmarketing.com

RETAIL SCRIPTS/4 QUESTIONS

Retail Script #1

Hello,

May I speak to _____? Small talk for a few seconds then get to the purpose of the call.

_____, the reason for my call is that I need your help. (Pause for an answer.) I just took a sales position in a new international coffee company and ..(Option 1: in order to reach the top pay level I have been given a goal to sell 50 boxes in the next 72 hours. I'd like you do me a favor and buy a box or two of coffee from me..Option 2: I would like to have you as one of my 1st preferred customers by buying a box or two of coffee from me). If you like the coffee, I'll show you how to get it wholesale. If you don't like the coffee, I'll never ask you to buy from my company again. Can I count on you? (Pause for an answer.)

The boxes range from \$30-\$35 and we carry black coffee, latte, mocha, hot chocolate, and green tea. How many boxes can you buy to help me out?

Retail Script #2

Hello,

May I speak to _____? Small talk for a few seconds then get to the purpose of the call.

_____, the reason for my call is that I just started a Healthy Beverage company and I launched it with 3 flavors of Healthy Coffee. I need your help. (Pause for an answer.) I would like to have you as one of my 1st preferred customers by buying a box or two of coffee from me. If you like the coffee I will show you how to get it wholesale. If you don't like it, I will never ask you to buy from my company again. Can I count on you? (Pause for an answer.)

The boxes range from \$30-\$35 and we carry black coffee, latte, mocha, hot chocolate, and green tea. How many boxes can you buy to help me out?

4 Questions

- 1) Do you or anyone you know drink coffee or tea occasionally?
- 2) What kind? Black, Latte, Mocha?
- 3) What brand? Starbucks, Folgers, Caribou?
- 4) Has _____ ever sent you a check for drinking or referring their coffee?

As you take the appropriate samples out of your pocket, say:

I want to give you a free sample of the coffee that pays and I need you to do me a favor. Just tell me honestly what you think about the taste of the coffee and how it makes you feel. Can you do that for me? (Sure)

Listen, do you drink coffee at least once a day? (Yep)

Here, my number is on the back. What's the best number to reach you at to get an answer to these two questions?



#1 Inviting Script

Script 1:

You: Hello is _____ there?

Response: Yes, this is _____.

You: Hey it's _____ did I catch you at a bad time?

Response: I am good.

You: I just launched the biggest project in my life all centered around Healthy Coffee. I thought that this was definitely something that you could benefit from There is Major 6 figures on the table in the next 6-12 months.

Value Statement: My only question is? Do you keep your business options open outside of what you currently do right now?

Response #1: Yes

You: I'm working with some extremely successful people. One of which I want you to meet (or I want you to listen to). **EDIFY WHO IT IS IS DOING THE PRESENTATION.** What's your schedule like on _____ at _____ pm.

Response: Nothing.

You: Be at this address or get on this conference call. You've got to see this or hear about this.

Response: ok.

You: Can I count on you being at _____ or being on the call at _____ time?

Response: Yes, I'll try to make it.

You: Listen, any other time a try would work, but there is too much money on the table. Do you want more details or are just not interested?

Response: I'll definitely be there.

You: Great, I'll see you there.



#2 Inviting Script

Script 1:

You: Hello is _____ there?

Response: Yes, this is _____.

You: Hey it's _____ did I catch you at a bad time?

Value Statement: Hey listen I don't have a lot of time I have a quick question for you. I've just launched a major project with some extremely successful individuals. The minute I heard about this project you were one of the first people that I thought of who can benefit from this. It's all centered around Healthy Coffee. **Do You Keep Your Business Options Open Outside Of What You Do Right Now?**

WAIT FOR A RESPONSE!!!!

You I'm not qualified to go over all the details with you, but I am working with some extremely successful people. One of which will be sharing the information at _____ (DAY, TIME & LOCATION). **ARE YOU AVAILABLE TO EVALUATE THE INFORMATION ON _____ (DAY & TIME)?**

WAIT FOR A RESPONSE!!!!!(ASSUMING THEY SAY YES PROCEED BELOW)

You If anything is to come up please let me know because I'm going to tell _____ (PRESENTER) all about you and they'll be looking forward to meeting you.



A Player Script

Listen, I've been commissioned and authorized to be the first to bring a concept called healthy coffee to North America.

