

GANO
System



FAST START

GREATEST AMERICAN NETWORK OPPORTUNITY

gano  **excel**
bigger than life

Version 2.0

Welcome to the family

Congratulations on your decision to be part of the
Greatest American Network Opportunity





WELCOME



RUBEN CARDENAS
VICE PRESIDENT
GANO EXCEL USA

Congratulations! You have made a life-changing decision to pursue your dreams and achieve excellence through Gano Excel.

At Gano Excel, there is something for everyone. Whether you are motivated to make a lot of money, have a deep desire to help others, want to work with a company with a proven step-by-step approach, or simply have a lot of fun meeting new people, you are definitely in the right place.

Deciding to develop a Gano Excel business says something very important about you. It shows the world that you not only want a better life and are ready to work for it, but that you believe in yourself and your unlimited potential.

Our GANO System exists to help you find and train people who have the capacity to achieve great things, who have a strong work ethic, and who want something better in life, just as much as you do.

Through the proven GANO system, you'll learn to identify those who have a dream and are already working on making their dream come true. They are your best candidates. They have a head start on those who are content with life as it is.

High achievers here in the U.S. and in over 65 countries are part of your team now. Your Enroller and your Upline are dedicated to your growth and success. Their ultimate goal is to help you gain the greatest benefits from the time and effort you invest in Gano Excel.

Always remember, even if your network grows to include thousands of affiliates from around the world, YOU will always be the most important person in your business. It is YOU who will set the pace for your organization. YOU will establish the values, prove the principles, and teach and lead by example. As a result, your business family will grow right along with the growth you experience personally.

Following the GANO system will provide you with a business opportunity like no other. Get ready to make a lasting difference for yourself, for others, and for the world.

**THE PRODUCTS AND THE SYSTEM COME FROM US.
THE PROMISE TO MAKE IT HAPPEN COMES FROM YOU.**

WWW.GANOEXCEL.US

The screenshot shows the homepage of the Gano Excel website. At the top, there is a navigation bar with links for "home", "more info", "more income", "compare", "news & events", "about", "affiliate home", and "contact". A search icon is also present. On the left side, there is a product image for "GANOCAFE HAZELNUT COFFEE" which includes text in English and Spanish. The main banner features a woman in a red dress dancing in a green field under a blue sky, with the tagline "Wellness is bigger than life. Learn about natural healing & change your lifestyle forever". Below the banner are three circular icons: one for "What is the secret of Ganoderma Lucidum?", one for "Be healthy with Gano Excel Products", and one for "More income Wealth through Wellness". The footer contains links for "products", "about us", "back office", "blog", "how to join", and "customer service". It also includes social media links for Facebook, LinkedIn, Twitter, and Pinterest, along with the Gano Excel logo.

The newly designed Gano Excel Website contains many updated features, including one click access to your back office, a soon to be operational cart system (online store), full screen sliders, videos and a blog to keep you informed of the latest news and promotions.

The website has a fresh, modern and full screen interface, providing users with a optimal streamlined experience. Best of all, the design is responsive, which is techno-speak meaning the website can be viewed on any device including tablet or mobile. The top navigation will instantly take you to the requested spot on the page. A secondary "more" button at the bottom of the initial page allows users quick link access to any area of the page desired. The affiliate home was built for quick access to any document, video or collateral needed. Here you will find everything you need to operate and support your Gano Excel business. Feel free to explore and get to know the website.

LETS GET STARTED

AT GANO EXCEL, YOU HAVE EVERYTHING YOU NEED AT YOUR FINGERTIPS.

CORPORATE SUPPORT

At Gano Excel, we strive to make starting and running your business smooth and efficient. You will find everything you need to start your business at our Gano Excel North America Corporate Website.

We encourage you to search through and get familiar with our website. Our corporate website was designed to give a comprehensive overview of Gano Excel's products, services, goals and opportunities. It is a dynamic, multimedia site that will educate and inspire you to achieve your highest goals by bringing to the world fantastic, healthful Gano products.

Next, let's take a look at the Gano Excel Back Office, where you will go every day to monitor, measure, and maintain the growth of your personal business.



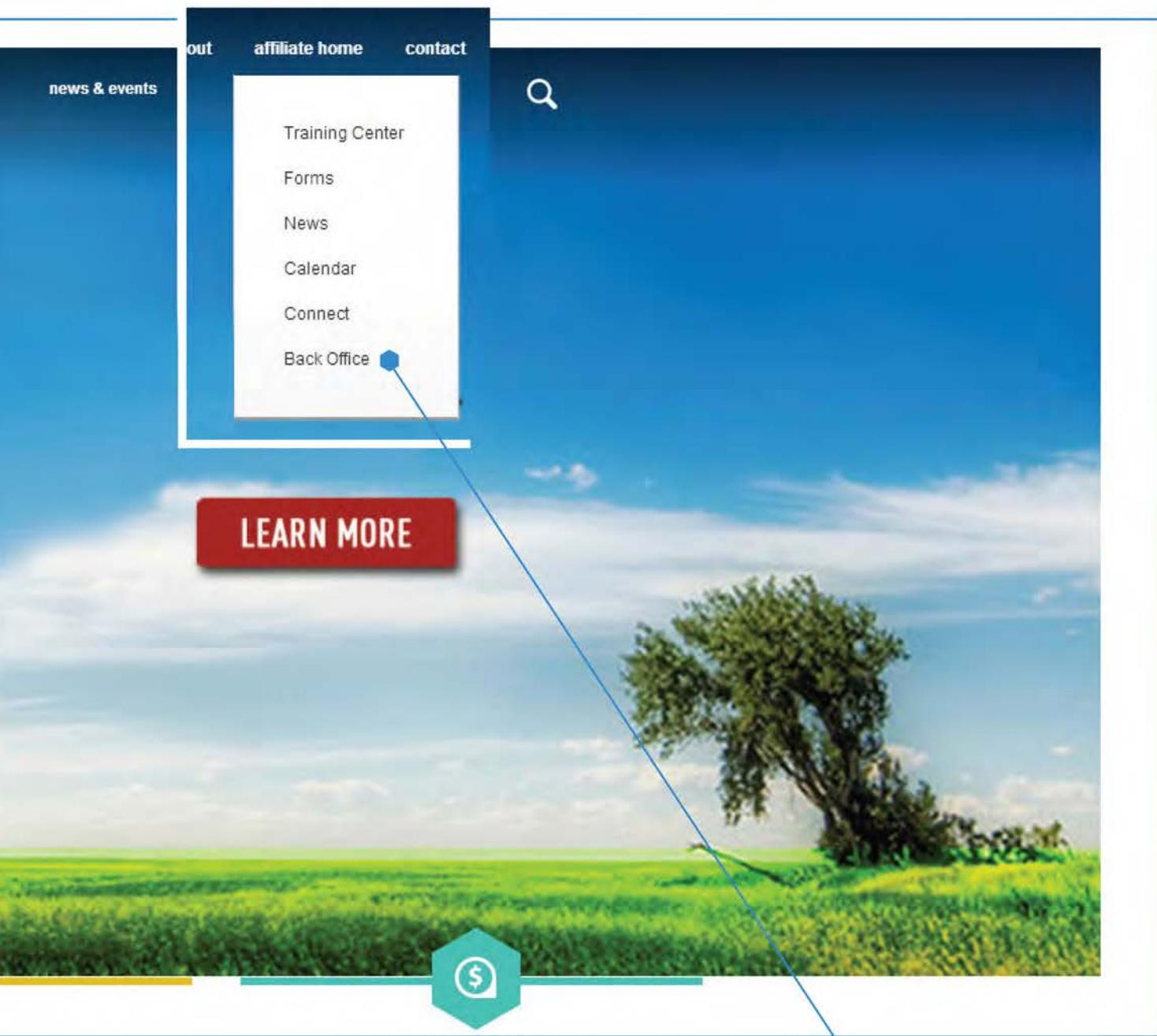
2

ACCESSING THE BACK OFFICE

This informative guide will show you the simple steps to accessing your Back Office and familiarize you with some of the basic things you need to know.

1

GO TO WWW.GANOEXCEL.US



3

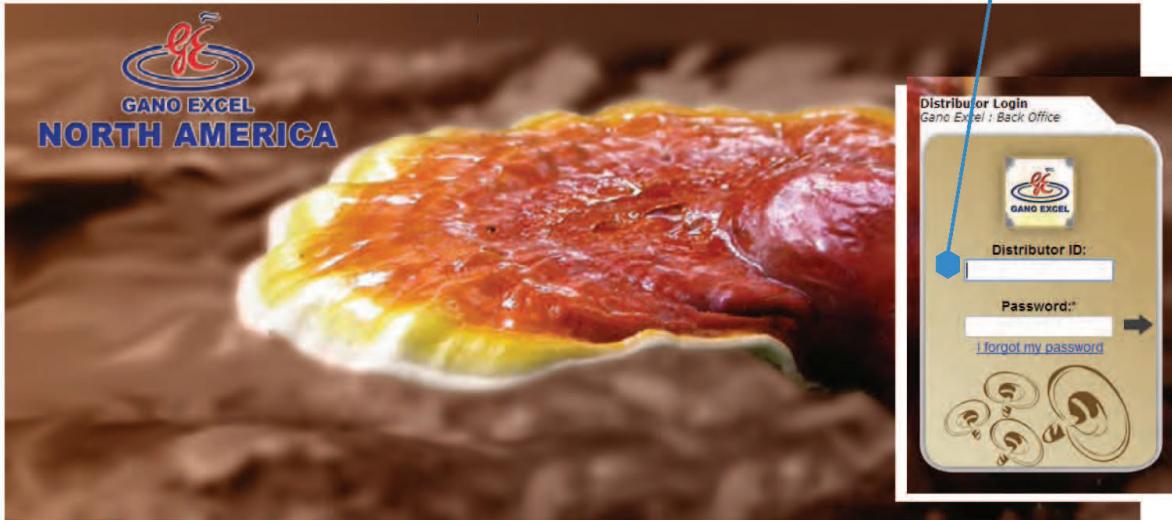
AFFILIATE HOME

Move your mouse over "affiliate home" on the top menu, and then click on the option "Back Office" from the drop down menu.

