



“AutoShip”

Secures Your Income

Transcript & Audio CD

Craig Keeland, President & Founder:

I'm Craig Keeland, President and Founder of VíaVienté. Right now I'm in the studio recording this message to you. VíaVienté the company and VíaVienté the product are “Built To Last”. Some companies are designed for people to get in and out quickly. In companies like that, people make a little bit of money, the company goes away in just a year or two, and you end up with nothing. VíaVienté is designed differently. VíaVienté is designed to last many many years so that you can build residual income and even pass that business on to your children and your grandchildren.

Our focus is to create Freedom for All and Freedom for Life. Freedom for All to achieve Your Financial Goals, whether that is paying for your children's braces, their college education, a new car, getting out of debt, or even paying off a home mortgage. VíaVienté is also creating Freedom for Life for those who want to build a business in VíaVienté and create residual income for life. We are on the leading edge of Efficiency by using the Internet to communicate globally. This allows us to pay Higher Sales Commissions to our Preferred Customers and Distribution Agents.

When you join VíaVienté, You Build Your Business by starting out as a Preferred Customer and generating extra income by gathering together other Preferred Customers. This income level is what we call Freedom for All. When you want to transition into a higher income level by becoming a Distribution Agent, you begin focusing on building residual income and what we call Freedom for Life.

You can secure a “Higher Retention Level” by teaching your sales team to have all of their Preferred Customers and Distribution Agents on AutoShip. This allows you to earn a lot more money for the long-term. Let me repeat this for you one more time: You can secure a Higher Retention Level, which means that more of your Preferred Customers stay with you longer.

And you want to teach ALL of your Preferred Customers and Distribution Agents to have all of their Preferred Customers and Distribution Agents on AutoShip. It's just like the story of the 3 Little Pigs. The Little Pig who built his House with Bricks had a stronger house because the bricks were held together by Mortar. AutoShip is the Mortar that will hold your business together and allow you to build Residual Income. By learning and using AutoShip, you can build Residual Income that will provide an income for life and Freedom for Life.



Securing Your Income:

- 1) Secure - The definition is: to keep Free from Danger, Free from Fear or Doubt, Reliable, Dependable, Assured, Certain.
- 2) Securing Your Income, Everyone has different Income Goals, No Matter What Your Income Goals Are, whether it is \$200, \$400, \$600, \$800, \$1,000, \$3,000, \$5,000, \$10,000 a month or MORE.

Before we get started, here are some things that you need to know.

You have to have “4 Beliefs In Our Business” in order to be Successful. I hope that I can share with you my beliefs enough to help you get started right away.

1st-You have to believe in our company.

2nd-You have to believe in our product.

3rd-You have to believe in our marketing structure of how you sell the product to people.

4th- And most importantly, you have to believe in yourself. Let me repeat that last belief:
You have to believe in Yourself.

Re-Cap:

1. Once you get a New PC, You know to have them go on AutoShip. More about that in a Minute from Teri.
2. Invest a little Time each month, “Keep that Preferred Customer for Life!!!!” How, Simple, call them up every 30 days, and say, what do like Best about Vía?

When you get really good, add a 2nd question, What friend do you have that would most appreciate the Benefits of Vía ? Getting Referrals, month after month.

Review:

1. Getting a new Preferred Customer requires more of your time and more of your emotions
2. Keeping a Preferred Customer requires less of your time.
Do you know what 97% of the people do? They focus on #1 - Getting new Preferred Customers. And either naively believe that they have a “Customer For Life” or no one has ever explained to them that you maintain a customer life by staying in touch with them on a regular basis, Building an Emotional Bond with Them.



Let me share with how I learned this lesson Quickly, and It has stayed with me for Life. When I was 16 years old on a hot August day with the temperature at 100 degrees, I was driving by myself in the country going to a friend's lake house. I had a flat tire. After opening the trunk, I found there was no spare tire. Looking down the road I saw an old filling station. I said to myself, I've got to take this flat tire off and roll it down to the filling station and have it repaired. After taking the tire off the wheel, I had to pick it up and start rolling it down the road. The temperature on the asphalt had to be over 120 degrees. I was profusely sweating. After picking up the tire, which took a lot of energy, I started rolling it down the road, only to watch it fall over and forcing me to bend down and pick it up again. After this happened numerous times and I was exhausted, it dawned on me that after I started rolling it that if I would just tap it, the tire would roll straight down the road requiring a lot less energy with taps than having to bend over, pick up the tire and start that whole process again.

