

PM-INTERNATIONAL AG

**NEW**

# [ Success Guide II ]

## Accompanying Texts

Rolf Sorg  
Alexander Plath



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Success Guide II

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## [ The right way to take the Products: ]

Whatever goals you want to reach in life, you will realize that persistence counts more than one short-lived top performance. And this persistence starts with your own nutritional supplements.

Over and over, we have experienced that success in our business depends largely on how seriously you take your own products, your body and your business, every day. That is why it is important that we now prepare the first drink together.

You received an Optimal-Set with your Initial Order, FitLine Power Cocktail and FitLine Restorate.

Because your body absorbs nutrients in the best way at different times of the day, the FitLine products have been created especially for those times of the day. So let us start by preparing your morning Power Cocktail together.

Get a big glass (200 ml, approx. 6.7 fl.oz.) and a spoon to stir. Fill the glass with still water. Pour the contents of one bag of FitLine Power cocktail into the glass. Stir thoroughly until the powder has dissolved and now you are ready to enjoy your first morning cocktail.

Let's discuss the nighttime cocktail now, too. You will enjoy one every night starting tonight.

The nighttime cocktail is your FitLine Restorate. It should be taken around half an hour before going to bed. Here, too, you take a glass of still water (250 ml, approx. 8.45 fl.oz) and put in a teaspoon full of Restorate. Now stir until the FitLine Restorate drink stops fizzing and the powder has completely dissolved. The fizzing activates the minerals for optimal intake into your body and now they are available in the best possible form.

**Exercise is important!** At least 3 times a week for at least ½ hour, e.g. running, cycling, swimming, Nordic walking etc.



## [ Good Reasons for PM-International's products ]

- You and your customers will feel the effects in minutes.  
That makes it easy to convince someone.
- We bring the nutrients to where they take effect with significantly faster and up to 10 times better results through the Nutrient Transport Concept, FitLine NTC (up to 1000% more).
- Scientific Studies confirm the effectiveness of the FitLine products to you and your customers.
- Premium products for you and your customers
- Patented products and concepts. Only you and our other partners are permitted to exclusively offer the products: a unique and all encompassing cell energy concept that reflects the trend of our time.
- You are working in the largest growth market of the 21st Century: the Wellness Market.
- Manufacture according to GMP (highest possible standard of quality) and permanent quality control by the Swiss Vitamin Institute in Lausanne, among others.
- Permanent doping tests by the laboratory for Doping Analysis at the German Sports University in Cologne.
- You offer customers beauty from the inside and out: FitLine and Laurent Cristanel Paris
- **Products which taste good, work and everyone just has to have.**



## [ Good Reasons for PM-International ]

- With PM you have a business opportunity with an easy start that we can all be proud of.
- PM-International also offers you 6 possible simultaneous incomes and you start making money immediately.
- PM-International also offers you, in addition to the incomes, a car program, travel incentives and a pension plan.
- You decide yourself when, where and with whom you want to work – your freedom.
- International Expansion – you can quickly and easily build your business internationally.
- PM-International offers you an Internet site that does not require you to know anything about the Internet.
- PM-International is one of the 100 most innovative companies in Germany. For 7 years in succession, it has been among the 100 most innovative companies, 6 times among the Top 10. This gives you great credibility when presenting the business and its products.
- Your partner, PM-International, has the best economic valuation (by the renowned company Dun & Bradstreet) and offers you stability for long-term success.
- PM-International makes your business easy – with a consistent policy of multiple trademarks.
- We have a unique Sport marketing concept and many famous athletes use our products - excellent advertising for you!
- **Your PM business is great fun.**

*The most important factor for my success was my own enthusiasm. Enthusiasm is infectious and it is fun to be with enthusiastic people and to work with them.*

**Brigida von Steffelin from Lichtenau, Germany**

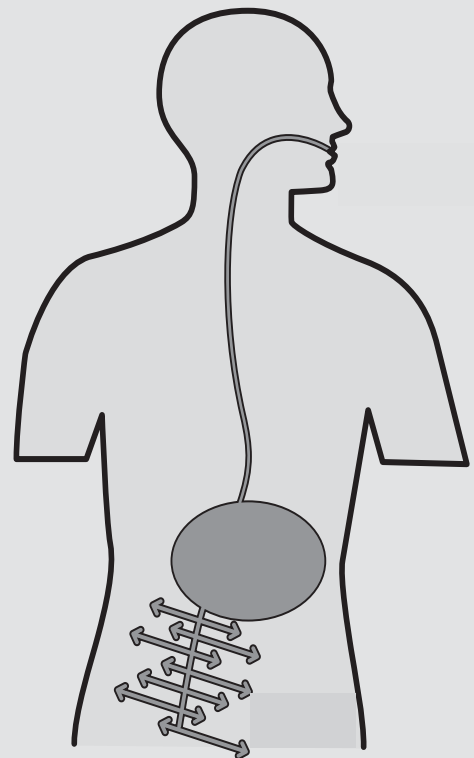
## [ Sell simply and successfully ]

### 1. Feel

Let your customer taste and feel the Nutrient Transport Concept, FitLine NTC, with FitLine Activize Oxyplus.

### 2. Explain

Explain the Nutrient Transport Concept, FitLine NTC, using the example of FitLine Activize Oxyplus.



### 3. Sell

Tell your customer that the Nutrient Transport Concept, FitLine NTC, is utilized in all FitLine products.



## [ Sell simply and successfully ]

### ■ Feel

Add a measuring spoon full of FitLine Activize Oxyplus to two glasses of still water (approx. 120 ml, 4.06 fl.oz.), one for you and one for your customer, and stir with the spoon. Drink an Activize Oxyplus drink with your customer. After about 7 minutes your customer and you will feel the energy from the product!

### ■ Explain

While your customer is waiting for the effect, explain to him the unique Nutrient Transport Concept, FitLine NTC. FitLine Activize Oxyplus flows through the esophagus straight into the stomach.

Because of a very short time in the stomach, the ingredients reach the duodenum very quickly and from there pass on into the arteries. Once in the blood, the ingredients are transported to the cells without delay.

The cells are where FitLine Activize Oxyplus functions in the body and also produces the effect which you feel just a few minutes after taking it.

FitLine Activize Oxyplus intensifies the flow of blood in your body, which you can feel in a pleasantly warm and stimulating way in every cell of your body.

We get the nutrients to the place they take effect with significantly faster and up to 10 times greater results through the Nutrient Transport Concept, FitLine NTC, (up to 1,000% more). Blood vessels are expanded and oxygen and nutrients thereby transported into the most remote cells. The whole body is supplied in the best possible way and activated for increased performance.

FitLine Activize Oxyplus ensures an effect you can feel after just a few minutes. You feel refreshed and full of energy all around.

### ■ Sell

Now it is time to ask the decisive closing questions, which lead directly to sales

- Would you only like Activize and Restorate for (for example) € 1.02 a day or the Optimal-Set for (for example) €3.30 a day?
- Only for you or for the whole family?
- For the family, it costs only around (for example) €2.20 each per day.

## [ There's a Strong Team behind you ]

In your new PM-International business there are many people who will help you to reach your goals: first and foremost your Sponsor. That is the person who introduced you to the PM business. If your Sponsor himself has not been active in this business for long, there is the International Marketing Manager (IMM), who will also be happy to help you. Beyond that, the whole PM-International Team is, of course, prepared to support you.

### **Welcoming Call**

The next thing you should do is introduce yourself to your local team by calling your country's subsidiary (or PM Speyer, Germany under Tel: + 49 6232 296-230, Fax: + 49 6232 296-231, E-Mail: [isd1@pm-international.de](mailto:isd1@pm-international.de).)

Customer Services will be glad to provide you with the following information, which can also be found in your welcoming letter.

Note it here, or in your planner:

**Name of my Sponsor:**

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**Telephone Number of my Sponsor:**

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**Name of my IMM\*:**

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**Telephone Number of my IMM\*:**

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**Date of the next Business Academy (BA):**

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**Location of the next Business Academy (BA):**

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**Date of the next Update-Conference (at [www.pm-international.de](http://www.pm-international.de)):**

Tuesday, \_\_\_\_\_ (date) at 6pm (CET, my time zone)

Telephone Number, ISD, PM Speyer, Germany: + 49 6232 296 230

\* International Marketing Manager, Leader in my Upline

Only what you concretely plan in writing will actually happen.

Note the dates for the next Update-Conference\* and the next Business Academy firmly in your calendar. It is crucial to get to know the PM-International Business Academy and the Update-Conference as quickly as possible.

Now call your Sponsor and/or your IMM and set an appointment within the next 3 days to take the next steps together.

If you do not have a Sponsor or an IMM, or if they are both not available, then simply use the Audio-Sponsor on the Internet instead.

\* Update-Conference: Get the latest information and motivation live from successful business partners!



*For 12 years, I very successfully organized specialized trade fairs for the printing industry and earned a lot of money. But, unfortunately, the economic situation changed so dramatically that my company came close to failing within two years. I was haunted by fear of the future and my energy-levels regularly dropped.*

*Then I was introduced to PM-International, but admit that I was very skeptical at first. After just 3 months, I qualified for a company car and for the pension plan and built a parallel income within a short period of time which surpassed my main income. I am proud to be able to work with PM-International.*

***Eva Bernhard from Sinsheim, Germany***

## [ Test Yourself ]

Fitness is an essential part of your quality of life. Anyone who strengthens their immune system and mental and physical performance levels is more successful in life. Anyone who feels great all around appears more attractive and has a positive radiance.

Yet what is fitness? How is well-being expressed? Is your health as you would like it to be? The following test is intended to make you aware of the state of your physical situation.

### ■ Test your personal fitness now

- Are you fit and able to perform? Answer the following questions and you will quickly form a picture of your current physical situation. In the first step, only fill out the first column, "1st Day".
- Note in your calendar a date exactly three weeks from today.

### ■ Convince yourself

- Test yourself! Take the indicated amount of all the FitLine products every day for three weeks. We promise, you will clearly feel how your well-being changes.

### ■ Recognize the difference

- In three weeks' time, we will go through your personal Fitness-Check again.

**Exercise!** At least 3 times a week for at least ½ hour, e.g. running, cycling, swimming, Nordic walking etc.



# [ Your personal Fitness-Check: ]

## ■ General Fitness

	1st Day		21st Day	
Do you often feel tired and weak during the day?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Is it difficult for you to concentrate over a longer period of time?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Are you often exposed to stressful situations?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Are you under pressure at work?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you exercise at least 3 times a week for a minimum of ½ hour?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you often wake up not feeling rested?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you find it difficult to get up in the morning?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you have trouble falling asleep?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No

## ■ Well-being

	1st Day		21st Day	
Do you have digestive trouble?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you often suffer from colds?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you often suffer from headaches?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you often have muscle cramps or stiff joints?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you drink less than 2 liters (68 fl.oz.) of liquids a day (no coffee, tea, etc.)?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you eat less than 5 servings of fresh fruits, vegetables, and salads every day?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No

## Well-being

	1st Day		21st Day	
Do you drink alcohol regularly?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you smoke?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you take the 'Pill' regularly?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you often eat ready-to-serve meals or fast food?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Are you prone to sunburns in the summertime?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Are you prone to bad skin?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Are you unhappy with your hair, and/or your nails?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No

## Weight Management

	1st Day		21st Day	
Are you happy about your current weight?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you have trouble holding your weight?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you have experience with dieting?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you have difficulty fitting into your favorite clothes?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you exercise regularly?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No

## ■ Priorities

How much is your well-being worth to you a day?

☐ 1,50 €      ☐ 3,00 €      ☐ 5.00 €

Assuming there was a way to positively influence your health deficits,  
would you take advantage?

☐ Yes      ☐ No



## [ My Contract with Myself ]

The most important contract in my life is My Contract with Myself. With this contract, I agree with myself that I will do everything to reach the goals I have set for myself within the next 90 days.

For the next 90 days, i.e. until the.....(date) I will strictly work through the activities in my Success Guide and thereby achieve my following goals

(enter your goals here)

	Health-related	Financially
30 Days		
60 Days		
90 Days		

I will strictly use the FitLine products because I know that this is the prerequisite for being able to recommend them successfully and with conviction.

I will exercise at least 3 times a week for at least ½ hour (walking, cycling, Nordic Walking, swimming etc.)

I am willing to learn and will take every opportunity to talk to everyone about my products and my business. I know that my income depends on talking to people and giving them an opportunity to become familiar with my business and my products.

I will also help my business partners to reach their Goals and am aware of my responsibility as a self-employed person in my own business.

I will reward myself after reaching my goals in 90 days with.....

.....

.....  
City, date

.....  
Signature

# [ Your first Customers are all the people you know. ]

## ■ What are you paid for in your business with PM-International?

Most people think it has to do with money for passing on the products and the business idea. At first glance, it really looks that way, but the business is actually much easier: in order to find people who also want the products due to the good results or who want to change their financial future just like you, you have to speak to people of course.

Some of the people will say “yes” to the products and the business, and others will say “no”. That is normal and has nothing to do with you being particularly gifted or not. It is important to remember this, as no one always manages to get a “yes”.

In any case, you cannot decide for other people, whether they believe that the products will help them or not or whether they believe that they are right for the business or not.

It is simply your responsibility to inform everyone you know about them. Ultimately, everyone decides for him or herself. It is crucial that it is not important to you at all whether someone says “yes” or “no”, what is important is merely the number of people you speak to. The more people you speak to, the more people there will be among them who say “yes” to the products and the business.

## ■ Who are the people we speak to?

To discover whom we can talk to, it is necessary first of all to make a list of possible contacts. We call this list our “List of Names”, or “A List of the People I know”. We will now prepare this list together with the help of the form you will find on page 17 (master copy on page 113).

Please take half an hour to an hour to prepare your List of Names. As the first step, you only need to write down first and last names. The other columns can be filled out later. This method is very important as the goal of the first step is simply to find as many names as possible. You will quickly notice the longer you think about it, the more names you will recall.

In an hour, you should have at least 30-50 names on your list.  
Please repeat this procedure during the days to come.  
Do not give up until you have at least 100 names on your list.



Make this List of Names your constant companion. Whenever you get to know someone new, or recall another name, put them on your list.

To internalize this topic again, please listen to the training session “List of Names” in the Audio Sponsor area of the Internet.