4

AFFILIATE LOG IN

Log in using the ID number and password you created when you first enrolled with Gano. If you need additional assistance accessing your Back Office, please contact the Independent Affiliate who enrolled you, by contacting Customer Service: (626) 338-8031, or email support@ganoexcel.us



5

POLICIES & PROCEDURES

The first time you login to your Back Office, the Independent Affiliate "Policies & Procedures" will be displayed. For future reference, you can access them by clicking on the "Corporate" tab and then by clicking on "Policies and Procedures" under the "Resources" section. Take a moment to review the Policies and Procedures as they will answer many of your questions

GANO EXCEL
 NORTH AMERICA

CORPORATE - Distributor-specific insight on news, events and general corporate information

HOME CORPORATE MEMBER INFO MY WEBSITE

WHAT'S HAPPENING

- News/Announcements
- [Events Calendar](#)
- [Corporate Notifications](#)
- [History](#)
- [Promotions](#)

RESOURCES

- [Policies and Procedures](#)
- [Common Questions \(FAQ\)](#)
- [Applications/Forms](#)
- [Presentations](#)
- [Electronic Business Kit](#)
- [Design Tools](#)

CONTACTS

- [Corporate Contact Directory](#)

NEWS/ANNOUNCEMENTS

Breaking News

6/26/2011 - Triple 7 Promotion Extended
 We are pleased to announce the extension of the Triple 7 Promotion.
[MORE >](#)

6/1/2011 - This Just In
 This Just In
[MORE >](#)

5/26/2011 - More Great News for Coffee Drinkers
 More Great News for Coffee Drinkers
[MORE >](#)

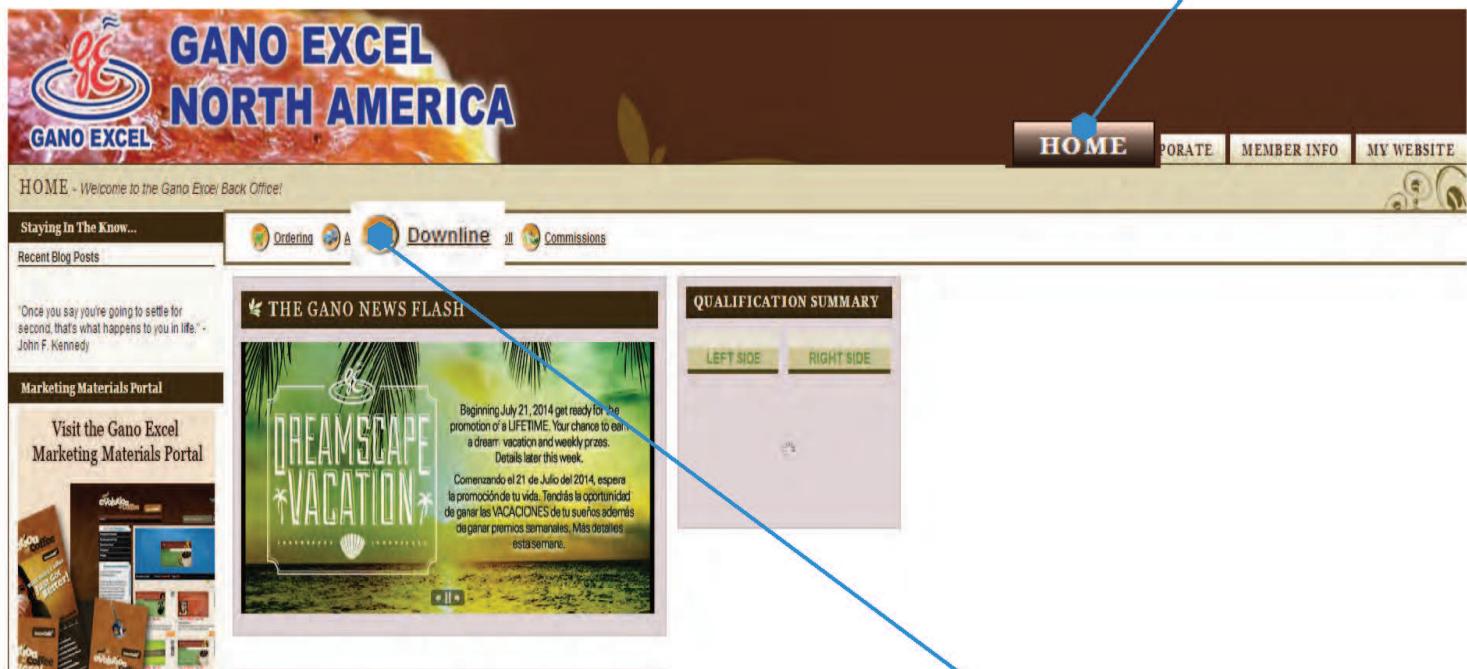
5/19/2011 - CBS News Touts the Health Benefits of Coffee
 CBS News Touts the Health Benefits of Coffee
[MORE >](#)

5/10/2011 - X2 Luxury Car Allowance

6

AFFILIATE BACKOFFICE

Take a moment and browse around the Back Office to get familiar with it, and when you are ready, click on "HOME" to continue this basic walkthrough.



7

DOWNLINE QUICKLINK

Next, let's take a look at your Downline. On the Quicklinks bar, click "Downline."

8

DOWNSIDE

Clicking on "Downline" from the Quick Links Bar will always take you directly to the "Binary Team Viewer" of the "TEAM MANAGEMENT" section. You will need to visit the "TEAM MANAGEMENT" section often as it has many reports that are important for your success.

TEAM MANAGEMENT

- Binary Team Viewer
- Enrollment Team Activity
- Rank Advancement Report
- Binary Placement Options
- Binary Team Autoship

BINARY GENEALOGY - 4 LEVEL VIEW

Downline Path to Position Displayed

1. 0987123 (L) Jane Smith

Jane Smith (0987123) Downline

Current View: 4 level

0987123 Jane Smith
ENROLLER: 0111123
JOINED: 05/06/2008
ENROLLED: L45-R55
RANK: DIAMOND

0987111 (L) JOHN A. JOHNSON
ENROLLER: 0987123
JOINED: 09/16/2009
ENROLLED: L-8-R9
RANK: APPRENTICE ELITE

6311111 (R) BRETT THOMAS
ENROLLER: 0987123
JOINED: 10/16/2010
ENROLLED: L-36-R3
RANK: SILVER

9

TEAM MANAGEMENT

Next, just above the "TEAM MANAGEMENT" section on the left side of the browser window, take a look at the "QUALIFIED REPORTS" section. These very important reports will show you whether or not you are qualified to earn commissions from week to week (see "REPORT SETTINGS").

QUALIFIED REPORTS

- Binary Qualified Status
- ESP Qualified Status
- Qualification Estimator

REPORT SETTINGS

Bonus Cycle: Aug 4, 2014 - Aug 10, 2014 (Bonus Cycle #296)

Qualification Period

Aug 4, 2014 - Aug 10, 2014 (Bonus Cycle #296)
Qualification estimates and data reflected uses last updated on 8/6/2014 11:47:13 AM (Pacific Time)

Impersonal	Assessment	
Personal Point Volume (PPV)	204	Bronze
	10 (left) / 10 (right)	Gold
	1 (left) / 1 (right)	
	1 (left) / 1 (right)	

10 (left) / 10 (right)

#	Name	PPV	Side
8201300	Marta Clark	102	L
5249300	John Wilson	102	L
3536300	Lucy Davis	101	L
4023000	Pauline Morris	102	L
8544300	Mary Smith	102	L
5227300	Marta Clark	99	L
4021300	Lucy Davis	102	L

10

QUALIFICATION ESTIMATOR

Click on the "Qualification Estimator". This report is dynamic as it shows you your progress during the week. Be sure to visit this report often because it will tell you exactly what steps you need to complete to advance to the next rank.

The screenshot shows the Gano Excel North America member center interface. The main menu includes links for Orders, Autoship, Download, Email, and Commissions. A sidebar on the left lists various contests and reports like Vacation Contest, Streak Contest, Road to Gold, Dreamscape Vacation Contest, Event Tickets, Commissions, and Qualified Reports. The Qualified Reports section is highlighted with a blue arrow and contains links for Binary Qualified Status, ESP Qualified Status, and Qualification Estimator. The Qualification Estimator page displays a table with columns for Requirement (Personal Point Volume (PV)) and Achievement (204). It also shows achievement levels for Bronze (50), Silver (100), and Gold (150). Below the table is a list of personally enrolled affiliates with their names and PV numbers. The top navigation bar includes links for HOME, CORPORATE, MEMBER INFO, and MY WEBSITE.

11

BINARY QUALIFIED STATUS

Next, click on "Binary Qualified Status." The minimum requirement to be eligible to earn commission in the Binary (Residual) portion of the Gano Wealth Plan is that you have a minimum of 50pv every 30 days, and that you have personally enrolled at least two Independent Affiliates (one on your left side, and one on your right side) each of whom also have a minimum of 50pv every 30 days.

The screenshot shows the Gano Excel North America member center interface. The main menu includes links for Orders, Autoship, Download, Email, and Commissions. A sidebar on the left lists various contests and reports like Vacation Contest, Streak Contest, Road to Gold, Dreamscape Vacation Contest, Event Tickets, Commissions, and Qualified Reports. The Qualified Reports section is highlighted with a blue arrow and contains links for Binary Qualified Status, ESP Qualified Status, and Qualification Estimator. The Binary Qualified Report page displays a table with columns for Volume Summary (Personal Volume (PV)), Left Summary (Personally Enrolled: 20, Estimated Active (SOPV): 10), and Right Summary (Personally Enrolled: 70, Estimated Active (SOPV): 10). It also shows a green box labeled "Binary Qualified Results For: 08/04/2014 to 08/10/2014" with the word "QUALIFIED". Below the summary table are two detailed tables for Left Binary Personally Enrolled and Right Binary Personally Enrolled, each listing names, PV, AS PV, A5 Dates (backward), and Rank. The top navigation bar includes links for HOME, CORPORATE, MEMBER INFO, and MY WEBSITE.