The Quickest Way to Get to my Friend's Lake House was to continually “Tap The Tire.” Just like the Quickest way to have Higher Retention is to have everyone on AutoShip, and Higher Retention Means More Money.

It Took me 9 to 10 times Energy to Lift the Tire, as It did to Tap The Tire Down the Road. “Stay Focused on the Taps”- otherwise the Tire might Fall and you will have to Start All Over Again!

Your Vía Business is the same as “My Flat Tire Story”. It takes 9 to 10 times the Energy to Enroll a New PC on AutoShip, as it does to Keep a PC Happy for Life!
It is hard to believe, but a large portion of people just don't get it. And their customers slowly fade away.

A fact that you need to know - that All Businesses naturally lose Customers, they move, they have tragedy in their lives, they die, and in fact there are over over 100 reasons. What you have to do is take Care of your Customers by Staying in Touch. My 30 day Rule comes into Play. My other rule is to Always ask friends, Who do they know that could Benefit from our Product? It is that Simple.

1. Stay in touch with your customers every 30 days.
2. Always ask them for Referrals !

This is what I call my 30 Day System for “Building Larger and More Secure Income”. This will make you a lot more money over the long run and make your business Built To Last which will give you Financial Freedom for Life.

A Good friend of mine, and one of our Top Leaders, Teri Tomlinson gave the Best Talk on AutoShip at our WorldWide Conference. After hearing her talk, it became apparent that not everyone understands why AutoShip is so important. The reason it is so important is that it creates Higher Retention in your sales team which means higher income to you. Both in the short run and in the long run.



Teri Tomlinson is one of our Premiere Platinum Sales Leaders who will teach you the power of AutoShip and how it will build higher retention - meaning more money to you. Then, you will be able to teach others about AutoShip and how to build their sales retention, which creates more income for them. Our system teaches you how to Build Your Sales Team To Last. And by doing so creates a significant residual income for you which we call Freedom for Life.

Now, let's take you live to Teri Tomlinson so that you will understand the power of AutoShip and why you will strive to have 100 percent of your Preferred Customers and Distribution Agents on AutoShip.

Teri Tomlinson:

I'm out here to help you all learn how to help your customers get results with VíaViente. Because, if your customers don't get results your business doesn't grow.

Before I tell you about AutoShip, I want to tell you about a book called THINK AND GROW RICH. If you haven't read this book, you should. That book taught me something very important that I always keep in mind: That thoughts are things and they manifest. And because thoughts are things, what you're thinking becomes your reality.

I never really realized the truth of that statement early on. But It Does Matter What You Are Thinking. "Thoughts Are Things and They Manifest". In your Vía Business, if you're not sure that this product works then your customer isn't sure either.

You project your belief or unbelief to your customer even if you don't think you do. And if you think our product costs too much, your customer thinks it costs too much.

My customers never think it costs too much and I have the same customers that you have. The reason they don't think that is because I don't think it costs too much.

I've been in natural health for over eighteen years and I know that if I go to the health food store and I buy grape seed extract which is the seed from grapes, it's gonna cost between \$34-\$43 a bottle. And if I want Anti-Oxidants I've gotta get Vitamin A and Vitamin C and Vitamin E and that all costs money and then if I want vitamins, megavitamins that costs money and by the time you're done, you've spent well over \$150 and you don't even have food, you have pieces of the puzzle. So you have to understand from the very get-go that what you think is what you get and if you think that they don't want to be on AutoShip, you're right, they don't. This is so important to understand. I really want to make that clear from the very beginning. What you think is what your customer thinks. And when some of my distribution agents come to me and they say, no one wants to buy it's so expensive. I know that that's what they think and their customers are believing what the distribution agent believes. I want everybody to understand that right from the get-go. Thoughts Are Things And They Manifest.



The other thing “Is That People Buy What They Want Not What They Need”. I learned that when I was in the salon industry. I had customers who never missed their appointment to get their retouch or their highlights. These were people that I began to know over the years who couldn't even afford to dress their children or feed them properly, but they never missed their hair appointment. That's how I learned That People Buy What They Want, Not What They Need.