Whenever you contact a person, all you want is to make an appointment for a presentation. You do **NOT** want to explain the business.



*My name is Nicole Frehoff. I am 30 years young and work as a teacher in a secondary school. At the end of last year, my husband and I decided to advance our career and took a good look at our List of Names and picked out the names we want to work with successfully in the future. With the support of our Upline, we qualified as IMM in December and as Vice President in January. This success resulted from strictly contacting the names.*

*Nicole Frehoff, Hamm in Westphalia, Germany*

[ Your personal List of Names ]

Results								
Why? Strengths of the person								
Phone								
Last Name, First Name								

## [ Your List of Names – a real Gold Mine ]

You will be amazed how many people you know and you have contacted in the course of your life. All these people are the start of your new business with PM-International. Here are a few hints which will help you to remember as many names as possible within a short period of time.

### ■ Your “Database”

Write down everyone who is saved on your mobile phone and in your e-mail address book.

Simply write down all the names you find.



### ■ People you have met

Everybody makes a lot of contacts throughout their life. The names, though, are often forgotten or buried deep down in the subconscious. There is a trick to recall all these people you have dealt with at some time.

- Go through the stations of your life in your mind. Who do you know from school? Who did you meet at job training? Which former colleagues do you remember?

Simply write down all the names you remember.



### ■ Names that stimulate memories

Sometimes a person we had something to do with occurs to us when we hear or see a particular name. Use this trick to recall forgotten names.

- Pick up a book of names (for example those given to new parents) or use the list of names on the following page.
- Consider each name. A few of them are bound to remind you of a specific person.

Simply write down all the names you recall.



### ■ Photos with an “Oh Yeah” Effect

People we have contacted in the course of our lives leave their marks in different ways. Use all the aids available to recall memories:

- Go through old photo albums and try to remember the people photographed.
- Do you have an address book? Here, there are also names which could be possible for your business.
- Maybe you have birthday lists, school class lists or other ones which could assist you.

Simply write down all the names you can remember.



### ■ People you are related to

Have you ever considered how big your family is? How many uncles, aunts, in-laws you have?

And what about their individual partners? These are also people you should in no way leave out.

- Go through all the people who belong to your closer and extended family in your mind. You will be surprised how many names you come up with.

Simply write down all the names you recall.



### Who else do you know?

Everyone has friends and acquaintances who he or she likes to meet and shares something in common with.

- Note everyone you would consider a friend.
- Whom do you know from hobbies, sports or leisure activities?
- Whom do you know from clubs, associations, unions or organizations?
- Which colleagues are you closer to?
- Which neighbors do you know where you now live?
- Which neighbors did you used to know elsewhere?
- Whom do you know in the course of day-to-day life (deliveries, cleaners, hair-dresser, handiman, doctors, specialty shops...)

Also add all these names to your list.



### Names to remind you

<b>A</b>	AMANDA	ANTHONY	BERTHA
ALICE	AMBER	ANTONIO	BETH
AARON	AMY	APRIL	BETTY
ADAM	ANA	ARTHUR	BEVERLY
ALAN	ANDREA	ASHLEY	BILL
ALBERT	ANDREW	AUDREY	BILLY
ALEX	ANGELA	<b>B</b>	BOBBY
ALEXANDER	ANITA	BARBARA	BONNIE
ALFRED	ANN	BARRY	BRADLEY
ALICIA	ANNA	BEATRICE	BRANDON
ALLEN	ANNE	BENJAMIN	BRENDA
ALMA	ANNETTE	BERNARD	BRENT
ALVIN	ANNIE	BERNICE	BRIAN

BRITTANY	DANIELLE	ERIC	HECTOR	JOANN
BRUCE	DANNY	ERICA	HELEN	JOANNE
BRYAN	DARLENE	ERIN	HENRY	JOE
<b>C</b>	DARRELL	ERNEST	HERBERT	JOEL
CALVIN	DAVID	ESTHER	HERMAN	JOHN
CARL	DAWN	ETHEL	HOLLY	JOHNNY
CARLOS	DEAN	EUGENE	HOWARD	JON
CARMEN	DEBBIE	EVA	<b>I</b>	JONATHAN
CAROL	DEBORAH	EVELYN	IDA	JORGE
CAROLYN	DEBRA	<b>F</b>	IRENE	JOSE
CARRIE	DENISE	FLORENCE	<b>J</b>	JOSEPH
CATHERINE	DENNIS	FLOYD	JACK	JOSEPHINE
CATHY	DEREK	FRANCES	JACOB	JOSHUA
CHAD	DERRICK	FRANCIS	JACQUELINE	JOYCE
CHARLES	DIANA	FRANCISCO	JAMES	JUAN
CHARLIE	DIANE	FRANK	JAMIE	JUANITA
CHARLOTTE	DOLORES	FRED	JANE	JUDITH
CHERYL	DON	FREDERICK	JANET	JUDY
CHRIS	DONALD	<b>G</b>	JANICE	JULIA
CHRISTINA	DONNA	GAIL	JASON	JULIE
CHRISTINE	DORIS	GARY	JAY	JUNE
CHRISTOPHER	DOROTHY	GEORGE	JEAN	JUSTIN
CINDY	DOUGLAS	GERALD	JEANETTE	<b>K</b>
CLARA	DUSTIN	GERALDINE	JEANNE	KAREN
CLARENCE	<b>E</b>	GILBERT	JEFF	KATHERINE
CLIFFORD	EARL	GLADYS	JEFFERY	KATHLEEN
CLYDE	EDDIE	GLEN	JEFFREY	KATHRYN
CONNIE	EDITH	GLENN	JENNIFER	KATHY
COREY	EDNA	GLORIA	JEREMY	KATIE
CRAIG	EDWARD	GORDON	JEROME	KEITH
CRYSTAL	EDWIN	GRACE	JERRY	KELLY
CURTIS	ELAINE	GREG	JESSE	KENNETH
CYNTHIA	ELEANOR	GREGORY	JESSICA	KEVIN
<b>D</b>	ELIZABETH	<b>H</b>	JESUS	KIM
DALE	ELLEN	HAROLD	JILL	KIMBERLY
DAN	ELSIE	HARRY	JIM	KRISTEN
DANA	EMILY	HAZEL	JIMMY	KYLE
DANIEL	EMMA	HEATHER	JOAN	

<b>L</b>	MARK	PETER	<b>S</b>	TIMOTHY
LARRY	MARTHA	PHILIP	SALLY	TINA
LAURA	MARTIN	PHILLIP	SAM	TODD
LAUREN	MARVIN	PHYLLIS	SAMANTHA	TOM
LAURIE	MARY	<b>R</b>	SAMUEL	TOMMY
LAWRENCE	MATTHEW	RACHEL	SANDRA	TONY
LEE	MAURICE	RALPH	SARA	TRACY
LEO	MEGAN	RAMON	SARAH	TRAVIS
LEON	MELANIE	RANDALL	SCOTT	TROY
LEONARD	MELISSA	RANDY	SEAN	TYLER
LEROY	MELVIN	RAY	SHANE	<b>V</b>
LESLIE	MICHAEL	RAYMOND	SHANNON	VALERIE
LESTER	MICHEAL	REBECCA	SHARON	VANESSA
LEWIS	MICHELE	REGINA	SHAWN	VERNON
LILLIAN	MICHELLE	RENEE	SHEILA	VERONICA
LINDA	MIGUEL	RHONDA	SHERRY	VICTOR
LISA	MIKE	RICARDO	SHIRLEY	VICTORIA
LLOYD	MILDRED	RICHARD	STACY	VINCENT
LOIS	MONICA	RICK	STANLEY	VIRGINIA
LORETTA	<b>N</b>	RICKY	STEPHANIE	VIVIAN
LORI	NANCY	RITA	STEPHEN	<b>W</b>
LORRAINE	NATHAN	ROBERT	STEVE	WALTER
LOUIS	NICHOLAS	ROBERTA	STEVEN	WANDA
LOUISE	NICOLE	ROBERTO	SUE	WARREN
LUCILLE	NORMA	ROBIN	SUSAN	WAYNE
LUIS	NORMAN	RODNEY	SUZANNE	WENDY
LYNN	<b>O</b>	ROGER	SYLVIA	WESLEY
<b>M</b>	OSCAR	RONALD	<b>T</b>	WILLIAM
MANUEL	<b>P</b>	RONNIE	TAMMY	WILLIE
MARCUS	PAMELA	ROSA	TERESA	<b>Y</b>
MARGARET	PATRICIA	ROSE	TERRY	YOLANDA
MARIA	PATRICK	ROY	THELMA	YVONNE
MARIE	PAUL	RUBY	THEODORE	<b>Z</b>
MARILYN	PAULA	RUSSELL	THERESA	ZACHARY
MARIO	PAULINE	RUTH	THOMAS	
MARION	PEDRO	RYAN	TIFFANY	
MARJORIE	PEGGY		TIM	

## [ The Grab a Pen-Method ]

This method is one of the most effective ways of building your business quickly. With your activated Quick Start Site, you have a simple opportunity to register new business partners for your business in the Internet.

Using the Grab A Pen Method, you can present the business to them.

Call at least 5 people and use the following sample conversation



[First of all it is important to begin the conversation with a positive reason for calling.]

" Hallo Peter, I am calling...

... because you are the first one I want to show something new.

... because I do not want you to miss this opportunity.

... because it is important to me to know what you think about something I have come across.

... because I know that you have a head for business.

... because I know that you are always open for something that is new and interesting.

I would like to show you something on the Internet. When do you have time this week? On Wednesday at 5pm or on Friday at 7pm? We will only need about a half an hour. "

[Only suggest appointments you can actually make yourself.]

" Great. Now, grab a pen please and note the following Internet site:

**[www.pm-international.com](http://www.pm-international.com)**

There you will find the link "The Company". Please click this and then on the red link "Watch the Business-Presentation"

On the page that now appears, click on the corresponding symbol "Business Presentation click here" and the presentation will start.

I will then call you half an hour later and answer any questions you may have.  
So, you will watch the presentation on Wednesday at 5pm and I will call you again at 5:30. Where can I best reach you? At this number?"

[Be punctual about calling Peter at the agreed upon time (if your Sponsor has time, include him in a three-way conversation by phone) and ask]:

"So, how did you enjoy the presentation on the Internet, it's great, isn't it?"

[Wait for the answer, which is highly likely to be positive]

"Great, do you have any questions?"

Great, then we can get started together, I am glad you've decided to joined us.  
It would be best if we can register you right away on the Internet, then you will immediately receive an e-mail and have your personal Internet site available to you.

**Would you like to only register as a Distributor or get off to a great start as a Quick Starter?"**

**NOTE:** Please register the person you called immediately. Go to your personal Quick-Start site and fill out the requested information step by step. It is important to do the registration while the person is still on the phone. Do not simply ask the person to register, because then you cannot be sure that it really happens.



A Quick-Start site is available to you, for example, also for Italy, Spain, England and France.



## [ Network Marketing is the Future ]

The World has changed radically, especially during the last decade. New technology ensures that ever more results are produced by ever fewer people. A good education is no longer a guarantee for a successful career. If you have a job today, you could be on the street tomorrow. Even if you do earn well, in the end you often have ever less in your pocket as the state takes an ever increasing share.

### ■ Old recipes for Success are a thing of the past

The classic path through life – training, career, retirement – has not been the best way to success for a long time. As an employee you are dependent on one employer for better or for worse. In the best case, you can establish a career and earn a good income over several years. If you are unfortunate, you lose your job and have nothing overnight. If you are also already over fifty, you are treated as no longer employable and have to adjust to a life at the lower end of the social scale. An “all or nothing” situation which does not really lead to success and self-realization.

### ■ The fairy tale of a “Secure Job”

Many people swear on their “secure job”. Reality looks really different, though. The security of a regular income appears highly deceptive at second glance. As an employee, you are dependent on a single employer and therefore on a single income. When self-employed, however, you generally live from several customers and earn an income, which fluctuates, but is unlikely to dry up completely from one day to the next.

### ■ Self-employed, but how?

If you really want to be successful today, then you should no longer depend on a profession and a career, but you must take the future into your own hands. For example with a lucrative second income. Better yet, by deciding to become self-employed. The best known version of this is classic self-employment such as painter, plumber, retailer or in a professional career. This provides you with the greatest measure of freedom, but is associated with the greatest risks. Risks which can be considerably reduced by working as a franchise, direct marketing or networking partner with a strong company.

### ■ Freedom in Networking

On closer observation, network marketing offers the greater number of advantages for professional self-employment. Starting up requires minimal investment. You use a tried-and-tested business concept and yet retain control of your own

decisions. Your success is largely dependent on your own abilities and on your willingness to act. You can start with an additional or secondary income at first and change into professional self-employment at the right time without risk. You now invest time in building your own parallel business until you reach a secure income in your own business. Then you can fulfill your dream of self-employment.

### ■ A way of sales with a Future

In Europe, the idea of Network Marketing is only in the starting blocks. While in Europe only around 5% of retail sales are produced through this method of sales, in the USA and a few Asian countries, it is already up to 20%. Online-Shopping and eBay have taken business from traditional retailing. Network Marketing gives back to customers what many miss when shopping today: personal consultation and purchasing as a personal experience in contact with people.

### ■ Alternative forms of Self-Employment

- Classic Self-Employment
- Franchising
- Direct Marketing
- Network Marketing

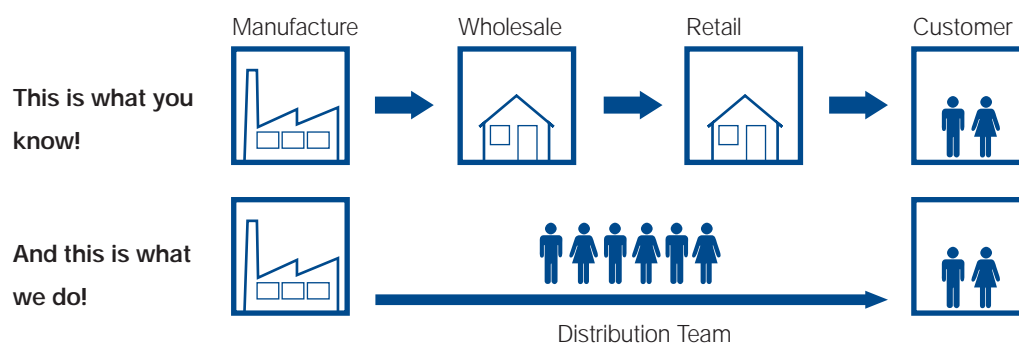
### ■ Advantages of Network Marketing

- Income related to performance
- Low investments
- No regional/national limits
- Security due to a strong partner
- Far-reaching freedom in decision-making
- Use of a tried-and-tested system
- Part-time start possible
- Freedom in time management, making it ideal for women with children



## [ Recommending, Selling, Earning. ]

The product you buy in a store has passed through many hands before you place it in your shopping cart. And included in the price you pay for it, is the profit of several retailing levels. Network Marketing is completely different. Here, sale is direct through a team of distribution partners who recommend the product personally and receive a share of the profits (bonus) for doing so.