12

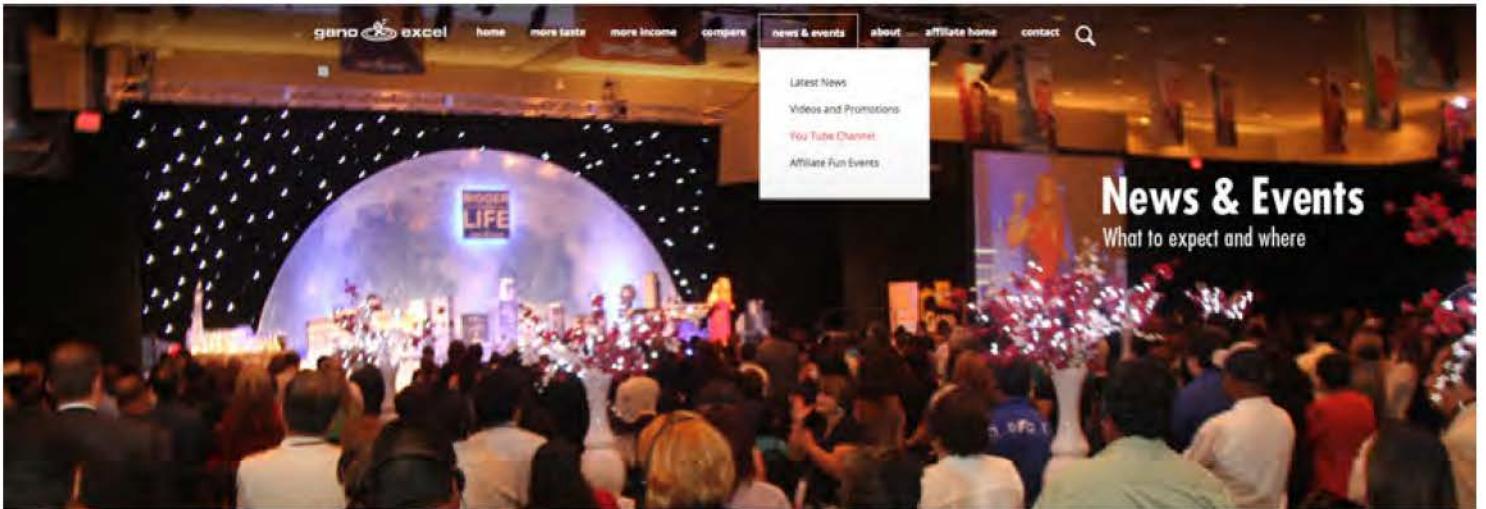
COMMISSIONS

Finally, under the "COMMISSIONS" section, click on "Binary Volume Bank Register." This report will show you your volume. Commission checks are generated when you are "Active," "Qualified," and when you have accumulated at least 100GCV (Group Commissionable Volume on both the left and right side of your Binary Organization.)

The screenshot shows the GANO EXCEL NORTH AMERICA website's Member Info page. At the top, there is a navigation bar with links for HOME, CORPORATE, MEMBER INFO, and MY WEBSITE. Below the navigation, a banner reads "GANO EXCEL NORTH AMERICA". On the left, a sidebar lists various contest and event categories with their respective links. The main content area is titled "BINARY VOLUME BANK REGISTER" and includes "REPORT SETTINGS" with a dropdown for "Country" set to "United States" and a "Get Register" button. Below this, two green boxes display "Left Banked CV (US)" as \$102,025.00 and "Right Banked CV (US)" as \$75.00, both as of 8/3/2014 8:08:51 PM PST. A table titled "Banked Volume Register" follows, showing transaction details for various dates and BC#s.

Date	BC#	Description	Type	From	To	Left Bank	Right Bank
08/03/2014	294	Binary Commission Payout(07/21/2014 thru 07/27/2014)	+	US	US	-4,900.00	-4,900.00
08/03/2014	294	Binary Group Commissionable Volume (GCV) Earned(07/21/2014 thru 07/27/2014)	+	US	US	796.00	4,896.00
07/28/2014	293	Binary Commission Payout(07/14/2014 thru 07/20/2014)	+	US	US	-7,200.00	-7,200.00
07/28/2014	293	Binary Group Commissionable Volume (GCV) Earned(07/14/2014 thru 07/20/2014)	+	US	US	1,330.00	7,188.40
07/20/2014	292	Binary Commission Payout(07/07/2014 thru 07/13/2014)	+	US	US	-8,800.00	-8,800.00
07/20/2014	292	Binary Group Commissionable Volume (GCV) Earned(07/07/2014 thru 07/13/2014)	+	US	US	1,178.40	6,838.80
07/13/2014	291	Binary Commission Payout(06/30/2014 thru 07/06/2014)	+	US	US	-5,500.00	-5,500.00
07/13/2014	291	Binary Group Commissionable Volume (GCV) Earned(06/30/2014 thru 06/06/2014)	+	US	US	1,308.00	5,506.00
07/06/2014	290	Binary Commission Payout(06/23/2014 thru 06/29/2014)	+	US	US	-5,200.00	-5,200.00
07/06/2014	290	Binary Group Commissionable Volume (GCV) Earned(06/23/2014 thru 06/29/2014)	+	US	US	1,150.40	5,190.00
06/29/2014	289	Binary Commission Payout(06/16/2014 thru 06/22/2014)	+	US	US	-3,800.00	-3,800.40

**YOU'VE JUST BEEN GIVEN A LOT OF INFORMATION,
BUT DON'T WORRY ABOUT LEARNING EVERYTHING
RIGHT NOW. JUST GET FAMILIAR WITH YOUR BACK OFFICE.**



YouTube Channel



To keep up to date on all the exciting news at Gano Excel, click on the link to visit our YouTube Channel.

- products
- about us
- back office
- blog
- how to join
- customer service

© 2014 Gano Excel USA | Terms of Use | Privacy Policy | Product Return Policy



[Home](#) [more taste](#) [more income](#) [company](#) [news & events](#) [about](#) [affiliate home](#) [contact](#)

Remember, You can find several videos on our YouTube Channel that will give you even greater detail..

Some of the things you will learn:

1. How to login to your Back Office.
2. How to enroll a new affiliate.
3. How to update your Autoship.
4. How to place a one-time order.
5. How to use the Qualification Estimator.

And so much more information to help you achieve success!

NOTES:



Line of Sponsorships and **How to Get Help**

The word “**UPLINE**” is a term you will often hear in network marketing. It simply refers to your enroller (the person who shared the opportunity and got you involved in this business), their enroller, and so on “UP the LINE” or “**UPLINE**.”

Your upline is your “**lifeline**.”

When you enrolled in Gano Excel, your enroller and upline saw that you have what it takes to succeed. They expressed their belief in you and their willingness to invest their time to teach you the **G.A.N.O. System**. Your enroller has a direct link to other leaders in your line of sponsorship. Through the process of mentoring and teamwork, you have access to the combined experience of Diamonds and above.

Trust the advice of your enroller and upline. It is in their best interest to help you. They only succeed by helping you succeed. Trust their dedication to you and your business. Never hesitate to ask them for help. Listen to their advice and absorb their lessons as they pass on the wisdom and experience from their upline. Take a moment to write down your upline contact information now.

CONTACTS & RESOURCES

My Upline Enrollment Team

Upline Leaders	Name	Phone	Email
Gen 5			
Gen 4			
Gen 3			
Gen 2			
Gen 1			

Extended Upline Leaders

Name	City/State	Phone	Email

If your upline is not available when you need help, here are some additional resources that are available to you:
Gano Excel corporate website: www.ganoexcel.us Gano Excel Customer Service Support Line: [\(626\) 338-8081](tel:(626)338-8081)

Notes



MR. LEOW SOON SENG

FOUNDER & PRESIDENT OF GANO EXCEL INTERNATIONAL

After more than 30 years of research and development, and under the highest quality standards, Mr. Leow managed to isolate the most potent types of over 200 different varieties of the powerful mushroom Ganoderma Lucidum – also known as reishi. Implementing proprietary techniques to cultivate them and ensure that the power of the mushroom remained intact during harvesting, he then created a proprietary freeze dry spray method ensuring a standardized extract of 100% Organic Ganoderma Lucidum.

With great vision and insight, Mr. Leow acquired large portions of land in the Asian tropical forest. Here, in total harmony with nature, he developed the world's largest organic Ganoderma Lucidum plantations.

These plantations have enabled him to fulfill his vision of bringing health and wellness to all the world's families by making the otherwise extremely rare herb available and affordable. To further fulfill his vision he began to infuse numerous consumable products such as coffee, tea, hot chocolate, cereals, capsules, and many others, with his exclusive Ganoderma Lucidum extract.



THE EVOLUTION OF COFFEE



Gano Excel is proud to offer the world's first enriched gourmet coffee, which contains an odorless and tasteless extract of the six most nutrient dense varieties of Ganoderma Lucidum, an herb long known to increase the body's resistance to stress and help it overcome health challenges more quickly.

Start every day off right with the world's healthiest cup of coffee that is loaded with 200 phytonutrients and 150 antioxidants.

INTERNATIONAL CERTIFICATIONS





WHY HAVE YOU DECIDED TO BUILD A BUSINESS? WHAT'S THE MOST EFFECTIVE WAY TO SHARE YOUR BUSINESS WITH OTHERS?

In this chapter you will find the answers to the most frequently asked questions as well as the seven powerful steps to get your business off to an explosive start!

THE SUCCESS CYCLE

1. **DEFINE YOUR "WHY"**
2. **BE A PRODUCT OF THE PRODUCT**
3. **MAKE A WRITTEN LIST OF CONTACTS**
4. **LEARN THE PROVEN WAYS TO SHARE THE BUSINESS**
5. **LEARN HOW TO UTILIZE THE TOOLS**
6. **COMMIT TO PERSONAL GROWTH**
7. **REPEAT THESE STEPS WITH EVERY NEW MEMBER OF YOUR TEAM**

DEFINE
WHY

1

DREAM



Everyone has a gift, but some people never open their package.



