



# Commercial Division Training

## **For Earth offers an opportunity like no other home-based business!**

The United States is the largest economy in the world today. And, for better or worse, gasoline is the fuel that powers our economic engine. An estimated 15.5 million trucks log more than 432.9 billion miles and consume **53.9 billion gallons of gasoline** delivering goods throughout the country every year. That converts into **170 million bottles of FORCE** to treat this gargantuan fuel consumption! And these statistics refer only to long-haul trucks. These numbers don't include school buses, municipal buses, tour buses, government vehicles, rental cars, moving vans, tractors, farm equipment, boats, lawn mowers, ATVs, snow machines, etc... No question, **the For Earth Commercial opportunity is HUGE!**

## **The system is the solution.**

Just because there is a lot of demand doesn't mean that your success is guaranteed. There is a sales process ... a simple "**success system**" ... that will help you convert this demand into new accounts for your business. The following 3 pages outline our "success system". Read it through. Follow it. It works! Importantly, it will work for your new enrollees as well. Following the system insures **consistency** ... insures **duplication** ... and insures **success!**

## **You have 3 important roles in the system.**

**"Student"** - No matter how much you think you know, read this entire training guide.

**"Tour Guide"** – Direct prospects to information and let the product do the work for you.

**"Coach"** – Set a positive example and help everyone on your team succeed.

## **The Process**

You act as a "**tour guide**" ... contacting prospects ... offering samples ... directing them to information ... and asking them to buy/enroll.

**The Process:**                      **Prospects >> Invitation >> Presentation >> Enroll**

### **Prospects:**                      **Identify who you want to contact**

There are three "levels" of contacts. Make a comprehensive list of prospects from each.

**Level 1 contacts:**                      People that you know who own a trucking company, own a company that has a fleet of vehicles, manages fleets, personally drive commercial vehicles or work for a company involved in transportation, logistics or manufacturing.  
"HOT" leads

**Level 2 contacts:**                      Network with your friends, family, neighbors and business associates, asking these people if they have any Level 1 contacts. Your close contacts will want to help you launch your business.  
"Warm" leads

**Level 3 contacts:**                      Target specific local companies that have small or large fleets of vehicles. You can find these companies on the internet. Ask for the person in charge of operations or maintenance of the vehicles.  
"Luke Warm" leads

## Invitation: Introduction ... Benefits ... Appointment

Now that you've identified who you are going to contact ... you are going to contact them. That's right, pick up the phone and call. The key is – "say less to more people".

### During this initial phone call you will accomplish three things:

1. Introduce yourself and why you've chosen to contact your prospect
2. The benefits of your product to his/her business
3. Ask for a 10-15 minute meeting to show the information and leave a FREE sample

### Four things you don't want to do:

1. DON'T just show up at the office (too pushy) ... don't just email (not direct enough)
2. DON'T make a full presentation over the phone (or even talk more than 3 minutes)
3. DON'T give out the Commercial website without a scheduled meeting or follow-up phone presentation ... in fact don't even mention the name of the product
4. DON'T give out pricing without a scheduled meeting or follow-up phone presentation

### Here is how a phone conversation might sound (for a Level 2 contact).

"Hello, Bill. Our mutual friend Jennifer Johnson recommended that I contact you.

I only need 2 to 3 minutes of your time ... does that work for you? (Sure) My name is \_\_\_\_\_ and I am the local distributor for a very unique and **EFFECTIVE** new product that can really benefit your fleet. This product can **increase your fuel mileage 7 to 19%**, extend the life of your oil, lower your maintenance costs, keep your vehicles on the road longer and **lower your emissions by up to 38%**. This product is really amazing!

"I just need 10-15 minutes sometime in the next week. Then I can walk you through the facts and figures ... and leave you a **FREE SAMPLE** of our product to test. Does that work for you? (Before he answers) What's your best 10-15 minute window?"

We recommend you try at least 3 times to reach a person before leaving a voice mail ... but you can leave a similar message to the one above on a voice mail with a time/date you will call again to set an appointment.

Your primary goal is to schedule a presentation. By being brief and to the point, your prospect is going to believe that your presentation meeting will also be brief. You can modify the invitation to fit your style, but be warned that **your prospect is busy** and is not looking to spend large chunks of time with relative strangers. If he/she asks questions ... without being evasive, you can choose to answer them **AFTER** you have the meeting scheduled (as this begins your presentation). After the meeting is scheduled, you should ask the prospect if he/she has internet access or a computer, so you will know if you can view the commercial website together. **Listen to the accompanying training audio for more examples.**

## Presentation: Provide information – THE story and YOUR story

You have two important presentation tools:

- Your genuine desire to help your prospect
- 2 Brochures (one for you and one for your prospect – if necessary)

Of course, you want to be on time, be appropriately dressed and mentally/physically prepared. Your presentation should be structured as follows:

1. Re-introduction of yourself and small talk as appropriate (2 minutes)
2. Ask about the size and scope of your prospect's business and fleet (3 minutes)

- How many years have you been in business?
  - How many trucks do you have?
  - How much do you spend on gas every year?
3. Review highlights of brochure (5 minutes)
- Save Green (Ask about other fuel conditioners the co. has used or are using)
  - Be Green (Ask about environmental initiatives in the company)
  - Case Study (Emphasize a 3% mpg increase pays for the cost of the product)
  - Don't show the price list yet

At this point, you've spent about 10 minutes and you have a bit of an understanding about your prospect's business and he/she has a bit of an understanding about FORCE.