### ■ Recommend what you are convinced of

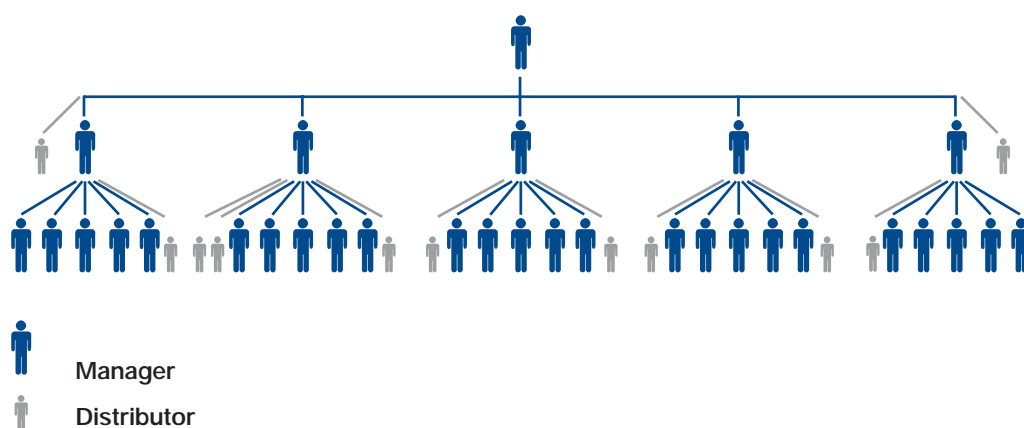
As a Network Partner you do exactly what everybody does who is convinced of a product. You recommend it on. At first, to friends and acquaintances, then to an ever wider group of people. Because you use the products yourself, you also know them well and can speak about them with conviction. That makes you credible and accelerates your success.

### ■ Self-Employed to success

As a Partner of PM-International, you recommend products to your customers which cannot be bought elsewhere. In doing so, you actively approach your customers. You contact them personally, by phone or in writing. You hold presentations and use the Internet. You present products at trade fairs and events, on your business premises or at a customer's home. In this way, a solid customer base is established which will provide you with a continuous income.

### ■ From Lone Warrior to Leader

Our products have exactly the quality that makes enthusiastic customers repeat-customers. Many of them will also be interested in passing on their experiences and then receiving a bonus for every product sold. You will then become the Sponsor to those customers and support them in becoming Teampartners themselves. In this way, you will build your own distribution team within a short time – the correct jargon for this is “Downline”. For supporting your team, you profit from the sales of the individual team members in the form of royalties and the TOP-Management Team bonus. As a result, your income continues to grow.



### ■ From Partner to Manager to President

As a Partner of PM-International, you become part of a successful distribution system. Along with your sales, your status within the company also increases while doing so. With a little bit of effort, you will soon be part of the Management team and with increasing success you can mount the individual steps in the TOP-Management Team. Then, you receive additional benefits and can earn up to six incomes. With the increasing success of your business partners, your success will also increase.

*When I met Rolf Sorg years ago, we spoke briefly and he told me that you should never stop doing the things which have made you successful and today still I apply that sentence every day. Such a business opportunity will never come up for me again and the enthusiasm in my team is incredible.*

**Ingo Bächle from Neuhausen, Germany**

## The Thing about the Strawberries



Let us assume you go into a grocery store to buy strawberries. Have you every asked yourself how many people have already made money on the strawberries before they end up in your shopping cart?

- The farmer sells his harvest to a cooperative,
- The cooperative sells them to a distributor operating nationwide
- This distributor sells them on to a national wholesaler
- The wholesaler sells them on to regional wholesalers
- The regional wholesalers sell them to local wholesalers
- From there, your local grocer buys them

So, at the cash register, you don't only pay for cultivation and harvest of the strawberries, but also the costs for the entire distribution chain and the profits of everyone involved. That can often make up a full three quarters of the retail price.

If these strawberries were sold by Network Marketing, things would look very different:

- The farmer sells his harvest straight to a Network Marketing company
- The Network Marketing company sells them on to its Teampartners
- The Teampartners are the last stage in the distribution network and sell straight to the customers

In Network Marketing, far fewer costs are incurred for distribution. Rather, every satisfied customer can become a Distributor of the Network Marketing company and will receive a bonus for every sale resulting from the recommendation..

Try getting a sales bonus from your grocer because you have sent him new customers...

## [ How fortunate that you have the right Partner ]

PM-International has perfected the idea behind Network Marketing. With exactly the right products and with a partnership-based marketing system which offers you excellent prospects as a Distributor.

### ■ **Security through a solid Partner**

As a Distributor of PM-International, you are working with a company that has now held its own in Network Marketing for more than fifteen years. Our business principle is based on performance, transparency and fair conditions. These are exactly the requirements which are crucial for long-term business relationships.

### ■ **High Income without risk**

As a Distributor, you can earn a high income right from the start without first having to make high investments or accept long-term obligations. You neither have to keep a large store of goods nor purchase a minimum amount. And you are not obligated to keep visiting expensive seminars.

### ■ **Minimal operating expenses**

As a Distributor of PM-International you simply work from home. You neither need a prestigious office nor a store in a good location. All you need is yourself, a telephone and, if you want to work with a computer, a PC with access to the Internet. It is helpful to have a car with which you visit your customers. Your operating expenses are correspondingly low. Use the PM-DSCs (list in the appendix) to have a business presentation there in professional surroundings. Your new Partners can immediately take their Quick-Start orders with them from there.

### ■ **Independent and Self-Employed**

As a Distributor, you are not an employee of PM-International but work fully self-employed. That means there is no-one who dictates when and how you have to work and which sales targets are expected from you. Instead, you allocate your own time and set your own goals on what to achieve and earn.

### ■ **Best long-term outlook**

With PM-International you are distributing products which show lasting effects and are convincing long-term. That turns customers into regulars and so secures your continued income. You also do not have to make every sale yourself, but you can count on your customers coming back themselves as soon as they need more products.

# [ Training and Seminars for your Success ]

## ■ Weekly Workshops\*

- **Workshop 1: Setting Goals,**  
Time Planning, List of Names, Making Appointments
- **Workshop 2: Customer Acquisition**  
Getting Regular Customers, Customer Support
- **Workshop 3: Presentation**  
Introduction to DMO and SINALOA
- **Workshop 4: Business-Plan**  
How to double your business

## ■ Monthly Secondary Training Seminars

- **Seminar 1: Business-Academy**
- **Seminar 2: Manager-Training**  
From a Manager to an IMM in 90 Days, Success Story-Training, Support Techniques

\* Please ask your sponsor for Workshop dates

## ■ Product Training

- **Nutrition Academy\*\***  
Quarterly
- **Cosmetic Academy**  
Quarterly with Handouts

\*\* Current dates can be found on the Internet, or ask your country's subsidiary

## ■ Building Business

- **IMM Training**  
Quarterly
- **TOP-Management Training**  
Bi-annually
- **Leadership-Weekends**  
Bi-annually with Handouts

## ■ Business Academy

- Practical examples
- Product Training
- Business Training
- Goal planning
- Build -up Training
- Tips and Tricks for Building Business Successfully
- Brand New
- Success With Special Offers
- Exchange with other Teampartners
- Understand and profit from Network Marketing
- Build up lasting income in a targeted way
- **Up to 40% incomes through BA Special**

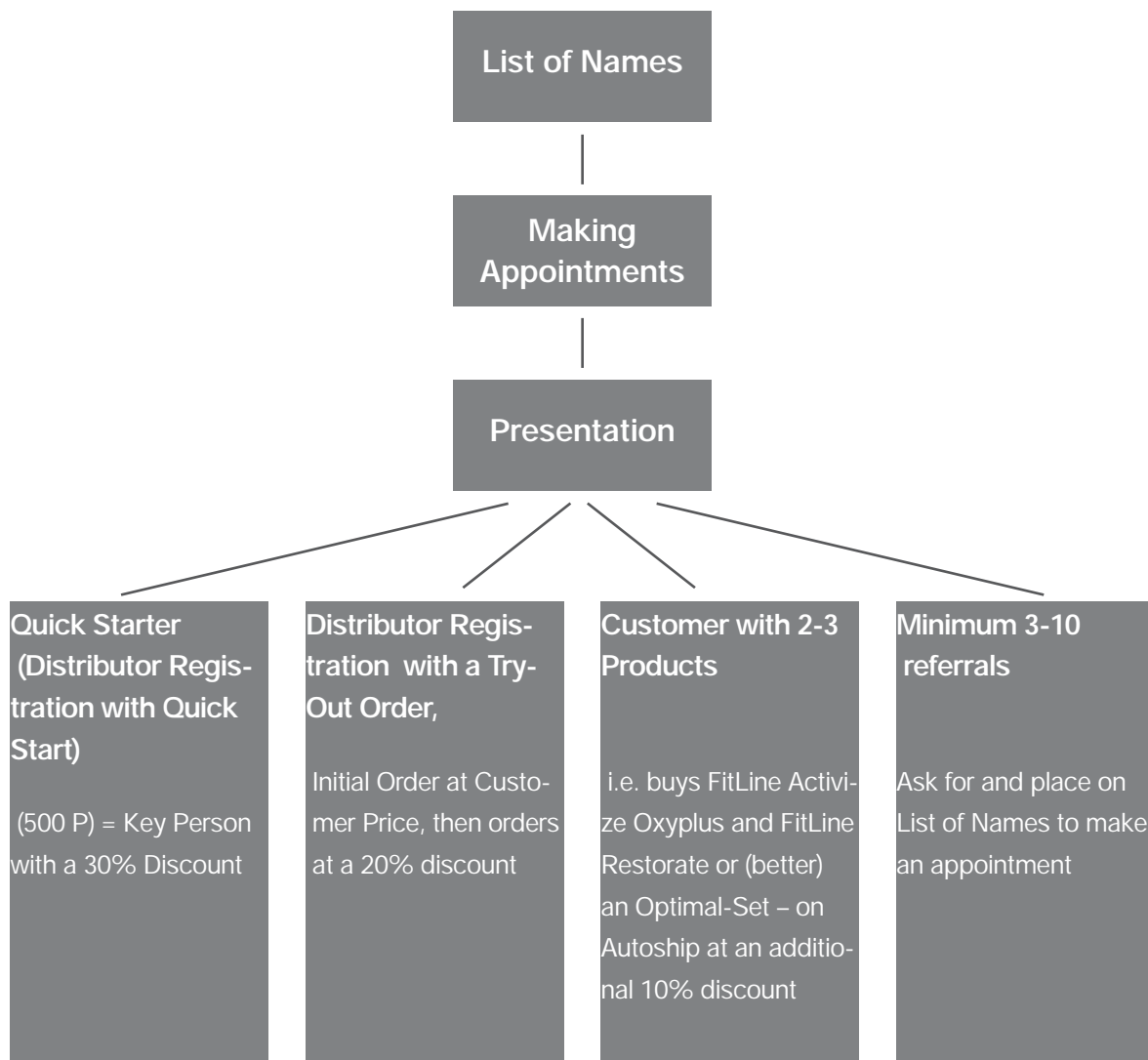
## The Unique PM-Product Philosophy



- stay younger for longer
- live healthier
- better appearance
- more vibrant
- improved well-being
- enhanced performance
- improved satisfaction and quality of life

Scientifically secured and patented

## [ How to Build Business ]



- Every Customer is a potential Distributor.
- Every conversation is an opportunity for your success



Learn from other people's experience. Ask your IMM for the next dates of Workshops and Training sessions. There, you will get more impulses for building your business successfully.

## [ More Time for Essentials – the Customer Direct Program ]

PM-International takes care of the customer support for you (taking orders, delivery to customers, payment processing, questions etc.) so that you can fully concentrate on acquiring new customers. For orders your customers place with PM-International directly as part of the Customer Direct Program, you receive a Customer Direct Bonus at the end of every month on all sales volume your customers' orders generated.

The Customer Direct Program means you no longer have to engage in time-consuming customer support yourself and therefore have more time to build your business more quickly. In addition, you no longer carry the financial risk if a customer does not pay. The customers who do not live near you, and even those who live abroad, receive deliveries easily and reliably. Your customers receive mailings from us advertising products they know as well as new ones. That increases customer satisfaction and ensures constant new sales. If you go on vacation, the Customer Direct Program is also advantageous, as your customers continue to receive deliveries quickly and reliably – and your sales keep increasing in your absence.

The Target Group Brochures are an excellent start into the Customer Direct Program. Using the enclosed order cards, customers can order directly from PM-International and you are certain of finding the commission for it on your next payment statement.

Especially when you are building your own team of distributors, the Customer Direct Program is important. If one of your Teampartners actually does become inactive at some point, his customers can continue to order directly from PM-International and you will continue to receive the Customer Direct Bonus from these sales.

*My name is Maria Eggenolf, I am 48 years young, married and we have five children. Network Marketing is the ideal business opportunity for everyone who wants to be self-employed. Working from home can be combined with a mother's tasks well and there are excellent career opportunities with outstanding income opportunities. Add to that a new car and a pension plan, which are paid by PM-International. That got me excited right from the start.*

***Maria Eggenolf from Heiligenberg, Germany***

To take part in the Customer Direct Program, it is important to take the following steps. Please also pass them on to each of your future Partners



- As already discussed, place a sticker on every one of your products with your personal address and include your phone number (see page 42). Also stick an address label on every brochure, or include your name and your Distributor Number in the area set aside for it.
- This is very important because this ensures that every direct order from one of your customers is considered when calculating your bonus. If an order is sent to us without including the Distributor, the sales are automatically credited to a Distributor who lives near the customer.
- When a customer places his first order, fill out the order card with him. This ensures that no mistakes are made and the customer gains confidence and security.
- As you see, the Customer Program is very simple and secures you between 15% and 25% Customer Direct Bonus.