At Gano Excel, we believe everyone is born with a unique gift. Some find it quickly, while others need to take longer to find it. Sadly, some people spend their entire life looking for it. If you are one of the few who already know your gift, this is great. We will strive to help you realize its full potential. If you don't know your gift, we will help you find it. Finding your gift starts with knowing what you are good at.

I think I am very good at:

I have been told that I am very good at:

I want to be very good at:

What you are good at is tied to your gift. For instance, if you are good at gardening, it shows that you are patient, steady, and detail-oriented. We only touch on your gifts here in this Fast-Start Action Plan, but we will delve even deeper into helping you identify and develop your gift in our ongoing training sessions.

Now that you have identified, or begun to identify your gift, and you have written it down, you must answer the most important question of all:

Why did you join this business?

- Pay your debts?
- Handle your current monthly obligations?
- Pay your children's education?
- Buy a better car?
- Live in a better house?
- Travel around the world?
- Save for retirement?
- Help support your parents or relatives?
- Prove something to yourself and others?

Define Your "Why"

- What is the thing that will drive you every day to get up and work your business? (Wife, Husband, your children, Dad, Mom?). What are the things that will keep you motivated during the good times and the hard times?
- What is your ideal monthly income?
- How many hours per week are you willing to commit to the development of that income?
- How many months are you willing to work those hours for the development of that income?
- Why is that level of income important for you?



Write down your "why" here:



You were a child and you dreamed of the life you wanted to lead?

Are you living that life today? If not, somewhere along the line you stopped dreaming. Something got in the way of your dreams. Don't worry, it happens to everyone. Here is a question to help get you back on track and to remove the barriers that limit your imagination:

If money were not an issue, how would you live your life?



Think Big! The reality is you can have everything you want. There are no limits to what you can achieve. We believe in you, and we are committed to helping you achieve your goals.

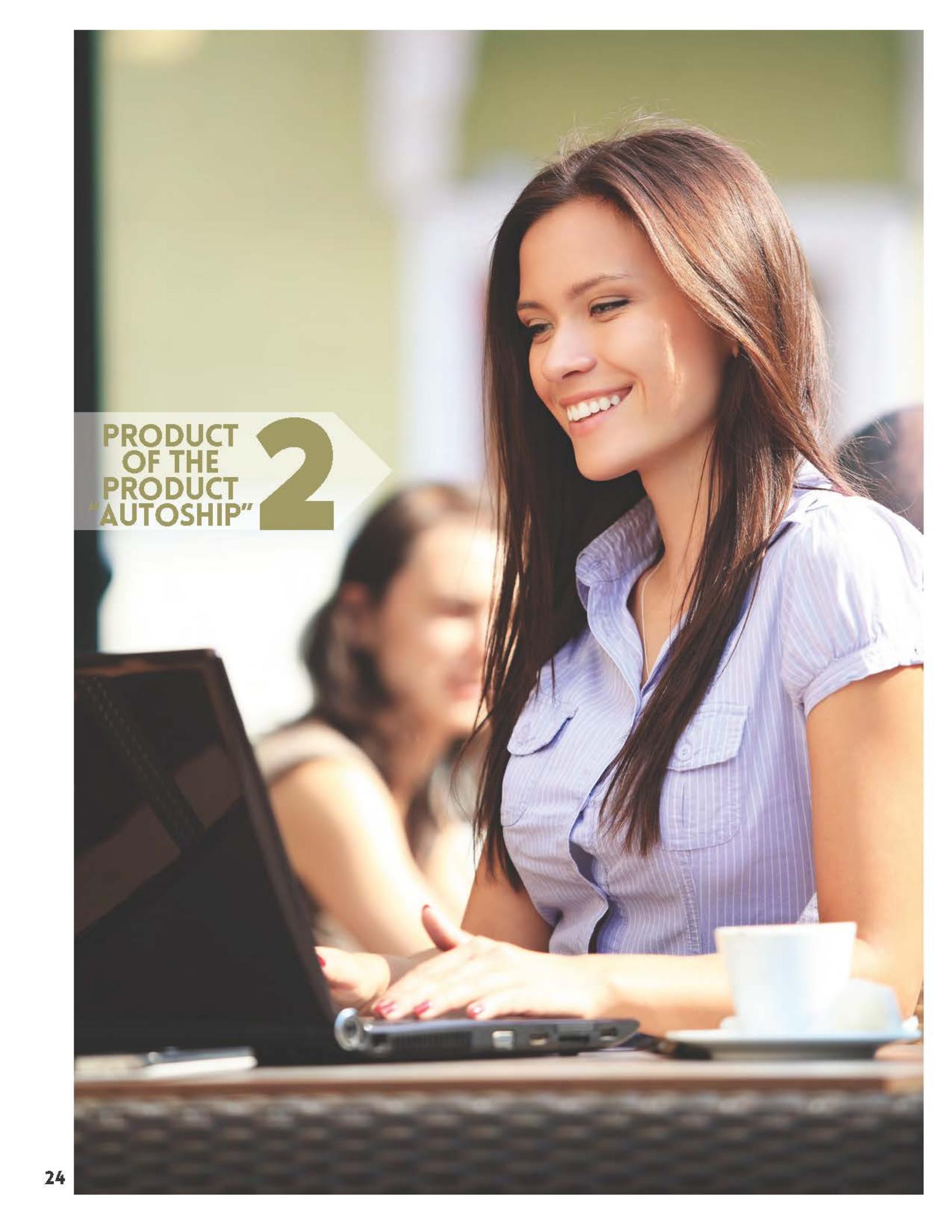
Always Remember:

Your upline is your lifeline and your connection to our proven G.A.N.O. System.

Attend the local weekly open for knowledge and support.

Focus on your "Why." If your dream is big enough, the facts don't matter.

Become a "Student of the System" through recommended audios, videos, conference calls, books, and by attending all events.

A woman with long brown hair is smiling and looking down at her laptop. She is wearing a light blue striped short-sleeved shirt. A white cup of coffee sits on the table next to her. In the background, another person is blurred.

**PRODUCT
OF THE
PRODUCT
"AUTOSHIP"**

2

It's very important that you regularly purchase your Gano Excel products in order to stay "Active" in our system. The best way to ensure that you remain "active" is to set up an Autoship. According to the "Gano Wealth Plan" document, the very basic requirement you will always want to meet is to remain what is called "Active".

"Active" means that you and your retail customers generate a total of at least 50PV (Personal Volume) every 30 days. 50PV is equal to basically 3 boxes of product that you can either sell, use to share with others, or use yourself. Remaining Active at this minimum level makes you eligible for bonuses and guarantees that the CV (Commissionable Volume) your team creates in the Binary Team Commissions, our long term residual income program, is secure. Like many of our Affiliates, we recommend taking advantage of our popular Autoship program to satisfy the "Active" status requirement and, as an added bonus, you will receive valuable rewards points that can be used for free product or marketing materials.

Remaining "Active" should never be an issue because you now own your own store that features products you already use on a daily basis. For example, instead of buying soap and toothpaste from the store, you will now be buying these from yourself.

If you are serious about building a large network very quickly, you will want to set up an Autoship of at least 100PV per month. This will ensure that you always have enough product on hand for your own use and consumption as well as to share with others who will join your team as customers or as business builders.

- Replace all the products that you normally buy at the store with Gano Products!
- Develop and share your testimony of what Ganoderma Lucidum has done for you.
- Wherever you go, always carry and provide Gano Excel Product for sharing with others.

IT IS IMPORTANT TO BE ON AUTOSHIP TO ENSURE THAT YOU REMAIN ACTIVE. THIS WILL SECURE THE VOLUME GENERATED BY THE AFFILIATES AND CUSTOMERS IN YOUR BINARY ORGANIZATION.

The List

3

Now that you know where to go for the daily management of your business, and you have identified why you are committed to building your business and you established your monthly auto-ship, it is time to start finding your customers and business partners.

Which one are you?

1. Assertive – Competitive - Lion

How to appeal to them: Stroke their ego and let them lead. These are your Type-A personalities, the go-getters who strive to be the best in everything they do. For real-world examples, think Steve Jobs or Donald Trump:

for a fictional example, think Don Draper in *Mad Men*. This is a group of high achievers who are decisive and strong-willed. You would expect to find a glut of them in leadership positions; try looking in the CEO's corner office or any other job that rewards efficient, independent action. They make a point of being professional and prepared in all interactions; always keeping things moving. An assertive type, they have places to be and goals to achieve. If possible, you can play to the "Lion's" sense of competition by issuing a challenge or selling them on a way to get ahead.



2. Amiable – Spontaneous - Otter

How to appeal to them: Match their energy and have fun! For those with an amiable personality, life is a thrilling adventure or a perpetual par-tay! They love the draw of the interesting,

and their glass is always half-full with possibility. What does the future hold? The anticipation is exhilarating! You might find a high number of amiable personalities among politicians, actors/actresses, and party planners. This mold was made for the outgoing. These amiable souls are drawn to excitement, so hold their attention with big-picture ideas and by building rapport. Use their name as often as possible in conversation. Don't be afraid to throw around an exclamation point or two!



3. Expressive – Humanistic - Golden Retriever

How to appeal to them: Socialize and empathize. Expressive personalities are people-pleasers at heart; their outward focus on others is their greatest asset. Can't we all just get along? If an expressive personality had his or her way, we would. Happiness, friendship, and respect are the pillars of their relationships.

Truly man's best friend, this group makes great teachers, counselors, and caregivers. Those with expressive personality types love to bond, and they are pros at doing so. Avoid confrontation or argument; with an expressive personality, conflict is a four-letter word. Reassure them with words of affirmation, which will serve to both build up self-esteem and engender trust in the relationship. Dig deep into your warm-and-fuzzies. Always be sure that your interactions make them feel safe.