## **Enroll: Let's get started!**

Now it's time to **convert interest into action!** You have four important enroll tools:

- Website (if possible) ... your laptop or your prospect's computer
- Price List
- At least one bottle of FORCE (the number of Free bottles you are planning to offer)
- Your good judgment and creativity

Your goal is to get your prospect to mentally "own" the products. He/she must clearly believe that the benefits far outweigh the risks. If the benefits and risks are nearly equal, your prospect will choose to do nothing.

The most important part of the website is the "calculators" section. The calculators allow the prospect to figure out savings, usage and breakeven. The key number is "3%". Depending on the cost of diesel gas and the amount of FORCE purchased, the breakeven for mileage increase to pay for the cost of the product is about 3%. Once the prospect sees the amount of annual savings his/her company can achieve using FORCE, you can once again emphasize the other important benefits of the product to help expand the value proposition.

You can also use the website to answer questions such as: "How does the product work?" (There is a section that explains Ester technology). "Is the product insured?" (We have a copy of our insurance policy on the site). Let your tools do the work for you. That's not to say you shouldn't read/study/learn the information. The more informed you are ... the more confident you will be ... the more confident your prospect will be. Confidence is a transferable resource!

At this point, you can proceed to the "enrollment" one of three ways:

1. Offer a free sample (or samples) for the prospect to test on his/her personal vehicle or one of the vehicles in the fleet
2. Show the Commercial Demo Pack at only \$19.97 price/bottle (\$799 for 10 gallons)
3. Discuss a larger purchase and/or enrollment as a For Earth Distributor with additional "rebates"

The final part of the "enroll" process is the follow-up. Never leave a meeting without another meeting. If the prospect chose not to take a sample, put him/her on your long-term follow-up list (6 months) as things may change for the company, the fleet or the status of that person. If the prospect does take a sample or a demo pack, help him/her set up a viable testing protocol so the results he/she documents are accurate and measurable. Some of the variables include – having a good base line, using similar routes and loads, using the same driver, etc... If the prospect does choose to enroll as a Customer or Distributor, make sure you follow-up on the product shipment in 7 days and get your new account started right!

## **Customer vs. Distributor**

We have made it easy for your Commercial prospects to become Customers. Every FORCE purchase of 10 gallons or more only has one price, so your prospect is not “forced” into becoming a Distributor. Most Commercial Accounts want to buy the product, save the money, help the environment, improve the health of their drivers and that’s it. We purposely eliminated the need to “jump through hoops” to save money as a Customer.

With that said, there will be some business owners or entrepreneurial fleet managers who will see two benefits to enrolling as a Distributor:

1. Save additional money through our 2-level “Seller’s Bonus”
2. Leverage their industry contacts for additional income

**The “Seller’s Bonus” can be presented as a “rebate”.** The business owner enrolls as a Distributor and then enrolls his/her company as a Customer.

Help your prospect understand the value of leveraging his/her contacts. Because we pay a special 2-level Seller’s Bonus for Commercial packs, you can do a lot of the legwork for your Commercial Distributor and enjoy the “2<sup>nd</sup> level” (Upline Enroller) bonus as long as he/she is willing to provide a large list of qualified prospects.

Bottom line, find out what your prospects want. If he/she is interested in being a Distributor, that is a win-win. If he/she just wants to purchase the product, that is also a win-win!

## **Important Reference Information**

### **Websites**

- \* Commercial Website [forearthonline.net](http://forearthonline.net)
- \* Your Back office [my.forearthonline.com](http://my.forearthonline.com)  
(your ID and Password)

### **Phone Numbers and Contacts**

- \* Commercial Call (enter these numbers into your cell)  
**212-461-5860** or 646-519-5860, PIN **1670#**  
First Tuesday of the month @ 08:30 PM EDT
- \* Customer Care [customercare@forearthonline.com](mailto:customercare@forearthonline.com)  
**877-342-2111** US & Canada  
9:00 AM - 8:00 PM EDT  
Fax: 305-383-6055

**Please listen to the Commercial Audio for a more thorough explanation of the Commercial Success System. Please review the Turbo Training Guide and Audio for additional information on creating goals and building a business plan.**