The Customer Direct Program contributes to satisfied customers and creates stable sales, which guarantee you a steady, increasing income.

On the next two pages, you will find a summary of the advantages of the Customer Direct Program for you and your customers.

*Three of my business partners want to use PM's free vacation next year – I am especially thrilled to help us all to reach this goal.*

***Andreas Jansen from Lindau, Germany***

### ■ As a Distributor you have the following advantages

- **Secure Personal Sales:** Sales which are generated by the Customer Direct Program count fully towards your Personal Sales, and therefore count for check assurance.
- **No risk of non-payment:** The risk of unpaid deliveries and invoices is borne exclusively by PM-International.
- **No Risk of Goods not being accepted:** The risk of ordered goods not being accepted by customers is borne by PM-International.
- **Considerable time savings:** You are not busy with collecting orders and passing them on to PM, unpacking deliveries, distributing goods and chasing after the money.
- **Faster Expansion:** Due to the time savings, you have more time to build and support your team and can therefore expand more quickly.
- **Higher Incomes:** You incur no costs at all for accepting and forwarding the orders or for their delivery.
- **Secured line Protection:** Registered customers enjoy the same line protection as your Teampartners.
- **Real referral network:** Teampartners whose strengths lie in building a team and in acquisition can focus mainly on acquiring customers.
- **Stability:** If a Distributor in your Downline is no longer active, his customers are not automatically lost, but can continue to order and you earn commission.
- **Thorough Support:** In addition to the support by Teampartners, customers are also provided with mailings from PM drawing their attention to new products, advantages, special offers etc .
- **Lasting Sales:** Even when you are absent, e.g. due to illness or vacation, sales are still generated, because customers can order directly from PM.
- **Regional Independence:** Customers who live a long way from you can be supported, because the products are sent directly from PM-International.

- **Satisfied Customers:** Customers are supported, can order from you or directly from PM, receive orders quickly and are more satisfied overall. Satisfied customers are loyal, long-term customers.

■ **Your Customers have the following advantages:**

- **Independent of time:** Customers can order directly from PM during office hours or 24 hours a day and seven days a week via Internet.
- **Additional Methods of Payment:** Customers can pay not just with cash or check but also conveniently by credit card.
- **Additional payment methods:** When paying by credit card the invoiced amount is not deducted until the next credit card statement.
- **Faster Delivery Service:** The order is packed and sent within two working days from receipt of an order.
- **Discount:** Customers receive an attractive discount by ordering on Autoship.
- **More Information:** Customers are regularly contacted by PM-international and their attention is drawn to product advantages, special offers etc. Special prices: At irregular periods, PM-International runs different promotions during which customers may buy at attractive special prices.
- **Choices:** Each time your customers order, they can decide whether they want to order from you directly, at their nearest DSC or directly from PM-International.

Through additional and lucrative advantages for end consumers, you will get satisfied and convinced customers, who will guarantee you long-term stable sales and stable income!

You too should choose to profit from the convincing advantages of the Customer Direct Program!

## [ A Training Session that will move you up ]

With this Success Guide and the daily method of operation, you are sure to reach the position of International Marketing Manager (IMM) in PM-International's Marketing Plan within the first 90 days. That is another key position and your first step into the TOP-Management.

As an International Marketing Manager with PM-International you will attend a training in a class of its own. For this, we invite you to the Logistic Center Europe in Speyer for 3 days.

Here you will meet the best and most successful PM-International leaders and learn first-hand the tips, tricks and methods of work with which you will manage to build your business even more quickly and effectively in the future. Do not miss this intensive training.

By the end of the training, you really have the basis for your leap into TOP-Management!

But it is not just worthwhile qualifying for this training alone. During the IMM training weekend you will also take part in the accompanying program which will not just motivate you to reach your Goals but also ensures valuable contacts to other business partners at the IMM level making it possible to exchange experiences.

To register for the next training session, you should contact Customer Services at PM in Speyer, or your country's subsidiary, today.

**eMail:** [isd1@pm-international.de](mailto:isd1@pm-international.de)

**Fax:** 06232 296-231

**Telefon:** 06232 296-230 (daily from 9am-6pm CET)

You will be invited to IMM-Training by PM-International.

**Experience clearly shows** that participants in the IMM training do not just achieve disproportionately faster growth in sales, but their sales (and therefore their incomes, too) are also far more stable.

# PM Travel Incentive

PM-International invites you to  
a week's free vacation: the IMM-  
Incentive!



## Cult Trip Ibiza

– exclusively with Rolf and Vicki Sorg.

Experience the ultimate cult summer vacation on Ibiza.

– intense colors, clear air, fantastic climate and the light typical for Ibiza. Gorgeous beaches, crystal clear water, picturesque villages and sun, sun, sun. The Ibiza travel incentive – simply the unbeatable cult event – can also become reality for you!

Spanish hospitality awaits you in a \*\*\*hotel half board. Experience restaurants typical for the country with mediterranean cuisine and sangria including breathtaking views of the country and its people. You will be provided with a car for the extent of your stay (one for 4 people).

### How do you qualify for this incredible week?

You are a qualified IMM and achieve at least 100,000 Points in each of the months October, November and December in your first three levels – and you've made it!

If you have already qualified at least once before, you additionally need 12 new firstline Autoships within 12 months, (that's just one new Autoship a month) or 3 new firstline Managers during the competition period who confirm their Manager Position in the last qualifying month.

Would you like to take your partner with you? Achieve at least 15,000 Points instead of 10,000 during the qualifying period and you can take your partner with you for an additional payment of just €280. (The trip is worth over €1,100).



**Gala Fiesta**

To close the vacation – and forming its highlight – an evening in a beautiful Spanish restaurant right on the beach of “Es Cavallet” awaits you. An evening which you will never forget. Tappas, Paella and Flamenco, exclusivity and fun in a romantic setting. Enjoy again what is special about this island. Please do not forget to bring elegant evening attire with you for this evening.



## Additional modules can be booked as you would like

**Disco Night**

Hot nights in Ibiza's discos! You can only survive such a night with FitLine Activize Oxyplus! There's no sitting out! Let yourself be fascinated by the unique surroundings. Be part of it the next time the call goes out for “Power Move Ibiza”. The unique IMM fiesta! Drive yourself to the disco (Pacha or Privilege is announced on-site).

**Go-cart Championship**

A great experience and a lot of fun – not just for the drivers! After driving together to the race track, we enjoy a small welcoming drink together. In the warm-up rounds, everyone has an opportunity to get used to the quick, but harmless, fast carts before the race starts. Trophies and champagne await the winners but everyone is guaranteed to have fun!

**Trip to the island of Formentera**

This lovely day trip begins on the ferry from Ibiza harbor to the island of Formentera. This island is famous for its fantastic sandy beaches. Once the ferry has docked, the journey continues by bicycle (a lot of fun and not too far) to a first class beach restaurant. There you have an opportunity to relax in the sun and enjoy the weather, to swim, or to simply enjoy life with Champagne Sangria and Tappas, your feet in the sand and with a view of the lagoon of your dreams.



## Upgrades

# Sail into the sunset with Rolf und Vicki Sorg

As an Elite Circle Candidate or Member you will experience an additional highlight which cannot be booked at a travel agents. Enjoy a choice meal in a breathtaking atmosphere as well as exotic performances on a sea-going yacht at sunset. More details on the Elite Circle and on qualifying for it can be found on pages 94-95.



## \*\*\*\*-Hotel

From the Position of President's Team up you will spend your stay in the \*\*\*\*-Hotel Palladium. You will enjoy all inclusive service.



## Alternative Trip, Example 2009

### Luxury Cruise

On one of the World's largest and most modern cruise ships, the sun's warm rays reflect in the windows. Waves stroke the elegantly curved side of the ship. Even the highest expectations of quality and comfort are fulfilled. A 3-D movie theater, a 1,500 m2 spa area, an interactive sports bar and several restaurants – to name only a few highlights.

The cruise route will take you from Genua (Italy) via Marseilles (France), Barcelona (Spain), Tunis (Tunisia), Valletta (Malta) and Civitavecchia (Italy).

The travel incentive is valid from/to the harbor (excluding travel beyond it).



## [ Your personal Product Labels ]

PM-International's products are high-quality consumer goods. That means they are products which customers will want over and over again and therefore always create income for you. The products in the FitLine series are also a monthly supply. This has the advantage that you know exactly when your customers will need new products.

However, often a customer wants to order before the end of the month, or has received a product as a gift and now no longer knows where to re-order.

Therefore, it is absolutely necessary to place an address sticker on every product, including your name and telephone number, your e-mail address and the Internet-address of your store from PM-International.

These stickers cost almost nothing in comparison with their value to you (for example in Germany 1,000 labels cost just €14.90 PLUS shipping). You will find an order form on the next page.

We recommend labels measuring 37mm x 15mm (approx. 1.457" x 0.5906"). This fits well onto our products.

Please never stick one onto the silver foil that seals the products, but straight onto the product (can, bottle, pot). A customer needs to be able to find the sticker when the product is almost empty and he wants to reorder.

**Important Note:** Make it a habit of including a sticker on every product immediately after receiving it! That way you will not forget!



## Order form for Stickers

**Tel.: 089 / 651 281-0 Fax: 089 / 651 281 -20**

Please fax or place in an envelope and send to your country's subsidiary or the following address

Versandhausdruckerei  
Puhl GmbH  
Boosstraße 4

D - 81541 München

OR per E-Mail: verkauf@druckmaus.com

- ☐ I hereby order 1,000 stickers, Prod.-No. 1211,  
Color white, Size 37 x 15 mm for €14.90 (instead of €19.90 plus  
€3.95 postage and packing (plus 19% VAT))

### Max Sample

Internet: [www.wellness-shop24.de](http://www.wellness-shop24.de)

E-Mail: [info@ph-international.de](mailto:info@ph-international.de)

Tel.: 06232/296-0

TP-ID: 123456789



**max. 30 characters per line**

Name	
For your use	
For your use	
For your use	
TP-ID	

### Delivery invoiced to

Only in Germany, Delivery time around 2 weeks

\_\_\_\_\_  
Name

\_\_\_\_\_  
Street

\_\_\_\_\_  
Postcode, City

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

## [ Your Daily Method of Operation (TAM, The Action Module) ]

### ■ Consistency is the Key to Success

Particularly in your business with PM-International, everything depends on consistency. It is far better to make 5-10 new contacts every day than to make lots of contacts at one time on a few days a week.

It is therefore crucial to develop a daily method of operation.

The good news is that you have already started this daily method of operation. Every day during the last few days, you worked on your activities list and checked off the task you had performed. That is your first decisive step to a daily method of operation and you are already on your best way of reaching your goals with PM-International.

So that you will find it even easier to adhere strictly to the activities which bring success to your business, and to envision the success you have achieved, we have developed a table of success around your daily method of operation.

On the next page, you will find an example that shows you how to fill out the form. Enter your results into The Action Module, "TAM", every day on the activities pages and carry over the results at the end of the week onto the TAM form (example on the next pages, master copies on pages 117 and 118).

**From now on, enter the results achieved into the table at the bottom of the activities pages every day (in the Success Guide, Volume 1).**

In the first column (Planned), enter the planned activity, for example the number of contacts that you want to make that day. At the end of every day, enter the actual result into the "Actual" column. That way, at any time, you have an exact overview of your successes.

Your incomes consist of your product sales (20%, or 30% if a Quick Starter/Manager), your Performance Bonus (weekly) and your commission check (monthly).

Using the Daily Action Module and the respective Success Table, you are on the best way to reaching your goals even more quickly.

Please remember to reinvest your first earnings in your business (in a Business Academy Special, for sales aids etc.)

## [ My TAM, The Action Module (Example) ]

Success results only from action	Week 1		Week 2		Week 3		Week 4		Week 5		Week 6	
	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual
Contacts* (phone, in person)	60	53	60	57								
Personal Sales	200	210	200	230								
Two on One Presentations	3	4	3	3								
Guests at Presentations	4	3	4	3								
New Quick Starters	1	0	1	1								
Registrations	2	3	2	2								
Business Academy	3	3	3	3								
Income this Week	192,-	€	146,-	€		€		€		€		€
Income to date	192,-	€	338,-	€		€		€		€		€

\* Company DVD, FitLine Activize Oxyplus, List of Names, etc.

## [ My Plan for the Week (Example) ]

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8:00							
9:00							
10:00	Work	Work	Work	Work	Work		Family
11:00						Workshop with Team	
12:00						Goal planning	
13:00					Work		
14:00							
15:00	Work	Work	Work	Work		Telephone Contacts	Telephone Contacts
16:00							
17:00					Telephone Contacts		
18:00	Telephone Contacts		Hand Ball			Back-up Time for PM	
19:00		Business Presentation		Business Presentation		Friends Family	Family
20:00					Friends		
21:00							
22:00							
23:00							

## [ Success with a strong Partner ]

Network Marketing is anything but new. It mirrors the natural behavior which we all practice on a daily basis. We all have a need to talk about things we enjoy. We rave about our last vacation or our new car. We speak excitedly about a new restaurant, share which shop has an especially reasonable offer, and recommend to others what we are convinced of.

That is exactly what Network Marketing is. With the difference that we do not get anything from a travel agent or a car manufacturer or a restaurant owner for our referral.

### ■ Network Marketing is Referral Marketing

Successful Network Marketing begins with your own good experience. Only someone who is convinced about a business and a product will speak about it with conviction. Only someone that uses something on a daily basis will be able to recommend it with conviction. That is why serious Network Marketing companies are based on convincing products which set themselves apart from the general mass and excel with really special qualities. Products like FitLine, Laurent Cristanel and Pierre Martèn. These products cannot be bought from conventional retailers. They are innovative, extraordinary and recommendable.

### ■ Many Terms, One Meaning

You have perhaps already heard terms like "structure selling" or "multilevel marketing (MLM)". They all describe more or less the same system of distribution. We, though, think Network Marketing is the better term because it describes exactly what it is about. Namely about the network of people who are fascinated by a common idea and who all profit from one another. And about marketing products apart from the traditional wholesale and retailing.