4. Analytical – Methodical - Owl

- How to appeal to them: Be thorough, detail-oriented, and give them time to make a decision. Where would we be without analytical personality types? We would be lost, late for dinner, and wearing unmatched socks. The analytics are the rational supercomputers of the population. They are information hounds who weigh all the options before making a decision. They are persistent, serious, and orderly. Often, they are perfectionists. Those with an analytic personality thrive on organization and are dependable on MAKING deadlines. Doctors, professors, and engineers all have a little bit of the analytical in them.

THE BUSINESS STARTS BY FIRST MAKING A WRITTEN LIST

Create a list of candidates with at least 100 names. This is a very important step. It is imperative that you do not skip this step or leave it half done. To start, simply write down the names of all the people you know.

DON'T ASSUME

"Well, he's already wealthy, I don't think he'll be interested."
"She doesn't like sales, so I don't think I'll pursue her business..." etc. Such an error can cost you dearly in terms of profits and achieving your goals in this business. Therefore, DON'T assume, and thereby limit your potential success.

Give everyone a chance, just like someone gave you a chance.

Your binary organization could grow to include 2 to 3 Diamond's, 4 to 5 Platinum's, Gold's, and Bronzes', as well as 30 to 40 people who aren't trying to do the business just yet but are consuming our product. There is no way to know for sure who will end up in your binary organization and, honestly, oftentimes you will be surprised who will join your business.

Don't let negative emotions or reservations affect your efforts. We often let the fear of rejection deter us from our goals. Many want to be successful but few are willing to do what it takes to reach the goal.

Don't make the grave error of sending out spam (unwanted electronic mail), mass emails or automatic links; instead, engage those connections in conversation in an effort to build stronger relationships with your team through proper use of the internet as an effective marketing tool.

FRIENDS, NEIGHBORS AND FAMILY

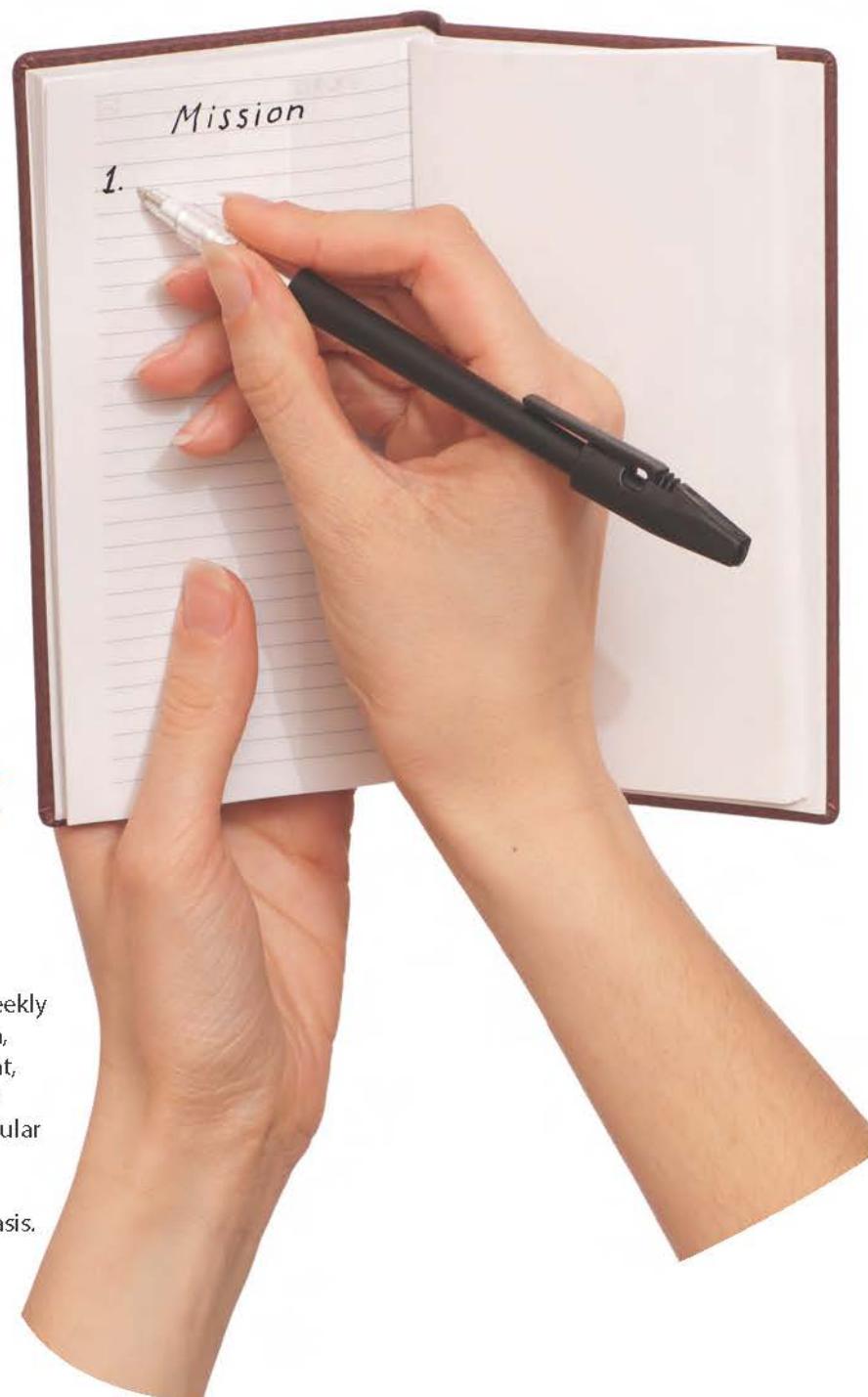
Make a list of people you regularly do business with, be it weekly or monthly. For example: the owner of your usual gas station, hair stylist, accountant, trainer (gym, yoga, pilates), restaurant, bar owner, or insurance agents. And people you do business with on occasion: decorators, vendors, insurance agents, cellular service, clothing stores. Include everyone you have done business with occasionally or regularly, the list can quickly include 100 to 200 people you interact with on a frequent basis.

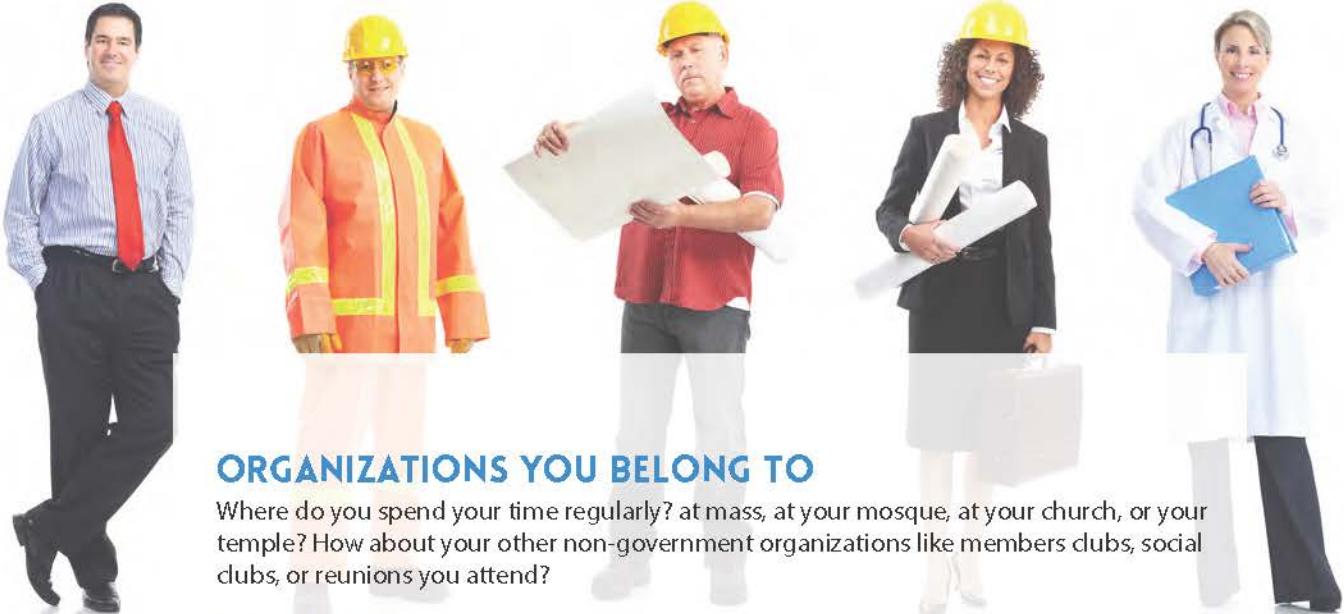
PROFESSIONALS

Think of the working professionals you often have contact with, doctors, lawyers, orthodontists, professors, etc.

CATEGORIZING PAST ACQUAINTANCES

What's become of your old friends? Why not include them in your recruiting to seminars to show them how you have achieved your goals? Don't forget to invite old professors and school administrators. The internet can also be a magnificent tool to reconnect with old acquaintances like: former coworkers, old teammates, or anyone you have done business with in the past





ORGANIZATIONS YOU BELONG TO

Where do you spend your time regularly? at mass, at your mosque, at your church, or your temple? How about your other non-government organizations like members clubs, social clubs, or reunions you attend?



RECREATION

Do you practice any team sports? Do you like to swim, play tennis or golf? Do you attend a gym or play in any sports league? Do you practice trekking, hiking sports, soccer, cycling, volleyball or baseball? Do you like to take a walk, go fishing, or visit exhibitions?

Think of people you know who also enjoy these activities.



MILITARY FORCES

If you have served in the military, think of the many men and women you met and the varied experiences you shared.

Surely, you created some very strong, lasting relationships

CONTACT CARDS

Go to that drawer or that place in the car where you've accumulated a pile of business cards. Contacts in your address book in your cell phone. Surely there are people in your cell phone you haven't contacted lately. Don't forget to include all those people in your candidates list.





ONLINE RELATIONSHIPS

How many people do you now know thanks to social media like Facebook, Twitter, or others? (Note: Don't make the very serious mistake of sending spam (junk mail) massively or automatic messages with links. Start conversations and develop your relationship with the people that you connect with on the internet. Show the same respect with the people that you know online as you do with the people offline.