I don't know if you know or not, but there's over 500 million cups of coffee served every day in the US.

We've put together a marketing plan and strategy on how to capture 1% of the coffee market here in North America over the next three years, which represents about 2.5 Million customers that will be drinking this coffee within the next three years.

Based on the average of \$50.00 per month per person, that represents \$125M a month coming into the company.

The company has put together a compensation plan where they have agreed to do a 50/50 split, which means \$62M a month will be distributed throughout my organization between me and the people that I'm working with.

Based on what I just said, does that give you an appetite to want to know more about the product or about the opportunity?

If they say opportunity:

Great! Invite to CJM or conference call

If they say product:

Great! Invite to CJM or conference call



What You Need For My 1st 4 CJM's

1. **Invite Twice As Many People As You Want To Attend**
Example: If you want 10 to attend you need 20 confirmations
2. **Boil Some Water & Serve Everyone Coffee As Soon As They Enter**
3. **Have Applications**
4. **Have Getting Started Packets**
5. **Tell Your Story** Why You Got Involved and How Many Boxes Of Coffee You Sold So Far
6. **Introduce The Speaker**

Hello my Name is _____. I'm not your featured presenter but I have the privilege and honor of introducing you to your featured speaker. He or She(Use Mr. or Mrs and last Name) has been in the _____ industry for _____ years and has amassed a very impressive resume. Since joining OrganoGold Mr. or Mrs. _____ has reached one of the top executive positions in our company in record time.(If they haven't, then their on their way to hitting one the top executive levels in our company).

Any other accolades that they've accomplished in the business.

Mr. or Mrs. _____ enjoys helping others and has all the information that you need tonight to make an informed business decision. _____ is having a ton of fun sharing this opportunity with people all over. Please help me introduce Mr. or Mrs.



CLOSING QUESTIONS

- 1. What did you like best?**
- 2. If me & my team where to partner with you, how much money would you want to make your first 30-45 days?**
- 3. How much time do you have per week to put into your new Online Coffee Franchise?**
- 4. Either put them on a 3-Way Call with your Plugged in Upline or Ask them What position do you see yourself getting started at today or tonight?**
- 5. What would stop you from joining my team today or tonight?**

Organo Gold Resource Center

Organo Gold Order Line (1-877-ORGANO-1 or 1-877-674-2661)

Register @ www.evictorynews.com for Organo Gold updates from Shane Morand.

Corporate Conference Calls (1-347-855-8377) or listen at www.organogoldtv.com.

Coffee Break M-F @ 10:30am CST

Millionaire Mentorship Sundays @ 8pm CST

Team Talk-Leadership Update Mondays @ 9pm CST

Income Opportunity Tuesdays @ 7:30pm CST

Spilling the Beans with Marianne Noad (Insight on the King of Herbs) Wednesdays @ 9pm CST

King of Compensation Plan Thursdays @ 7:30pm CST

OG Rep Income Opportunity (1-646-519-5860 pin 64630#) M-F @ 12pm & 8pm S/S @7pm CST

Spanish Income Opportunity (1-646-519-5860 pin 2508#) Tuesdays & Thursdays @ 9pm CST

Sizzle Call (1-877-843-2525) 24 hr recorded message with brief OG overview

Websites

www.organogoldmedia.com – Official OG training site. See Rod Smith Fox News interview on OG TV.

www.ogevents.com – Business opportunity meeting locations and times are posted here.

www.oguniversity.com – Marketing supplies and training tools are found here.

www.ogbusiness.com – Power point OG business presentation by Bill Fox.

www.blacktogold.com – Power point OG business presentation by Co-Founder Shane Morand.

www.coffeewakeup.info – Short OG business video. Site is Brian Thompson's but feel free to use it.

www.coffeecom.com – Goes to compensation page of your OG personal website.

www.lbemarketing.com – Diamond RRamon Fulcher's website.

www.healthnewsweb.com – Affordable Health News newspapers featuring *ganoderma* testimonials

Cash Cow CDs – Holton Buggs' powerful 4 CD training set for successful network marketing.

Building Your Network Marketing Business CD by Jim Rohn

The Coffee That Pays English and Spanish presentation DVDs

From the Ground to the Cup The Organo Gold Story on DVD

Presentation Flip Books English and Spanish