### ■ Recognize the right Partner quickly

Where there is talk of structure selling, multilevel marketing or Network Marketing, you also often hear the term pyramid marketing. We do not want to hide the fact that there are black sheep in this industry. We would like to place you in the position of being able to differentiate between legitimate and illegitimate companies yourself. So read the following comparison and develop your own picture of how to recognize the black sheep in the industry. You will quickly recognize what characterizes a legitimate Network Marketing company: that is especially traits such as fairness, transparency and real opportunities for those involved.

Only if you know what you are talking about, can you also argue convincingly.



#### **How to recognize illegitimate Companies:**

**Company Objectives:** the focus is not on product distribution over an area that is as broad as possible, but rather on recruiting ever more new Partners and on receiving “bounties” for everyone that starts.

**Product Policies:** products are too expensive and offer no real advantages over comparable products in traditional retailing. At the same time, there is an obligation to purchase a lot of products.

**Initial Investment:** a new starter has to pay a start up fee for which no value is received. Initial products and information material are sold for a high price.

**Seminars and Secondary Training:** a new starter has to attend expensive seminars, often with no benefit.

**Information Policy:** Information is passed on primarily by word of mouth. Contracts and product information are not passed on.

**Method of Distribution:** products are delivered via several levels, each of which entails a high inventory risk of its own.

**Payment:** the commission system is inscrutable and not explained in writing. No one knows exactly what is earned.

**Right to Return:** distribution partners carry the full risk of inventory. When leaving the system, goods that have not been sold cannot be returned, or only on very poor conditions. High risk.

**Advertising:** extremely high incomes are promised within the shortest period of time and it is suggested that only minimal work or none at all is required to earn this.

### What characterizes a legitimate company

**Company Objectives:** the focus is on the distribution of products via a growing network of partners.

**Product Policies:** high-quality products, which have unique selling properties in contrast to products in traditional retailing, are distributed. Prices are reasonable. There is no obligation to purchase.

**Initial Investment:** no high-cost initial kit is necessary. Information material is provided either free of charge or at cost.

**Seminars and Secondary Training:** required seminars are either free or offered for a moderate fee.

**Information Policy:** prospects, when first contacted, receive free information brochures about the company, the business plan and the products.

**Method of Distribution:** products are delivered straight from the company to the network partners. If orders are placed directly, the partner receives commission.

**Payment:** the commission method is transparent and every partner has access to it. Commission is paid dependent on Personal Sales and those of the Downline to a certain level.

**Right to Return:** when leaving the system, unsold goods that are still saleable can be returned. At most, an administrative fee of a max. of 10% of the goods' value is assessed.

**Advertising:** the company informs realistically and openly about the income opportunities and the amount of time and cost involved.

**Direct Sales Association:** The company is a member of a renowned direct sales association.

*It is also great to be able to plan time freely and to work without pressure. I am pleased that I am able to participate in the greatest growth market in a legitimate and stable business. I have now also been able to order my first car.*

**Monika Ruch**

Master copy on page 119

## [ Checklists for initiating a new Distributor ]

Last Name: First Name:

Date of Birth: Profession:

Tel. workt.: Tel. private:

Street/Address: Postal Code, City:

Best reached:

Comments:

*I live my business as a personal example!*

Contacts	=>	Appointments =>	Business Partners
			Customers
Cause	=>	=>	Results

### Checklist for telephone appointments

#### 1. Positive reason for calling:

=> I'm calling because you always had a head for business and I really need an appointment with you so you can tell me what you think about this.

..... because I don't want you to miss this opportunity

..... because I really must show you something

..... because you always need money and I'm sure I have exactly the right thing for us. \_\_\_\_\_

#### 2. It is always only about an appointment:

=> Short phone call, just to arrange an appointment (not to close a deal)

#### 3. Offer alternative appointments:

=> What's better for you, Wednesday at 5 pm or Friday at 7 pm?

#### 4. If the prospect can't make any appointment:

=> Retain your position of strength, don't ask, "When would be suitable for you?", e.g. "I'll call you again when I have a free appointment"

**TIP: THE PERSON DOING THE QUESTIONING LEADS THE CONVERSATION!**

## Checklist Business Presentation

### 1. Break the ice, build confidence

Greet by shaking hands firmly, sit next to one another across corner of table, ask for goals:

### 2. Presentation

=> Company, Products, Business / Incomes  
 => Numbers, Data, Facts => Theory and Practice  
 => Build up mega credibility =>  
 Internet, Catalogs, Brochures, Success Stories, Image Brochures,  
 TOP 100, Sports Catalog, Special Issues, Photos, Voice Recorder

Wants  
Goals



PM-International



Solution

### 3. Closing

=> What do I want to achieve? A key person in my business.  
 => alternative closing => either / or  
 => leading the closing => decide for the other person.

### 4. Dealing with Objections

"I understand that, but ..."

"I used to think exactly that, only ..."

=> Goals and Wants

"You do want to earn 250 a month, so let's call at once. What is the name exactly?"

Dealing with real objections

=> A seminar on "Dealing with Objections" is part of the Trainers' training courses and of the IMM advanced training courses

**TIP: A CUSTOMER ONLY BUYS WHAT HE WANTS OR NEEDS**

## Checklist after Closing the Deal

1. Congratulate and mention all the advantages again (keep on selling) []
2. Define goals: Wants / Goals: \_\_\_\_\_ []  
 Car:: \_\_\_\_\_ Holiday: \_\_\_\_\_  
 \_\_\_\_\_ income in first month, \_\_\_\_\_ in first year
3. Ask how much time is available. How much time do you have a week? []  
 => at least 10 hours
4. When can we start => set a date ( max. 72 hours later) []
5. Homework: []  
 => read all documentation []  
 => use the products immediately []  
 => write all questions down []  
 => make a list of people with at least 100 names []  
 => Make an appointment within at least 72 hours []

Master copy on page 121

### 1. Telephone call:

1. How did you sleep? \_\_\_\_\_
2. How does FitLine Basics Plus taste? \_\_\_\_\_

## Checklist for Follow-Up Appointment

1. **Answer questions**  
=> Discuss process (30 min.) (Placing orders etc.)
2. **Write a success story => Give folder (15 min.)**
3. **Determine Goals and write them down (30 min.) Decide on an Action Plan**  
=>Where do you want to get to? How much do you want to earn? What do you want to earn the money for? Is a burning desire there? Daily method of operation.
4. **Make telephone appointments (30 min.). Choose the most important 20 names and note the reason** (at least 5 appointments). Remove the initial fear, then the process will be reversed.  
  
1st Name: \_\_\_\_\_ Appointment: \_\_\_\_\_  
2nd Name: \_\_\_\_\_ Appointment: \_\_\_\_\_  
3rd Name: \_\_\_\_\_ Appointment: \_\_\_\_\_  
4th Name: \_\_\_\_\_ Appointment: \_\_\_\_\_  
5th Name: \_\_\_\_\_ Appointment: \_\_\_\_\_
5. **[ ] Draw up a weekly plan**  
(first appointments and sales)

Master copy on page 122

## Working with the Remaining Group:

That is all the Firstliners and their TPs who are not in the team of a key person. As soon as someone shows themselves to be a “non-key person” the following support method applies.

=> If you have questions, or if you again decide to expand business as a key person, you can reach me at my phone no.: ...../ mobile .....

from Monday, 4 pm-6 pm and Thursday 4 pm - 5 pm.

At these times, I can gladly accept your customer orders personally and pass them on to PM- International. At other times, you can leave them on my answering machine

e-mail them to .....

or fax them to .....

=> Send a monthly information letter to all TPs in the remaining group with:

**Success stories (testimonials), news and special offers**

### Working with key people

**First 4 Weeks call daily with a daily method of operation** .....[ ]

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30  
o o

Appointment-----

1st Level: 5 key persons / 8-14 days after follow up appointment

2nd level: be there as often as possible, 8 - 14 days

IMM on: \_\_\_\_\_ => LET GO !!!

That means:

**1 x a week 30 Minute phone call** (beforehand, have the week's daily method of operation sent to you). Continue to make joint 2:1 appointments

**1 x a month 2 hour conversation to plan Goals** between 11th and 15th of the following month

---

*“10 new personally sponsored Teampartners on average per month strictly in my first level over a 3 1/2 year period is the basis for the first million in turnover a month and a 6-figure commission.”*

**“DO YOUR BEST TO ACHIEVE IT. IT IS WORTH IT.  
YOU CAN DO IT.”**

## [ A Web Site of your own, or earning Money around the Clock ]

New media have made inroads into Network Marketing. An increasing number of customers no longer want to call to order, but prefer to place their re-order of fitness and cosmetic products via Internet.

PM-International offers you exactly what you need.

### **Order Today, Online Tomorrow**

Do not fear, your online presence does not require any technical knowledge whatsoever and can be put in place overnight. We have prepared a ready-to-use site on which you can include your individual information. That secures a professional Internet site with a direct link to PM-International's online ordering system.

### **Inform and Order**

Nobody wants to be available around the clock to accept phone calls, answer questions and take orders. Your presence online ensures that you can be reached around the clock without needing to act yourself.

You in no way lose out as all orders are automatically assigned to you. A customer is also able to see a range of information and make a purchase decision in peace. Around the clock and every day of the week.

### **Direct Link per Mouse Click**

Business partners in your Downline can also order online through your website easily and directly. That reduces the amount of time you have to invest and gives you more time for things that are crucial to reaching your goals.

Your Quick-Start site makes it simple to register new Teampartners at any time and from anywhere in the World.

The best thing to do is to order your personal PM-International Internet Portal at once. You can do that immediately online. Simply go to [www.pm-international.com](http://www.pm-international.com).



# [ Success is anything but Chance ]

## ■ The Multiplication Tables of Success

- Use the products yourself and talk about the results
- Neat Appearance
- Positive radiance
- Good preparation for every sales meeting
- Always carry products and information with you
- Act as friend and advisor of the customer
- See yourself as a problem solver
- Always ask questions during conversation (who asks, leads)
- Place the focus on the customer
- Invite a customer to nutrition talks to provide confirmation and security.

Only a customer who feels supported all around will become a regular.



**“A burning desire and enthusiasm lead to maximum success.  
Professionalism can never replace enthusiasm.”**

# [ Planning Goals for your Future ]

## Recognize your Desires, Determine your Success

There are many people who dream of a better future and wait their whole life for a lottery win. Dreaming alone is not enough and hope never fulfills wishes. Anyone who wants to achieve something must set clear goals and develop a strategy to achieve them. That is the recipe of success of those people who get somewhere in life and manage to fulfill their dreams and make their wishes come true.

Do not waste your time with dreams. **You can only reach goals if you set them for yourself.** Fix your sights on reality. Take a good, sober look at your current position in life, think over how you live today and how you would really like to live.

Start your Project Future here and now



### Your small and large Dreams

There are small and large dreams. There are people who are satisfied with their situation and others, who want to change everything. Make yourself aware of the relationship between your current income and the life you would like to lead.

This is what I earn today \_\_\_\_\_ €/year

It would be nice to earn this \_\_\_\_\_ €/year

It would be a real relief to earn \_\_\_\_\_ €/year

To fulfill my dreams I need \_\_\_\_\_ €/year

### How would you like to live?

Simply dreaming of a better future is too vague. If you want to improve your situation in life considerably, it is important to have a concrete idea of how the life looks that you would like to lead. Hold fast to your ideal situation in life in concrete words.

- What is the most important thing for me in life?
- What would I like more time for?
- What would I like to own?
- Where would I like to live?

*If one does not know to which port one is sailing, no wind is favorable.*

**Seneca, Roman Philosopher**

### Your Goals for the future

You are now aware of how you view your future. Yet fulfilling dreams always has to do with money. That is why the next thing you should do is make it clear to yourself how you must change your financial position so that you will be able to fulfill your dreams.

What annual income do I need to lead the life I would like to lead?

\_\_\_\_\_ €

### The Milestones towards your Objective

Dreams cannot be fulfilled without effort and wishes do not come true overnight. Consider how your financial situation could change so that you can reach your long-term goals.

- By when do I want to fulfill my desires? \_\_\_\_\_
- What do I want my annual income to be in one year? \_\_\_\_\_ €
- What annual income do I want in 5 years? \_\_\_\_\_ €
- What annual income do I want in 10 years? \_\_\_\_\_ €

### Your first stage

Success does not materialize without effort, but you will see that success comes more readily, the more success you have already had. So divide your journey to success into realistic stages. Set concrete goals, because anyone with no goal also does not know where his path will lead him.

- Exactly 12 months from now, I want to earn \_\_\_\_\_.

Goal Planning 1st half of (example)

	January		February		March		April		May		June	
			Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual
Personal Sales	500	500	550	600	600	650	650		700		750	
Susan*	2500	2200	4000	3800	6000	6200	8000		10500		13000	
Frank*	1000	1000	2500	2600	3500	3800	5000		7000		10000	
Eric*	2500	2800	5000	5900	7500	8300	10000		15000		20000	
New Key Person*							500		1000		2500	
New Key Person*									500		1000	
Rest of Group**	3000	3100	3300	3500	3500	3800	3700		4000		4200	
Total	9500	9600	15350	16400	21100	22750	27850		37800		514500	

\* = Susan, Frank and Eric are the key people you already know, New Key People are planned key people you do not yet know  
\*\* = The rest of your team without the key people  
Form to fill out on pages 115-116 (master copy!)

## [ Customer Follow Up – the Sure Way to Satisfied Customers! ]

■ **Day 1** (the first day after a customer receives the goods)

Call the customer and ask how the product tasted. Never ask if he or she has used the product because the only possible answers are “yes” or “no”. Asked, how the product tasted, only an honest answer is possible, including a possible admission that he or she has not yet tried the product.

In this case, it is important that a customer tries the product at once and that is what you must ensure. Make sure, a first drink is prepared and taken now.

“OK, we’ll do it together. Please take the phone into the kitchen and open the first bag of FitLine Power Cocktail.

Take a big glass of water (at least 0,2 - 0,3 Liter, around half a pint). Now please open the bag and add the powder to the glass. Now stir it and drink it. How did it taste? Great, didn’t it?

It is very important to take the products regularly every day. Only then can you really feel the effects.”

Specifically ask the customer if any questions remain open. Then end the conversation referring to the fact that you will call again in two days to ask if any questions have come up.

### ■ Day 3:

Contact the customer again:



"Hi, How are you? Do you have any questions? [If so, answer them.]