Who do you know...

That has quit smoking?

That has moved recently?

That's in the political arena?

That you met at the gym?

That is a driver or pilot?

That works in radio or TV?

That you met on a plane flight, train or the bus?

That needs extra income?

WHO ARE YOU?

Are you a ...

Spiritual leader? (minister, priest, imam, rabbi, pastor) Member of a religious group? Florist? Lawyer? Accountant? Insurance Agent? Pharmacist? Political Representative? Chiropractor? Veterinarian? Waiter? Baker? Butcher? Bank Manager?

Travel Agent? Barber? Photographer? Architect? Mechanic? Gardener? Property Manager? Do you clean houses, offices, or businesses?

WHO IS RELATED TO YOU?

Parents

Brothers and Sisters

Nephews and Nieces

Uncles and Aunts

Cousins

PERSON YOU SOLD SOMETHING TO... OR PERSON YOU BOUGHT SOMETHING FROM?

House?

Computer?

Car?

Tire?

Television or stereo equipment?

Wedding rings?

Contact lenses or glasses?

Vacuum?

VERY
IMPORTANT!
DO NOT SKIP
THIS STEP

NAME	CONTACT INFO	OCCUPATION	NOTES
100			
99			
98			
97			
96			
95			
94			
93			
92			
91			
90			
89			
88			
87			
86			
85			
84			
83			
82			
81			
80			
79			
78			
77			
76			
75			
74			
73			
72			
71			
70			
69			
68			
67			
66			
65			
64			
63			
62			
61			
60			
59			
58			
57			
56			
55			
54			
53			
52			
51			
50			

VERY
IMPORTANT!
DO NOT SKIP
THIS STEP

NAME	CONTACT INFO	OCCUPATION	NOTES
49			
48			
47			
46			
45			
44			
43			
42			
41			
40			
39			
38			
37			
36			
35			
34			
33			
32			
31			
30			
29			
28			
27			
26			
25			
24			
23			
22			
21			
20			
19			
18			
17			
16			
15			
14			
13			
12			
11			
10			
9			
8			
7			
6			
5			
4			
3			
2			
1			

Presentation

Now that we have a list of names of people that could benefit from Gano Excel, let's learn how to reach and share the information with them in a professional way.

4



HOW TO PRESENT THE BUSINESS



Gano Excel is perfect for everybody, but not everybody is perfect for Gano Excel. Some people are not looking for a business opportunity right now. Others want the opportunity, but they are not willing to do the work to achieve success.

Some will become consumers of the products, but they will not be interested in building the business. Everyone you share the opportunity with is free to choose what is best for them and we recommend that you allow them to get started however they see fit. We simply have the wonderful privilege of exposing this opportunity to all the people that we know. For fast growth, plan on sharing this opportunity with as many people as possible in your first 30 days.

Once you have shared this business with 100 people, you will have a committed group of people on your team and you will create great momentum. It is unrealistic to expect your business to flourish if you have not exposed the opportunity to at least 100 people. Get with your Enroller or Upline leader to develop the best plan and strategy.

ONE TO ONE OR A COFFEE BREAK

Organize your first One to One Coffee Break. In these informal meetings you invite key people that you would like to have on your team. It can be done in your living room, at the mall, in a restaurant, etc. They are very simple to do. Simply play our presentation video, or have your Enroller or Upline leader conduct the presentation in an informal way. It is fast and fun. It is important to create a positive ambiance in the meeting. Organize your agenda and determine how much time you are going to dedicate to your new business; meet with your Enroller or Upline leader so you can coordinate your schedules and do the presentations.

RECOMMENDATIONS TO CARRY OUT A COFFEE BREAK

- Check your list and determine which people you are going to invite to a One to One presentation.
- Make sure to invite people who you know are very good candidates and it's better to meet them one on one.
- When you make a phone call, edify the person (Enroller or Upline) that will help you in the presentation.
- You must give a great sense of urgency and importance to the meeting.
- Choose a neutral space, neither in the candidate's office or the candidate's house.
- Give the candidate a complimentary box of product.



RECOMMENDATIONS TO CARRY OUT A SUCCESSFUL COFFEE PARTY

- Invite at least 15 people
- Send texts as reminders
- Do three Coffee Breaks in the first eight to 10 days during the launch of your new business
- Invitation needs to be made with passion, intensity and urgency

The fact that five or six people assure you they will come to your Coffee Party does not mean that you should stop inviting. Make sure to confirm at least 15 people. Some of them will have last-minute things to do and some of them might forget about it. The larger the group, the better the energy in the meeting. For every 10 people that promise to come, on average only six to eight will show up. Of those that attend, typically three or four of them will enroll, which can represent an approximate income of \$450 or \$600 as an initial bonus. Not bad for about one hour of inviting and another couple hours of hosting the Coffee Party

The more people you invite, the better the results!.



GUIDELINES TO KEEP IN MIND TO MAKE A PRODUCTIVE COFFEE PARTY:

- Review your list of candidates to determine which are the best for this environment and invite them.
- Invite them by phone whenever possible, and let them know you're going to have the "Grand opening" of your new business and you want them to see what you're doing.
- Don't get sidetracked by their questions. Simply say, "Look, (name), I'm sure you'll have many questions, but the only reason I called is to see if you were open to getting together to try the product and get more information."
- Explain that you are new to the business, but the presentation will give them all the answers that they are looking for.
- Avoid all distractions before the presentation (Cellphone, pets, children, etc.)
- Do not prepare your house for a meeting. Keep everything looking normal. It is ok to move chairs, but only if absolutely necessary.
- Only offer Gano Excel products. It is up to you if you want to serve cookies, but nothing else. Those who attend and get started will also be having parties in their home and you don't want them to feel like it is too much or too costly to host one.
- It is not a social meeting; it is exclusively a business meeting.

Introduce your guests to one to another and start a friendly social conversation. Begin on time! Do not talk about or mention the people who are late or do not show up. Concentrate on those who are there.

At the beginning of the presentation, welcome everyone and let them know you are glad they came. (Do NOT thank them for coming! Your goal is to have them thanking you for inviting them). Present and edify the leader that is with you to conduct the party (usually your Enroller or Upline Leader). Don't walk around the house during the presentation. Keep seated and observe the presentation along with your guests. Don't interrupt your leader. If some people show up late don't start over. Let them know that you will inform them of what they missed later.

Presentation order:

1. Industry
2. Company
3. Product
4. Business

When it is your turn to share, do so with a lot of passion and enthusiasm; share your "why" and the reason you started the business.

Now is the time to ask questions regarding "closing" the candidates (applicable for any business presentation).

1. What did you like best?
2. Are you a 1, 2, or 3?

Whether your Enroller is physically present or by phone, he/she will respond to any questions your guests may have. If he or she is not available, use the tools for the answers. Example: If they have questions regarding the Compensation Plan, refer your guests to Gano Excel's Wealth Plan. If the questions are regarding the company or products, make use of the video The Evolution of Coffee.

When you find someone who is truly interested in the business, ask them if they have grasped the potential of working with Gano Excel. If they respond positively, say, "Great! Let's get you started." Immediately enroll those who are ready to start.

A few tips on creating a successful experience...

- Start on time and be brief.
- Don't talk too much.
- Be professional and dress according to the occasion.
- Have pens and paper available for your guests to use.
- Have your tools ready: forms, DVD, product samples, etc...
- Remember to invite them to the upcoming events, OPEN, Super Saturdays, Regionals.
- Remind them that time is of the essence and they should review any and all remaining information so that they can make a decision as quickly as possible.





5 UTILIZE
THE
TOOLS



CORRECT USE OF THE TOOLS

The correct use of each one of the tools described here, are crucial and instrumental to a good follow-up.

CD AUDIO BASICS

These audios will guide you step-by-step, enabling you to create a solid network marketing group. Some topics you will find are:

1. How to Create My List of Contacts.
2. How to Make Contact.
3. The Business Presentation.
4. How to Follow-Up.
5. How to "Close" and Address Objections.
6. Presenting the "Opportunity"
7. Cycle of Success.

DVD "THE EVOLUTION OF COFFEE"

The Videos on this DVD will help you to effectively share the Gano Excel opportunity with others. Some topics you will find are:

1. The Evolution of Coffee.
2. Gano Excel "The Opportunity"
3. World's Greatest Ganoderma Plantation.
4. Myth or Reality.
5. Gano Excel on Fox News.
6. Super Saturdays.
7. Cycle of Success.

OPENS



These are brief but concise events on a weekly basis held at the facilities of Gano Excel. Here you will have the opportunity to bring your guests and present the business in a professional manner with audio-visual tools that optimize the Gano Excel experience.

The "OPEN" Event

Three persons/speakers: Host, Company and product, Compensation Plan, "Closing" (they should all be comfortable speaking in public)

Host: Greets, gives instructions (turn off cell phones, etc.), introduces the video, company and product (20 minutes)

Speaker #1 – Compensation Plan: presents the compensation plan and brings forth four testimonials (two re: product and two re: additional income), (20 minutes total)

Speaker #2 – "CLOSER": (High ranking or highest ranking affiliate in the group) gives a testimony that will help the guest decide on joining, and invite him/her to join the person who invited him/her (10 minutes).

Speaker #2 – “CLOSER”: (High ranking or highest ranking affiliate in the group) gives a testimony that will help the guest decide on joining, and invite him/her to join the person who invited him/her (10 minutes).

Cities Approved for OPEN events

Requirements:

- Directed by qualified Platinum.
- Established/pre-approved format.
- Hotel: decent (needn't be the best or worst).
- Music.
- Large Banners.

Cities:

The cities approved for OPEN events are Fresno, Rialto, Dallas, Denver, Phoenix, Las Vegas, and of course Irwindale.



SUPER SATURDAY

These monthly events that host a great number of attendees and have great presentations, testimonies and vital coaching for strengthening the business, reiterating current promotions and those to come; all of which is in the appropriate setting geared to “close” effectively.