So we have to “Create the Want”. That is the trick to this business. You have to create the want and you have to believe in the very beginning that it truly takes 12 Weeks to Optimum Health. You know, the body doesn't heal itself in less than three months. Our product is not a silver bullet. It is not a get-quick type of product, it's a wellness product. It's designed to nourish your body. Food does not fix your health issues overnight.

When I became ill when I was 36-years-old it took me years to fix what I had been doing for the thirty-six years. Some of you have read my story how I was eating M&M's and chasing it with Reese's Pieces and drinking fourteen cups of coffee. Well when I decided to get well I promise you it didn't happen the next day. I knew that. It all boils down to nourishing your body and getting stronger. And so you have to plant that seed in people's minds in the very beginning.

When I talk to people, I believe they have to hear me tell the at least three times that it takes 12 Weeks to Optimum Health. You really need this product, and it takes 12 Weeks to Optimum Health. When I talk to new people, what I'm doing is preparing them for AutoShip so they have the product delivered to them automatically every month. They need to have it in their minds that they need to take this product consistently over the long-haul to achieve their Optimum Health. And that's what you have to do too. You can't just say this is the greatest thing and oh my gosh all these great things happen and then you go to take their order and suddenly you say you need to take it for 12 Weeks. You have to say that from the very beginning. You have to think it you have to feel it and you have to project to your person that you're speaking to.

And now that the person really wants to take the product, you need to get them on paper. Here is where you'll see a difference between someone who wants to build a business and someone who is simply interested in taking the product.

If the person is interested in the business, they will understand the need for Auto- ship. Because if they're interested in the business and earning money, they will understand that they have to purchase the product every single month. They have to have stock in the company, that's just the law of business you have to have some stock. But if it's a Preferred Customer who is simply interested in taking the product, you have to help them to see results.

So what I do next is have them fill out our form which is available on the web-site.

I don't ask for the Social Security number on a product user right away, because the first thing they will ask, is “Why do you have to have my Social Security Number for me to get the Product?”



Don't worry about that right now. I get their name, their address, their phone number, their email. I get that information and then I say to them, do you want to start with six bottles or three bottles and we fill that out on the form. And so then after they make that decision I say did you want to use Visa or MasterCard, and then I want the number right away because now I've got the deal. They're in it's done. We're not gonna talk about the Social Security number to a product person right now.

So the next thing is I say to them, now listen in four weeks the company is gonna send you three more bottles unless you delete it. Now the company is gonna send it because I'm gonna put them down for AutoShip. And I say in four weeks the company's gonna send you three bottles unless you delete it or six bottles if that's what they've ordered.

And then, they sometimes will say what I know your customers sometimes say which is, "Well I really just wanted to try it, Teri." And I say great. You have four weeks to try it, it at any time in that four weeks you decided you don't want it, you can delete it. You can call me and I'll delete it or you can email the company and they'll delete it. In any event, it's deleted that day. Now what we're gonna need is a user name and password. Now did everybody get that? They made an objection, I answered it and then I moved them to a new problem because I'm not gonna talk about it any more.

Now we need a user name and a password and they're thinking about the user name and password, they forgot about the other issue. Then, I give them ideas for their user name. They're not thinking about AutoShip anymore, because in the back of their mind they know they can delete it whenever they want to. So we create a user name and password. Once that is done, I say to them, "Now listen, when you get results with this product and you start sharing it with others, your friends and business associates, the company will pay you and it doesn't cost any money to get the product." 99% of the time they say "Really?" and if they say that I know that they're gonna be interested in helping me with my business. If they say, "Well I wouldn't be interested in that," then they're not interested. The minute I say to them, "When you get results and share it with your friends and business associates the company will pay you," and they respond, "Really," then I say to them, "Yes. All we have to do is put your Social Security on the form, and then when you start sharing it, the company will send you a check."

99% of the time they will give that Social Security number to me. I've got the order and they're not concerned about giving it to me. But if I ask for the Social Security in the first few minutes, it's a different story.

So that's how this form can help you. I just want you guys to remember this phrase: In 4 Weeks the Company Will Send You 3 More Bottles Unless You Delete It. It's the easiest thing to say. I don't care if you're brand new, you've taken the burden off yourself, you don't mention the word AutoShip. There are people out there who are scared of AutoShip and fear that the bank is gonna take their money. But if you will just say to them In 4 Weeks the Company Will Send You 3 More Bottles Unless You Delete It, it's just so incredibly simple. This is the most important part of Building Your Business To Last by using AutoShip. Your business will be Built To Last and you will create Residual Income for life, or what we call Freedom For Life.