When did you usually take FitLine Power Cocktail?

Great, I'll contact you again. I'll be interested to hear when you feel the first results."

### ■ Day 7:

Contact the customer again



"Hi! How are you now feeling with FitLine products? Don't you feel great? What have you already noticed? Have you noticed changes?"

If the customer is already noticing results, reinforce these again and bring them clearly into relationship with FitLine. Encourage regular use of the products.

In case the customer has not yet noticed the benefits, it is not tragic. Sometimes, it simply takes longer to consciously notice the effects. That is why the products are packed as a monthly supply, because by the end of a month, virtually all customers have a product result.

"Do you have any more questions? Great, I'll call you again in one week"

#### ■ Day 14:

Call the customer again. Act as on Day 7. If the customer has already noticed product results, now is the chance to ask for recommendations.



"I am pleased that you are enjoying the products so much. Do you know anyone else for whom the products might be interesting? Great. If you recommend five customers to me, I will give you a FitLine Set as a thank you."

"Great, I'll call you again in one week"

With the free set, buying a Business Academy Special Set or the Quick Starter Set make sense, as it contains six sets at an extraordinarily high discount.

#### ■ Day 21:

Same procedure as Day 7 with the following addition

"Good, now its important not to run out of products. We should order you your next product set at once, so that you have it by next week when your products are finished."

If the customer now emphasizes that a lot of the products are left, then they have not been used properly, as a month's supply should be three-quarters empty by this time. In this case, it is important to ask again specifically how and when the customer takes the product and to restate the right way to use them.



“Great, there is a way of receiving products at a ten percent discount by ordering on Autoship at no risk. In that way, you are not just certain to receive products regularly for yourself, but you also save money, 10% more on Autoship. Now is the ideal opportunity to start with an Autoship: should I only order the products for you on Autoship or would you like to order for your family too, and receive a FitLine Basics Junior for free?”

This might also be the right time to ask the customer about a Teampartnership.

“There is another way of not just saving money, but even of earning money with the products. With the great results you have experienced yourself, wouldn’t that be interesting? Good, then we should make an appointment to get together, then I will explain it to you.”

Agree on a specific appointment for a business presentation



#### ■ Day 28:

Same procedure as Day 7 with the following addition

“Meanwhile, you have probably received your products for the next month, or not?”

In case the customer has not yet ordered a set for the family, you can now go a bit further.

“Would you not also like to order products for your family? When you order an Optimal-Set for your partner and yourself, you will receive a FitLine Basics Junior for your child for free!

You may also want to inform them about a Teampartnership



**Tip**

Build yourself a file card system. Start a separate file card with all the information for each customer. Note as much information as possible (i.e. birthdays, hobbies, name and birthdates of wife and children, etc.).

Also record special results or testimonials on each customer's card. You can then talk about these when you meet with your customer the next time and your customer feels taken seriously and valued.

Do not build your file card system from A-Z but according to the days 1-31. On the first day, put the file card of a new customer three days later, on the third day, put it four days later, on the seventh day, put it seven days later and so on. That way you never miss to contact a customer



Order your PM filing cards and box from your country subsidiary or from PM Speyer under

Tel. + 49 62 32 296-230

Fax + 49 62 32 296-231

E-Mail: [isd1@pm-international.de](mailto:isd1@pm-international.de)

- Filing box with Logo €7.10
- 25 Customer filing cards for €10.15



## [ How can I be sure to make 5 Contacts a Day? ]

To be sure that you have spoken to five new contacts every day, there is a simple, amusing and, in particular, effective aid. You can decide for yourself how many contacts you want to make per day. It is then important to make them on a daily basis and not more on one day and less on another. It is better to have 5 contacts every day continuously than to aim for 10 and not do it.

We assume you want to make 5 contacts a day. So that you are sure really having achieved your objective by the end of the day, you need 5 small coins or 5 PM coins, which can be ordered from PM under Prod. No. 9303001.

You place these 5 PM coins in your left pants pocket. Every time you have spoken to someone, move one of them to your right pocket. Your goal of the day has been met when all 5 PM coins are in your right pocket.

### **Important:**

a contact only counts when someone has been able to decide “yes” or “no” to the business or to the products.

### **Please remember:**

you cannot decide for someone. You have set yourself the task of speaking to as many people as possible about this business and of giving them the chance to learn more about it.



*The secret of my success? I work on my activities every day, then success follows. Enthusiasm, determination and the will to succeed are my strongest motivators.*

**Michael Mayer from Berlin, Germany**



PM coins (10)  
(front and back)  
Prod.-No. 9303001

## [ What's most important are Key People ]

This business is about developing in to a key person yourself and about finding other key people. A key person is one who clearly says

"I want to reach my goals with PM-International."

This assumes that a key person has goals of their own in life. You have already taken this step as you wrote your goals down at the beginning of this exercise book. A key person is also someone who takes on responsibility to make new contacts every day, to adhere to their daily method of operation and to supply at least 5 customers a month with products. This includes yourself and your family. So you can take the products with your partner and support three customers beyond that.

Five customers are not too high a goal and yet they bring you into the key position in the PM-International Marketing Plan: the Manager.

This Manager Position has many advantages, as you will discover on the pages to come.

The Manager Position is the best opportunity to achieve your goals. And it is really easy, as you can reach this position with a single order. In case you did not start with a Quick Start Set (consists of 6 product sets), it is important to take this decisive step now. Your Quick Start Set includes six each of the two products FitLine Power Cocktail and Restorate. That is enough for you and your first 5 customers. That means when purchasing, you already have a 30% discount. If you purchase a Quick Start Set this month, you will even be able to buy the products at the Business Academy next month at a sensational discount of 40%.

Every Quick Start Set also includes a voucher for a special, exclusive Manager training that can only be used with the voucher in the Quick-Start Set via Internet.

Call your country's subsidiary or the order department at PM, Speyer on + 49 6232 296-212 and order your Quick-Start Set today. In case you have not already ordered the Activize for testing purposes and the Company-DVDs, you can now easily order them too.



# [ Your Advantages as a Manager ]

## ■ Up to six incomes simultaneously

As already explained, the principle of Network Marketing is actually quite simple. You recommend a product, deliver it and are credited with a bonus for doing so. At PM-International that is 20% - 40% of the selling price. That is already highly lucrative, but it is not everything by far: PM-International's distribution system offers you far more income opportunities.

## ■ Earning money in your Network

One advantage of Network Marketing comes from the fact that you do not just earn on the products which you sell yourself and also obtain the products for your own use at especially favorable conditions. You can also earn on the sales of other people. And here is how that works.

## ■ You and everyone you know

As your first step, you recommend and sell products to your immediate circle of friends and acquaintances. Then you expand your radius of activity and use all the opportunities to get as many regular customers as possible. You earn 30% on every product sold.

## ■ You become a Leader

As the next step, you attract people to become Distributors and recommend PM-International's products themselves. The first level of your Downline has now become established and you also have a share in the sales of your Teampartners in the first level with 10% Wholesale Earnings (firstline earnings) here.

## ■ Your Network grows

The next thing you do is to teach your Teampartners your own concept for success. That means, you support them in becoming Managers themselves and in building their own team. Your Network expands. The second level of your Downline has materialized. Your passive income increases.

## ■ Your Network keeps growing

Team members of the Managers in your Downline also become Managers. Your Downline is extended into a third level. Meanwhile, you have moved up into the Management or TOP-Management. In addition to your daily contacts, new customers and new business partners, your task is now to support the members of your Downline while sales and income keep continuing to grow.

### ■ Two incomes as a Distributor

- 20% immediate discount
- 10% Wholesale Earnings on TPs in the first line

### ■ Six incomes as a Manager

- 30% on the sales price (20% at once and 10% with your commission check). On BA Special 40%!
- 3% - 5% Top Retailer Bonus
- 10% on sales by your own Distributor
- €50-€100 Performance Bonus on every Quick Start Order from the first level
- 3% - 5% Royalties on the sales of Managers from the first 6 Levels
- 2 - 20% Management/TOP-Management Bonus on all sales

The Success Guide is the most important tool for supporting new Teampartners. Set an appointment with your new Distributor(s) within 72 hours: work through the Checklist and start work in the Success Guide.



## [ My Basic 5 ]

As a Quick Starter, you are now a key person and are looking for more key persons who will then also decide to become Quick Starters.

With the contacts made during the last few days, you have already started to put your team together. The most important of those are the people who will take the business just as seriously as you. That means precisely those partners who are also interested in starting up with a Quick Start. This business is about finding 5 people who also want to take this business seriously. You will discover that the number 5 is an important one in your business with PM-International: at least 5 contacts a day, 5 customers a month and 5 key people for your next step to success.

So that you can keep focused on your goal, we have included a form titled "My Basic 5". On this form, you fill in all the Quick-Starters already in your team – and then you always include a name when a direct contact of yours decides on a Quick Start.

### **Would you like to know how to register a Quick Starter fast?**

With the Grab a Pen method (see page 25) and your Quick-Start Site, you register quickly and in the simplest way. You register your new partners yourself (by entering the information of your new Partner into your Quick Start site), thereby safeguarding that the new Partner understands why it is so important to get off on the right foot with a Quick Start.

If your new partner should still be a bit skeptical, take him to the next Business Academy. Our experience has shown that one of every two people who attend a Business Academy decides on a Quick Start. So, if you take 4 people to a Business Academy with you, you have a good chance of driving home with 2 Quick Starters.

**There is an additional advantage:** For every newly registered Quick Starter you support and train (see Checklist on pages 49-52), you immediately receive a Performance Bonus of €50 (or the equivalent in your country's currency). These €50 are paid out to you the following week.

So you have an opportunity to earn money at once by showing other people how to become successful in this business.

Starting with the second Quick Starter a month, you will receive an additional €50 (or the equivalent in your country's currency) with your commission check, a total therefore of €100.

It is also a good idea to work through this book with all new business partners. Sit down with your partner as soon as the Start Set has been received and work through this manual with them. Place particular value on telephone or personal contacts and business presentations.

To close, we would like to disclose the secret to success behind your business with PM-International. If there is a special secret beyond strict daily work, then it is, short and sweet, "duplication"! Your business is all the more successful and all the more fun, the more people you introduce it to.

■ **In the examples on the following pages, you will quickly recognize what we mean**

On the one hand, we assume that you do not bring 5 business partners into the business but just 3. Just once, three people and then no more. You then help these 3 to each find 3 more (only 3, no more) and support them in showing these three how they then find 3 business partners. This clearly shows the basic principle of the PM business in a team: you show your Teampartners how they then find new Teampartners and support them in showing them how they then find new Teampartners in turn. This is what we call working at two levels, and it guarantees the growth of your team.

- On the left hand side, the example has been calculated through 6 levels.
- On the right hand side you can find the same example with the basic 5 new business partners. Look at the two examples in comparison.

	The Basic 3	The Basic 5
You	1	1
Your first level (the people you sponsor directly)	3	5
Your second Level (you help in sponsoring)	9	25
Your third Level	27	125
Your fourth Level	81	625
Your fifth Level	243	3125
Your sixth Level	729	15625
Total in your Team (in just six Levels)	1093	19531

Even if these figures seem too unrealistic to you, the fact remains that exactly these figures become reality if everyone brings just 5 new business partners into the business. If one person does not bring in 5 new Partners, we will then find a new business partner for this person, who then brings the 5 new Partners. That is also not difficult.

### **Now how big is the difference?**

Most people would answer “18,438 business partners”.

Yet in reality, the difference is made by just **two key people**. They are exactly those two people **you** additionally brought into the business.

The secret behind this business is therefore, that the Partners in your team will always do what you do and never what you tell them. Whether you believe it or not, this is a business of role-models, not a business of lecturing, and it only works that way.

You can trust us. We have observed thousands of business partners at work and it was true every time. Of course, it is more uncomfortable to do something rather than just talking about it. In this business, talking alone does not work, but only doing things yourself to set an example.

Now start filling out the form on the next page!



# My Basic 5

Becoming an IMM with the Basic 5

Enter your name here

Enter the names of your 5 Quick Starters here

Your Quick Starter No. 1

1st Quick Starter No.1

2nd Quick Starter No.1

3rd Quick Starter No.1

4th Quick Starter No.1

5th Quick Starter No.1

Your Quick Starter No. 2

1st Quick Starter No.2

2nd Quick Starter No.2

3rd Quick Starter No.2

4th Quick Starter No.2

5th Quick Starter No.2

Your Quick Starter No. 3

1st Quick Starter No.3

2nd Quick Starter No.3

3rd Quick Starter No.3

4th Quick Starter No.3

5th Quick Starter No.3

Your Quick Starter No. 4

1st Quick Starter No.4

2nd Quick Starter No.4

3rd Quick Starter No.4

4th Quick Starter No.4

5th Quick Starter No.4

Your Quick Starter No. 5

1st Quick Starter No.5

2nd Quick Starter No.5

3rd Quick Starter No.5

4th Quick Starter No.5

5th Quick Starter No.5

Enter the names of your 5 Quick Starters of your 1st key person, your 2nd key person, your 3rd key person, your 4th key person and your 5th key person.

## [ Earnings Example My Basis of 5 (based on German prices) ]

My Basis of 5 Autoships			
	Number	Level	Sum earned
Own Autoship	1	yourself	
Distributor/M Autoship	5	1st Level	40.28
Distributor/M Autoship	25	2nd Level	92.50
Distributor/M Autoship	125	3th Level	797.50
Distributor/M Autoship	625	4th Level	3,550.00
Distributor/M Autoship	3,125	5th Level	12,746.25
Distributor/M Autoship	.....	<b>6th Level</b>	.....
Distributor/M Autoship	.....	<b>7th Level</b>	.....