Requirements:

- Minimum 300 attendees
- Minimum One Platinum and Two Golds (active and qualified)
- Support Group of Leaders
- Minimum of 300 guests (guaranteed)

Scheme of Super Saturday

(Corporation selects Speaker)

Opportunity Presentation

Minimum Rank of Gold, same format as OPEN (30 min.)

Cycle of SUCCESS

Minimum Rank of Gold (qualified) established format (30 min.)

Training (Technical or Leadership)

Minimum Rank of Gold or Special Guest (30 min.)

Recognitions (Rank Advancements):

Speaker (minimum qualified Rank of Silver (15 min.)

IBM:

International Business Management

Delegated from the Corporation, launching of new promotions, etc. (20 min.)



Testimony of Diamond or Platinum:

Theme and Speaker selected by Gano Excel Corporation. (40 min.)

Virtual Presentations

These are directed by our highest-ranking leaders in coordination with the corporate office of Gano Excel, where we will present relative topics of interest directly related to the company; these events are shown in the affiliate home section of the website, at www.ganoexcel.us, under *calendar*.

Trainings at the Gano Excel Corporate Centers

We have Support Centers at your disposal to help you actualize your capacities. Visit www.ganoexcel.us/locations.html for information on location and hours of operation.



Gano Excel calendar of events

Stay up to date on Gano Excel events and opens by visiting
<http://www.ganoexcel.us/affiliate-home.html#calendar>

Edification

The first step to becoming a successful business person is understanding that everything you do and say duplicates itself in your organization. That is why you should always be conscientious and edify yourself; create an arena of respect commitment, integrity, and team spirit. And above all, you must void situations that jeopardize your organization or Upline/Leader.

NEVER speak ill of your Leader your Upline, or the company. Remember that this negativism duplicates and you are setting your organization up to act accordingly the moment you are not available to help or support them. If your people hear you speaking ill of your Enroller or Sponsor, it won't be long before they speak ill of you.

Don't complain about anything in front of your team. It will create doubt and a lack of confidence in your team. Additionally, you will be seen as not having full control of your team's circumstances or success. Who wants to be with someone negative, weak and pessimistic? 'It is too hot, the bus doesn't have enough room, your commission/bonuses are late, you suspect someone is trying to steal your Downline, your Leader doesn't support you, etc.' Do NOT express your negative comments to your team under any circumstances. If you have issues that need to be address or resolved, bring these topics up with your superiors in a private, professional environment.

Do not involve your distributors in your personal problems, no matter how close you think you are to them. This is the worst thing you could do. It will be the cause of your downfall as an MLM businessperson. People want to be with someone who can impact their security, their self-esteem, their empowerment...not someone who at the first opportunity discloses the most intimate details of their lives. You are there to service and help them. They are not there to be a sounding board for your personal or professional problems. Do not ever tell people if you have or do not have money, discuss your family problems or of someone you are involved with, if this is your second or third marriage, if you were abused as a child, etc. Always remember: Good or Bad, EVERYTHING Duplicates!

Additionally:

- Always support the company
- Always praise the products
- Never criticize anyone in your group or other guests
- Never appear to be a "Big Shot" at Gano gatherings; be humble, knowledgeable and of service.
- Always respect your organization and never say anything critical about your colleagues, your clients, or the company.



PERSONAL GROWTH 6



PERSONAL GROWTH is a lifelong pursuit. In order to lead others to greatness, you will want to become the very best version of yourself. Development requires daily work; focus on improving yourself a little every day.

Be aware of the thoughts that pass through your mind. Pay attention to the things that worry you and their causes. Heed your feelings and ask yourself why you feel the way you do, whether these thoughts and feelings are negative or positive. It is very important to know yourself, and always treat others the way you want to be treated.

Your greatest gift is your mind. Don't let your mind wander from one idea to another without rhyme or reason. Focus on creative ideas and plans. Pick up a book, concentrate and read. Rent a good movie or documentary. Engage in interesting conversations with your peers.

Apply this same positive focus to your health. Avoid wasting time watching television, surfing the internet, staying in bed or being lazy and unproductive. Get up! Take a walk, get some fresh air, get some exercise and refresh your mind and body.



Now that you have completed the Success Cycle, repeat it over and over again with every new person you personally enroll and teach them to do the same with your support. Once you learn the basics of this business, true success happens by simply repeating these steps over and over again for a long enough period of time. Master it and teach it by your example!

Retail Sales

Selling Gano Excel products directly to customers is the cornerstone in building and sustaining a lucrative business. Face-to-face retail sales and customer orders placed directly through Gano Excel under your Affiliate ID or online website are ways that you can earn immediate retail sales incomes.

As an affiliate, you get access to Gano Excel products at Affiliate Price (Wholesale). When you sell the product to your customer at non-Affiliate price (Retail), you make a profit.

Here's how you calculate your profit

$$\text{Retail} - \text{Wholesale} = \text{Profit}$$

Our variety of products range from \$10 to \$36 dollars in whole sale and we sell them to the public anywhere from \$14 dollars to \$56 dollars.

Here's a quick view:

Product: Retail: Wholesale:

Classic:	\$25.00	\$17.00
3-In-1:	\$25.00	\$17.00
Tongkat Ali:	\$25.00	\$17.00
Mocha:	\$32.00	\$21.00
Hazelnut:	\$32.00	\$21.00
Schokolade:	\$26.00	\$18.00
Rooibos Tea:	\$25.00	\$17.00

Product: Retail: Wholesale:

C'Real:	\$25.00	\$17.00
Garcinia:	\$65.00	\$45.00
Cordyceps:	\$46.00	\$38.00
Ganoderma:	\$56.00	\$36.00
Excellium:	\$56.00	\$36.00
Sakanno:	\$54.00	\$35.00
Soap:	\$14.00	\$10.00
Fresh:	\$16.00	\$11.00

Take the lowest retail price you see above and subtract the lowest wholesale price, that's how much profit you're making

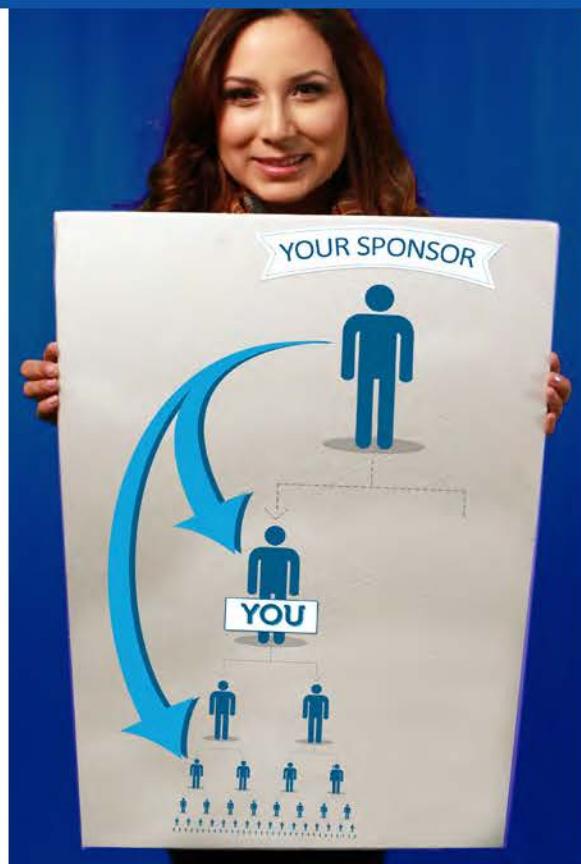
$$\underline{\hspace{2cm}} - \underline{\hspace{2cm}} =$$

Now, take the highest retail price you see above and subtract the highest wholesale price, that's how much profit you're making

$$\underline{\hspace{2cm}} - \underline{\hspace{2cm}} =$$

Who are the top 5 people you know that drink these beverages?

Binary Compensation



The Binary Organization, meaning “two-legged team,” consists of those Affiliates placed under you on the left and those placed under you on the right. These left and right team members can be personally enrolled by you or other Affiliates in your group (both above you or beneath you). Since every position in your Binary Organization can have only two positions directly under it, you can potentially benefit from the enrollment efforts of the Affiliates that exist above you in the organization, which is your **Upline**.

Building a solid Gano Excel business starts with Binary Compensation. Binary Compensation can build significant residual income on both the initial purchase and every subsequent and recurring purchases. You must be Active and Qualified in order to earn from Binary Compensation.

How do I qualify?



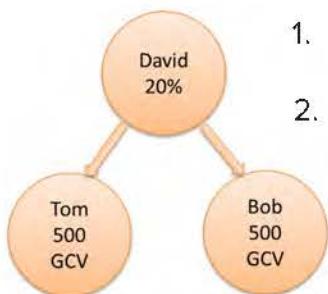
To Remain Active and Qualified:

1. Maintain 50PV in monthly orders.
2. Personally enrolled one Affiliate on the RIGHT and one Affiliate on the LEFT.
Help both of them maintain 50PV in monthly orders.

How does it pay? Commissionable Volume (CV) x Paid Rank (%) = Profit (\$)

Example:

David enrolls with an Executive Success Package (E.S.P.) 3 and helps his friends Tom and Bob both signed up with Executive Success Package (E.S.P.) 3



1. Your CV from LEFT and RIGHT must equal and exceed over 100CV to qualify.
2. Your contract level is determined by which package you started with.
E.S.P. 1 - 15 %
E.S.P. 2 - 16 %
E.S.P. 3 - 17 %
 $500\text{GCV} (\text{Commissionable Volume}) \times 17\% (\text{Paid Rank}) = \$85.00 (\text{Profit})$

GEN5

Fast-Start Compensation

E.S.P. Qualified Affiliates earn from \$25 to \$150 each time one of their personally enrolled Affiliates (Generation 1) purchase an Executive Success Packages (E.S.P.). Additionally, E.S.P. Qualified Affiliates also enjoy override bonuses of \$5 to \$40 on up to four additional generations (Generation 2 - Generation 5) of their team's personally enrolled Affiliates that launch or upgrade their Gano Excel business through powerful E.S.P.'s and whenever they purchase additional E.S.P. s.

How do I qualify?