You absolutely have to understand and believe in the idea of 12 Weeks to Optimum Health. And then when your customer receives the product, you have to call them on the phone and make sure they got their shipment okay and make sure they remember how to take this product. There are two things that happen when you make that phone call, No. 1 you're reminding them how to take it.

In beginning when I got started a customer said to me, "Teri, I just don't want to take it any more." A year later, when she became ill and needed something and wanted to try the product again, she said to me, "How long does the product last?" She had two bottles left and a half a bottle still in the refrigerator. She had originally stopped taking it after just trying half a bottle.

So you see if you call them as soon as they get the product within three days and it's a simple call you just say, hey this is Teri listen I want to make sure you got your product okay. And do you remember how to take it? Now I take one ounce three times a day that's what I tell them because that's what I do. I take one ounce three times a day plus I know if they take once ounce three times a day they're gonna use the whole three bottles in one month okay. And I tell them that I'm gonna call you in two weeks. You've set them up for that phone call, and you have to call them. You have to show them that you're concerned about their health because you are. You want them to experience results from taking the product, and they won't get results if they don't take it. How many times does your customer get sidetracked? How many times do you run into them and ask them how it's going and they go, oh you know what, I can't remember to get it out of the fridge. How many times has that happened?

If you call them in two weeks because you told them you were going to, it's a very comfortable phone call. Hey it's Teri, listen I was just calling to see how you're doing on the product. And two things happen, they either say well Teri I really haven't noticed any difference and I say well remember, I told you it's 12 Weeks to Optimum Health. Now some people get immediate results but other people it can take weeks before you start to feel anything just keeping it. How much are you taking? The second thing that happens is you call them in two weeks and they say oh my gosh, Teri, you were right that pain in my knee is gone. And when they say that the next words out of your mouth have got to be, "Who do you know that we can help with this product?" That's what you do to build your business. That's where your referral business is. And think about it guys, you don't have a million people to call, if you're in the Ten Club you have ten new customers this month. You can keep up with these ten people, and you have got to call them. Now, if they didn't get results at the fourteen-day point then you let them know you're gonna call them in two more weeks.

I call them every two weeks until they get results because results are what you need to build your business and you know as well as I know that if a person takes it consistently long enough, they're gonna get results and sometimes you have to help them with the results. Well have you noticed any improvement in your eyesight, did you have any aches and pains, you know, are you feeling the energy? And you know, they will tell you oh my gosh yeah, you know, I do feel a little more energetic. Great, "Who Do You Know That We Can Help With This Product?"



So let's review, you want your customer to have results. You have to think in your mind that it takes 12 Weeks to Optimum Health. You want to get that order first, get it on paper before you go in to any of the other things and then you tell them that in four weeks the company will send you six or three more bottles. And there's your AutoShip. Now you tell them when they get results and they share the product the company will pay them, that's when you get their Social Security number and then you have to follow-up as they use the product. That's how simple it is.

It all begins with You. And it all begins with What You Think. You have to get your thinking in line so that your customer will want our product and will take it until they see results. This process I shared with you is working for our team in Florida. By getting people enrolled in AutoShip, you will Secure Your Income and create a Vía Business that is Built to Last. You will build long-term Residual Income that we call Freedom for Life. Get out there and get your Preferred Customers and Distribution Agents on AutoShip. And teach your Preferred Customers and Distribution Agents to get their people on AutoShip. You and your sales team will be able to Keep your Customers For Life.

Craig Keeland:

What a Friend we have in Teri. She has a great spirit and wants to help everyone she comes in contact with to achieve great things. Teri started in VíaVienté just like everyone else. She has built her sales team To Last by being genuine, caring, loving and teaching her team members how to "Build Their Sales Teams To Last". You can have a powerful sales team just like Teri has established by following her proven method which she is teaching you now.

Ladies and Gentlemen, 10 words that changed my whole frame of reference, regarding accomplishing my dreams and goals. I will share those with you now. Those 10 words are: "If It Is To Be, It Is Up To Me." "You can truly accomplish all of your dreams and goals in VíaVienté". "If It Is To Be, It Will Be Up To You." You can if, you set your mind to it.

Where The Spirit of Vía Is, There Is Freedom For All !