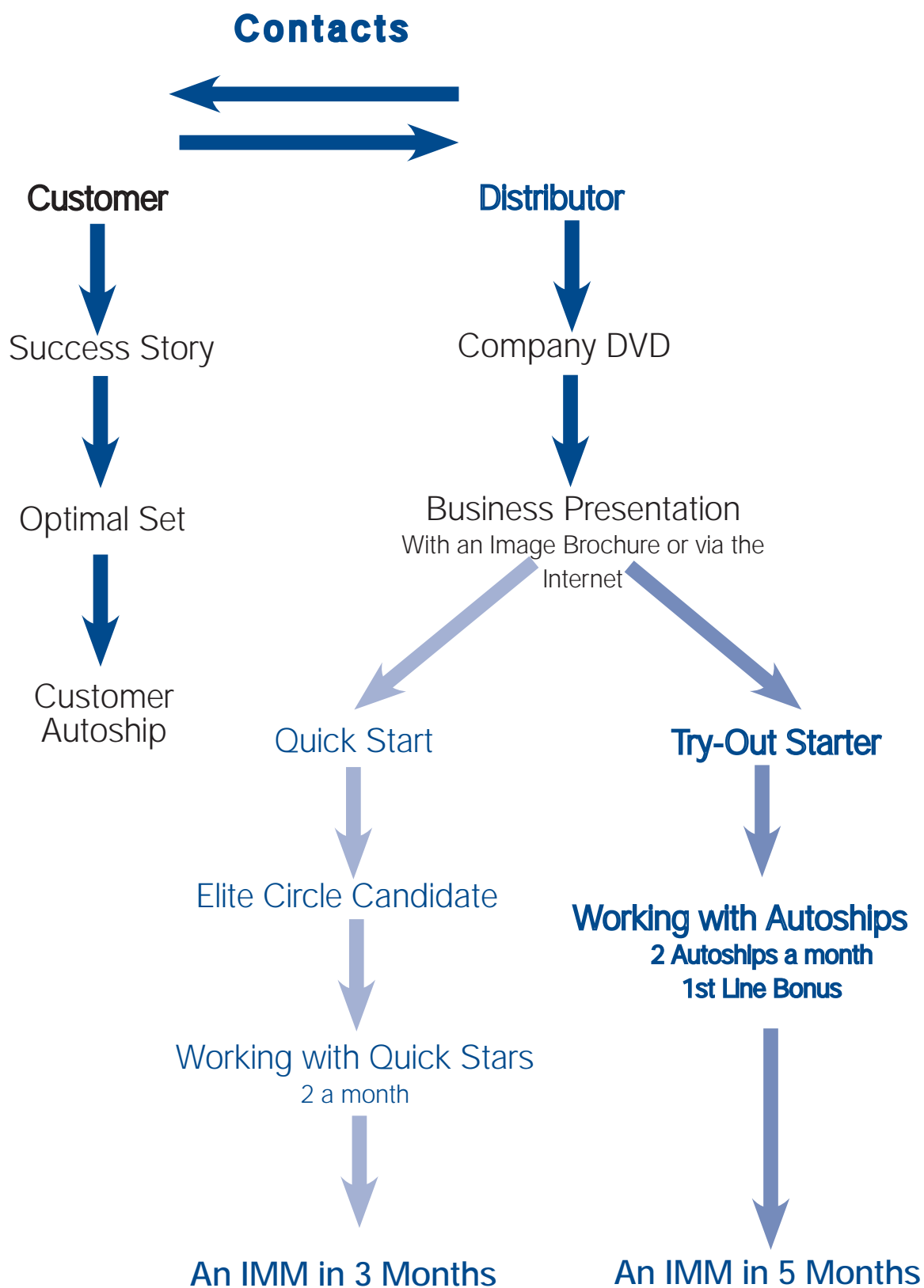
The 6th and 7th levels are for you to calculate yourself.

## [ My Basis of 6 Autoships (based on German prices) ]

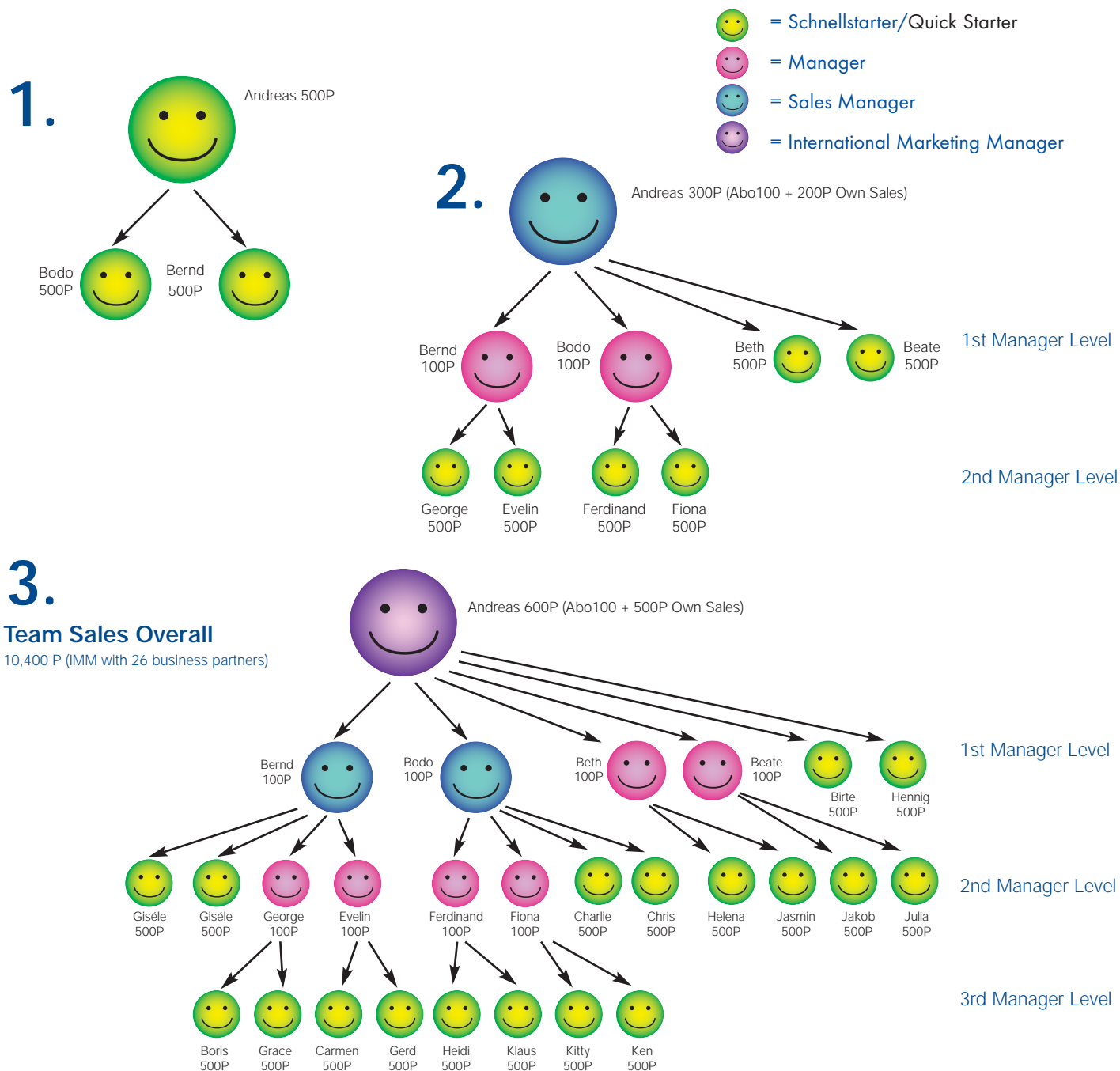
6er Abo-Basis			
	Number	Level	Sum earned
Own Autoship	1	yourself	
Distributor/M Autoship	6	1st Level	48.33
Distributor/M Autoship	36	2nd Level	132.00
Distributor/M Autoship	216	3th Level	1,710.00
Distributor/M Autoship	1,296	4th Level	6,667.50
Distributor/M Autoship	7,776	5th Level	23,404.50
Distributor/M Autoship	.....	<b>6th Level</b>	.....
Distributor/M Autoship	.....	<b>7th Level</b>	.....

The 6th and 7th levels are for you to calculate yourself.

## [ Two Routes to Becoming an IMM ]



# [ Earnings Example an IMM in 3 Months ]



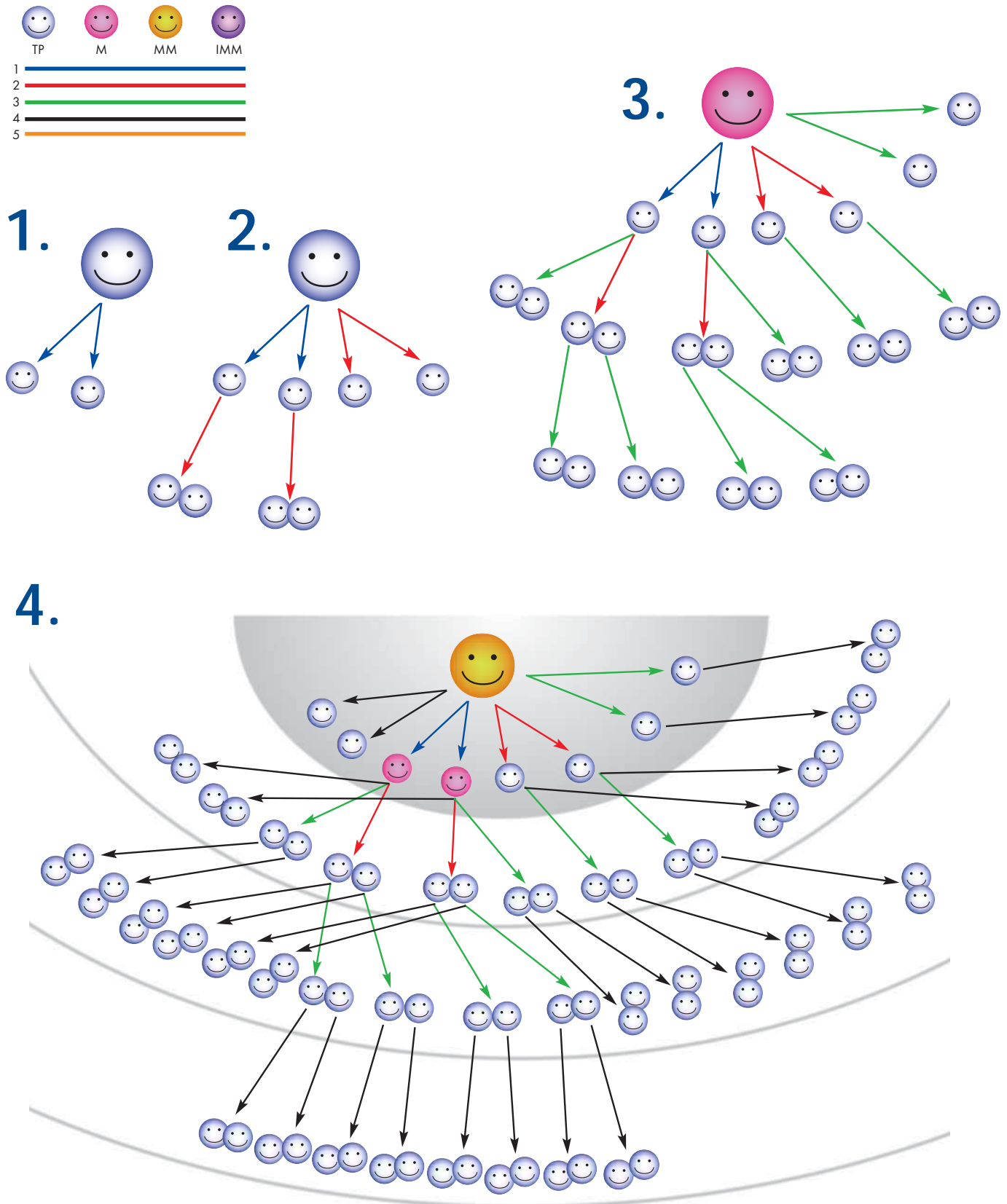
## Earnings Example for the 3rd Month (based on German prices)

Own Sales	1 BA Special (500 P)	40 % Discount	≈ 230,00 €
Performance Bonus		50 + 100 €	= 150,00 €
Royalties on Manager Levels	1st Level	2.000 P 5 % (= 100)	= 50,00 €
	2nd Level	4.000 P 3 % (= 120)	= 60,00 €
	3rd Level	3.200 P 3 % (= 96)	= 48,00 €
Management Bonus on Total Sales	IMM	9.800 P 9 % (= 882)	= 441,00 €
	minus SM	6.600 P 2 % (= 132)	- 66,00 €
Overall Earnings for this Team Example			<b>913,00 €</b>

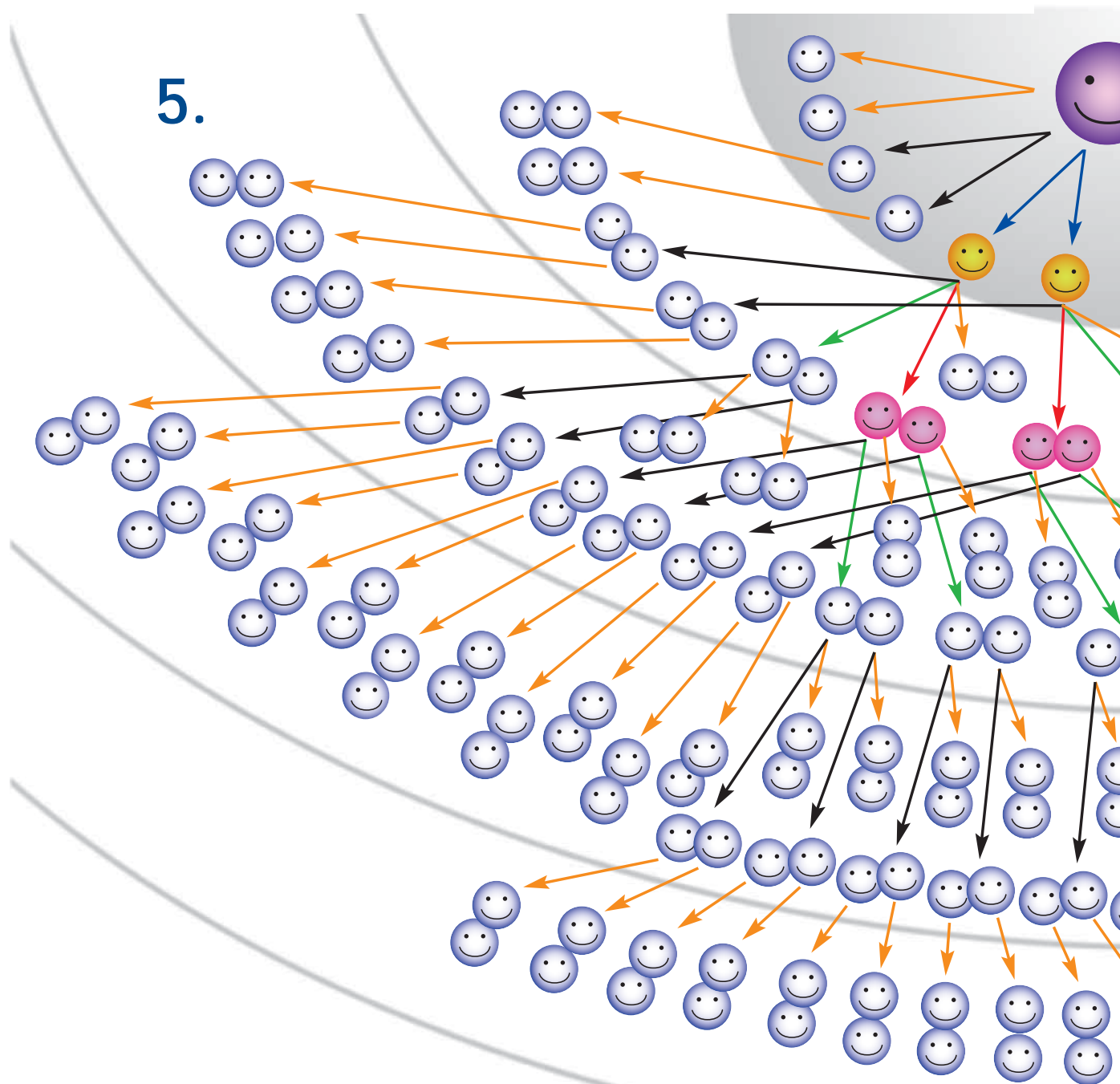
\*Gross Volume (GV). Every product has a GV parallel to its Point value. The GV of each product relates to the net retail price in the currency of each respective country. Retail Income and Wholesale Earnings are calculated from this.