**E.S.P.
QUALIFIED**

1. Purchase of E.S.P - 1, 2, or 3 (Recommended).
2. Retail minimum of 200PV to 1200PV within 4-week period.
3. Accumulating 600GCV to 2000GCV from your enrollment organization with max of 500GCV from any one leg

	E.S.P. 3	E.S.P. 2	E.S.P. 1
GEN 1	\$150	\$75	\$25
GEN 2	\$20	\$10	\$5
GEN 3	\$20	\$10	\$5
GEN 4	\$20	\$10	\$5
GEN 5	\$40*	\$20*	\$10*

Depending on which E.S.P. package you start with, your contract percentage level is determined by it.

We recommend that you start with an E.S.P. 3 for maximum profit gain. This will not only affect your bonus in GEN5 Fast-Start Compensation, but also the GEN5 Compression from the 7 Diamond Exclusive Compensation plan.

Example:

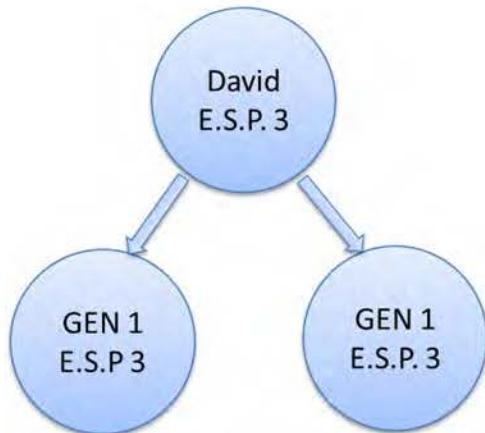
David has enrolled in the business with an E.S.P. 3. He then enrolled two of his friends with E.S.P. 3's.

Because both of David's friends enroll directly with David, they are both considered FIRST generations. According to the chart to the left:

E.S.P. 3 on FIRST generation = \$150

$$\$150 \times 2 = \$300$$

So who are your first two friends?



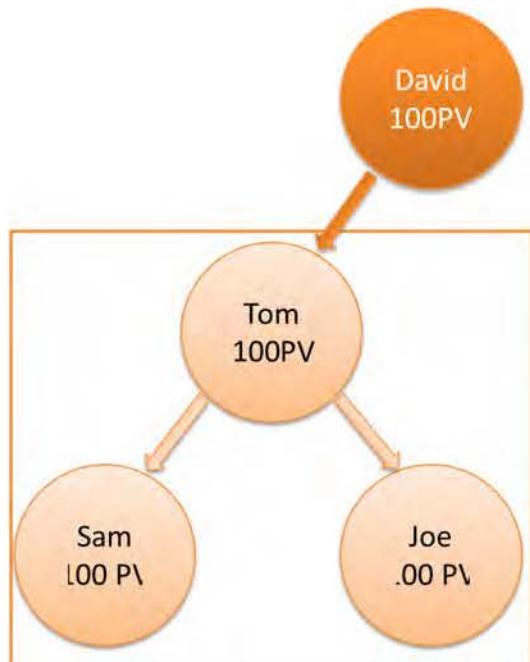


A key fundamental in growing and accelerating the development of your business is to invest into your team's success. Helping your personally enrolled affiliates reach and maintain a status of Binary Qualified establishes a solid foundation for them and it earns you a \$25 MVP All-Star Bonus.

MVP All-Star Compensation is a reward for those of you who focus on expanding your customer base. MVP is a unlimited bonus which means you can earn it over and over again. You must become MVP Qualified (See Slide 4 for qualification) to earn MVP All-Star Compensation.

How do I qualify?

Becoming MVP Qualified. Here's how to do it.



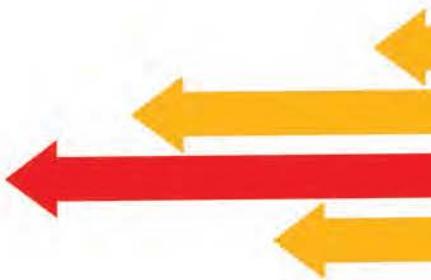
Example:

David enrolls his friend Tom, and helps tom enroll two of his friends, Bob and Joe, all at 100PV each.

By doing so, David earns \$25 dollars which he can earn over and over again, by helping each person he personally enrolls to do the same.

How to make contact

To increase your business,
simply follow this time-tested and proven method:



STRATEGY AND FLOW

1. Reach out in a friendly and professional manner.
2. Establish a time restriction for yourself and/or let your prospective client know that you respect their time.
3. Tell them your reason for reaching out to them.
4. Ask questions.
5. Remain in control of the conversation.
6. Make an arrangement to meet.
7. Confirm the arrangement
8. End the conversation on a positive note. Do not overstay your visit and know when to leave.

* Be sure to review the "How to make Contact" audio available on our website or in your starter kit.

1. Reach out

"Hey, (name), do you have a couple of minutes?"

2. Establish time constraints to show that YOU respect their time

"I don't have much time right now, so let me tell you briefly why I'm reaching out."

Or

"I know you're busy and I have limited time right now, so I'll be brief."

3. Tell them your reason for reaching out

"I recently took a (part-time) position with this incredible global wellness company that has a line of enriched, delicious gourmet coffees, teas and hot chocolate. I just have a few quick questions for you."

4. Ask questions (be sure to wait for their answer after each question)

- 1) "Do you (and/or spouse) drink coffee?"
 - a. YES – "How do you (and/or your spouse) normally drink it? Black, cream & sugar, mocha etc.? Intravenously? Just kidding!"
 - b. NO – "Do you prefer to drink tea or hot chocolate?"

- 2) "Do you (and/or spouse) know anyone who drinks coffee?
Actually, I should ask you if you know of anyone who doesn't drink coffee! Then I'd just ask everyone else."

- 3) "If there were a simple way to get paid for the rest of your life every time someone drinks coffee, would you (and/or spouse) want to hear about it? No, this isn't a trick question!"
 - a. YES – (continue...)
 - b. NO – "I appreciate your honesty, (name). Perhaps you'd be willing to do me a huge personal favor. If I sent you some samples and some information, would you try them and review the information? I am confident that after you try our product and know what we're all about, you would be happy to at least refer me to others. That would be a big help."
 - i. Yes – make arrangements to send or drop off a sample and information.
 - ii. No – "Ok, no problem. Thank you for your time. Gotta run!"





5. Remain in control of the conversation

"Look, I can't promise you anything, and I'm not sure if this will be right for you or not, but I'd like to arrange for you to try our products and to review some information."

6. Meeting is believing: Always arrange to see the people

For best results always make an arrangement in the following order listed below. Once you successfully "make an arrangement," then immediately proceed to Step 7.

1st Coffee Party

"I'm having a few people over to my place for a Coffee Party on (day) at (time), or (day) at (time). Which day works best for you (and spouse)?"

2nd Coffee Break

"Ok, no problem. I have my schedule in front of me. When and where can we get together this week so you (and spouse) can try the coffee and review the information?"

3rd Free Samples and Tool

"Ok, sounds like you're as busy as I am. If I sent you or dropped off some samples and information, would you try them and review the information?" (Immediately write down the information in your appointment book.)

7. Confirm the arrangement

Repeat the arrangement you have just made.

"Okay, sounds great. I will see you at _____ at
_____ (day/time)

8. End the conversation

"Great, thanks very much, gotta run!"

End make contact sample

GENERAL GUIDELINES FOR HANDLING QUESTIONS

If they hesitate or want more information:

I'm sure you have many questions, but the only reason I called was to see if you were open to getting together to try the product and get more information." Make an arrangement to meet or to send over some samples and information (Step 6).

If they resist:

"Look, (name), it seems like you're really busy. If I sent or dropped off some really delicious samples and information, would you be willing to try them and take a look at the information?"

MY GOALS WORKSHEET

I want to use the Gano Excel products to obtain (economic benefits, health)

The reason I began my business with Gano Excel is:

By the end of my training period, I would like to be earning \$ _____ per week.

Reach the Rank of _____ by this date ____ / ____ / ____

Reach the next Rank of _____ by this date ____ / ____ / ____

Reach the next Rank of _____ by this date ____ / ____ / ____

My four-year plan is/includes:

(Make a copy of this page for your Enroller/Sponsor).

COMMITMENT LETTER

THE TEN ESSENTIAL COMMITMENTS OF A GANO EXCEL LEADER

I, _____ commit to my Enroller, Gano Excel, and above all to myself, to take action with the "Opportunity" and to focus on my business with total professionalism. I recognize that my first six months will be a learning experience and that the opportunity is a long-term plan of two - four years. Therefore, I will work no less than 10 hours per week on my business for at least one year and then re-evaluate it accordingly.

I am committed to do the following:

1. Create a team with a minimum of two persons (ideally enrolled with E.S.P.3s).
2. Always actively participate with and communicate with the team (attend the OPENS, Super Saturdays, keep my team informed and follow the system religiously to guarantee maximum duplication).
3. Launch my business with an "Explosive Take-Off." (Have at least 100 prospects and present the "Opportunity" to them within my first month, enabling me reach the rank of _____. Through this commitment, I will generate enthusiasm and momentum that will result in customer loyalty among my most active clients.
4. Organize my business and schedule so as to not miss any important events.
5. Create a solid One-to-One and Coffee Break mindset culture. (Starting part-time, making sure to have two Coffee Breaks weekly. This will demonstrate a positive example for my team to follow).
6. Attend the monthly Super Saturdays. (If there isn't one in my city, I will ask my Enroller where the closest one is and/or attend the nearest one to me).
7. Work the "GANO System Fast Start Plan" with all my personal enrollees.
8. Attend and participate in all corporate and team events. (Bring guests, show support, be on time, sit in front and dress professionally).
9. Practice personal development on a daily basis. (Begin by dedicating 30 minutes a day to this pursuit).
10. Always do the right thing in my business. (Tell the truth, edify others, always be positive, respect all prospects, and follow through on my promises).

I commit to live by these principles and stand by them, from now until I reach beyond my goals!

SIGNATURE

DATE

Notes



Notes



Notes



Notes



Notes





www.ganoexcel.us

\$9.99