# [ Earnings Example an IMM in 5 Months (1st-4th) ]

## Chronological Development



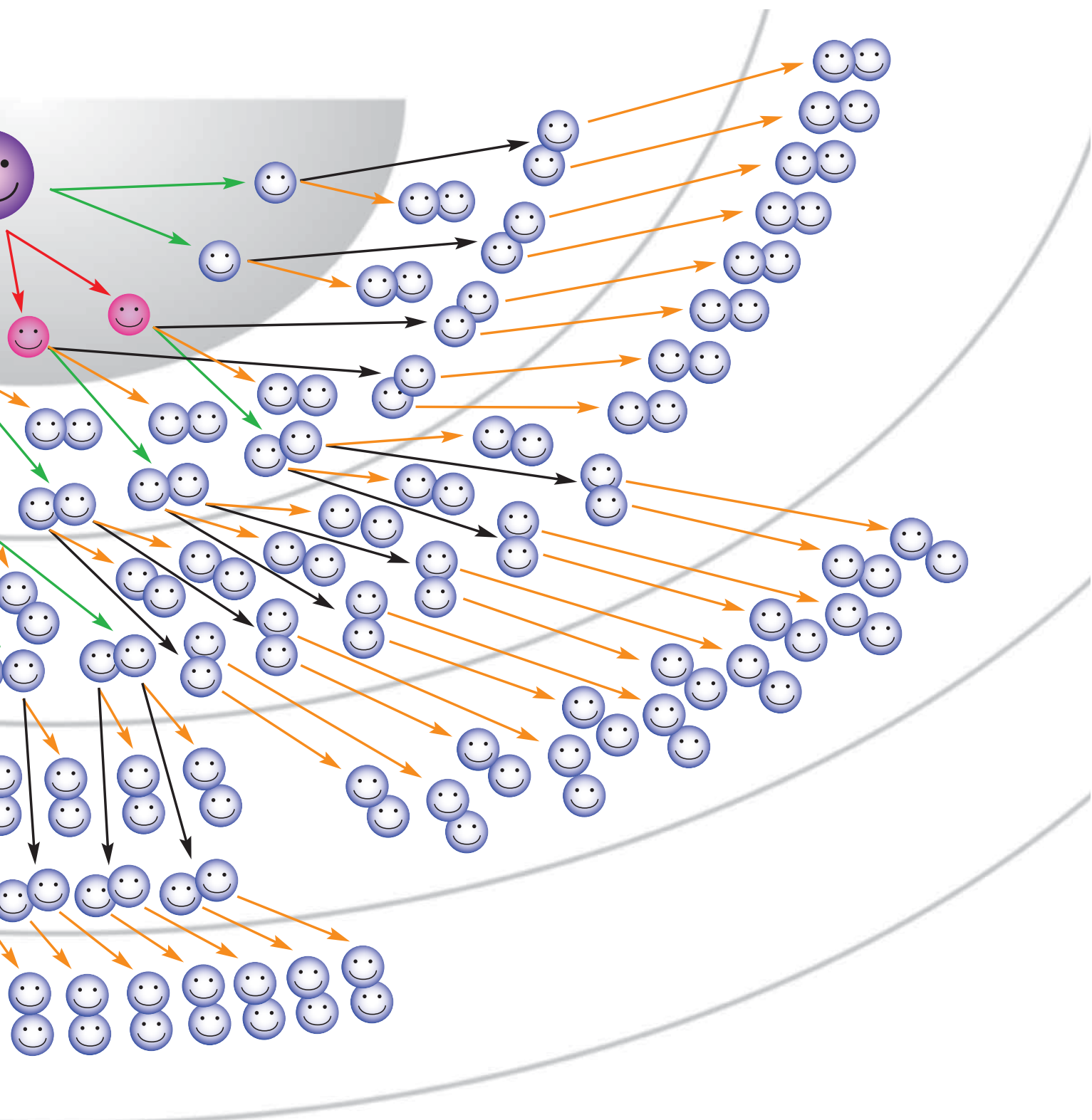
## [ Earnings Example an IMM in 5 Months (5th) ]



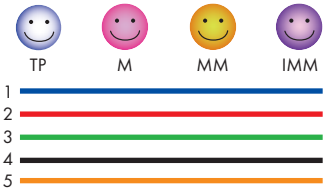
### Earnings Example after 5 Months with Try-Our Starters (based on German prices)

Own Sales					≈	0,00 €
Wholesale Earnings	6 x	80,55 GV	10 %		≈	80,55 €
Royalties on Manager Levels	1st level	10.800 P	5 %	(= 540)	=	270,00 €
	2nd level	10.400 P	3 %	(= 312)	=	156,00 €
Management Bonus on Total Sales	IMM	24.200 P	9 %	(= 2214)	=	1.107,00 €
	MM	16.000 P	5 %	(= 800)	-	400,00 €
	minus					
<b>Overall Earnings for this Team Example</b>						<b>1.213,55 €</b>

\*Gross Volume (GV). Every product has a GV parallel to its Point value. The GV of each product relates to the net retail price in the currency of each respective country. Retail Income and Wholesale Earnings are calculated from this.



Chronological Development



## [ Your Success Story ]

### ■ 1st Step

Your success story is shortened down to around 40 - 50 seconds and consists of 4 parts. It begins with your background, the reasons which led you to PM. Then describe what has happened since you started with PM-International and what results you have achieved. To close, you explain the aspects which touch and motivate you the most at the moment.

**a) Background.** State your name, age and profession and explain the reasons why you were not satisfied with your previous situation. If you happen to have previous experience in Network Marketing, then describe here why you were dissatisfied with the prior development (insecurity, lack of abilities, the road to success was missing or lack of experience).

**b) Reasons.** Write why you have decided to become a business partner of PM-International. Why did you become involved? Why do you see a positive future in this business? What gave you new hope? Was it perhaps the opportunity to learn new skills or the chance to work with the most successful people in this business?

**c) Results.** Now consider the facts. Be clear and concise. Try to be to the point and correct. Only use the results of the last 30 days at the most.

**d) Motivation.** Which things have touched you most? Which prospects for success do you see in this business? Which feelings does it arouse in you? (For example. the possibility of going on more vacations in the future, which did not used to be possible, more good fortune and harmony for your family, a new outlook on life, new perspectives or even the opportunity to be able to help others).

### 2nd Step

Summarize each area into two sentences at the most and join the parts together. Your own words are what impresses others most. Whenever you tell the story do not use a script, but just key words. That way, you can ensure that the success story sounds natural and credible.

### 3rd Step

As a rule, the story is far too long. The most important thing is to use one or two sentences for each part and not to give lots of details. Your listeners want to hear results and are less interested in personal details. It is perfectly normal to be nervous and make mistakes, and it is not critical to sound perfect and “professional”. It is much more important to bring across what PM-International actually means.

Now write down your Success Story on the next page!



## [ My Success Story ]

[illegible]

## [ Dealing with Objections – Turn them into Successes ]

When is the right time to deal with objections? Many people think that dealing with objections only starts once a customer or future business partner has expressed an objection about the product or business opportunity.

The truth is, however, quite different. In reality, reacting to objections starts much earlier.

It is important to find out at the beginning of a conversation with a customer or future Distributor, why they are interested in the product or business. Every person has a particular reason, motive or specific problem to solve. This motive is the reason for being interested in the products or business at all. It is therefore your task to discover at the beginning of the conversation, what a customer expects from the product, or a Distributor from the business, what are the personal goals and motives, what is the personal objective.

The answer to this question provides you with information about the personal goals which, for example, a new business partner wants to realize with PM-International. These goals are crucial and the focus of dealing with objections during the whole conversation that follows.

It goes without saying that you should never argue with a customer. Sentences such as "That is incorrect" or "That cannot be so" are therefore taboo.

We must differentiate between real objections and pretexts. Real objections are, fortunately relatively rare and can, for example, include real questions and when they have been answered a customer then decides to buy a product.

Most objections are pretexts, excuses or more specifically a sign that the person in front of you has not been fully convinced or does not have enough confidence to start the business.

The nice thing about pretexts is that they can always be answered using the same method.

The first step is to express that the concern or objection has been understood with expressions such as "I understand...", "I think the same...", "I also had the same impression"

You should not immediately deal with the excuses, but recall the actual goal. For example, with the following expressions:

"How would you like to earn the €300 Euro you wanted, this month already?"

"What do you think your wife would say if you could have a great vacation in 6 months"

"How surprised do you think your colleagues would be if you had saved up the down payment for your new car in 6 months?"

Then a challenge to act follows

"Let's start off together to reach this goal for you. I promise I will help you get there. We can definitely do it."

### **A last additional tip**

Simply ask, "If I can solve this matter for you, are we in agreement and can we get started?" That provides the advantage that your opposite number cannot come up with another pretext.

*I can plan my time the way I want, that makes it possible for me to cope with family and business. I have already reached one big goal: my hobby is my job!*

**Conny Reiser**

## [ Conversations that lead to the right Decision ]

First, please read again the explanation about how the FitLine products work on pages 6 and 7.

It is highly probable that your prospect wants to order the product after testing Activize. If he does not express this himself, you should specifically ask.

However, please do **not** use sentences like, "Would you like it or not?"

But rather use statements like "Would you like just FitLine Activize Oxyplus and FitLine Restorate or the Optimal Set with all three products for mornings and evenings at once, so that you have the best supply possible?"

### **And then**

"Would you just like the products for yourself or for your whole family?"

Please stick to exactly these questions as they have really been proved to be the most successful form of sales talk.

From now on, the World is divided into 2 groups: Teampartners and Customers. Surely no-one can really say no to these awesome products.

*I have never observed before that customers could develop so much passion for products, and thereby become salespeople themselves through their enthusiasm, as is the case with the FitLine products.*

**Michael Kuhn from Recklinghausen, Germany**

## [ Your Success Poster ]

Create a poster (on a large piece of paper, format, at best DIN A2 or DIN A1, at least DIN A3) of all your wishes and goals.

In magazines and newspapers, look for pictures of things you would like to have. That could be pictures of cars, houses etc. but also of a happy family or a happy person lying in a deckchair.

Stick these pictures onto the paper, thereby creating your personal success poster. Your Goals and wishes can be crazy – just dream!

Hang this success poster somewhere where you will see it several times a day. Every time you pass it, your subconscious will again be reminded of the goals you want to reach and will do everything it can to help you.

**TIP:** Think about private and business goals at the same time!



*I had never been away on vacation with my husband and desperately wanted to get to Ibiza with him. After 6 months, I had reached the Position of IMM and enjoyed the incredibly wonderful vacation of my dreams with my husband and many great people on Ibiza the following summer.*

**Brigitte Horster from Wuerzburg, Germany**

## [ How to work with the Company DVD ]

With Activize and the Image Brochure, you have already become familiar with a great contact tool for winning over customers. There is another tool that experience has proved to be good: the company presentation on DVD. This DVD is part of your Initial Order. If you happen to have not watched it by now, today is the right time to do so.

Contacting prospects is part of your daily method of operation and we recommend you “loan” at least one Company DVD about the business per day, in addition to letting two customers a day try Activize.

What do we mean by “loan”? You distribute 1 DVD a day, a total of at least 6 DVDs a week, therefore (as long as you really want to have Sundays off, otherwise it will be 7). Every day, you give someone a DVD with the words like this:

“Hi Steve,

I have come across something great and I would be interested to know what you think about it. I have a DVD which I would be happy to loan you until tomorrow. I’m afraid I can really only leave it with you until tomorrow, as I **need it** after that.”

Even if you have another 100 DVDs at home, this one DVD would always be the most important. Treat it as if it were your last one.



So, you give Steve the DVD and agree on a time to pick it up again a day later. If Steve has no time, agree on an alternative date when he can watch the DVD the same day.

You will notice that here, as with the Grab a Pen method, urgency is important. (Remember the first 30 days). It is important to contact someone and – after the DVD has been watched – to contact them again as quickly as possible.

On picking up the DVD, the procedure is similar to the Grab a Pen method.

“So Steve, did you enjoy the DVD? It’s great, isn’t it? What are your questions about the business?”

At this point, you can answer possible questions and register the prospect via the Internet. You can also request assistance from your Sponsor or IMM in case you do not know the answer to a question. The Distributor Service at your country subsidiary (or a PM in Speyer, Tel. + 49 6232 296-230, Fax + 49 6232 296-231, E-Mail [isd1@pm-international.de](mailto:isd1@pm-international.de)) will also be happy to assist you.

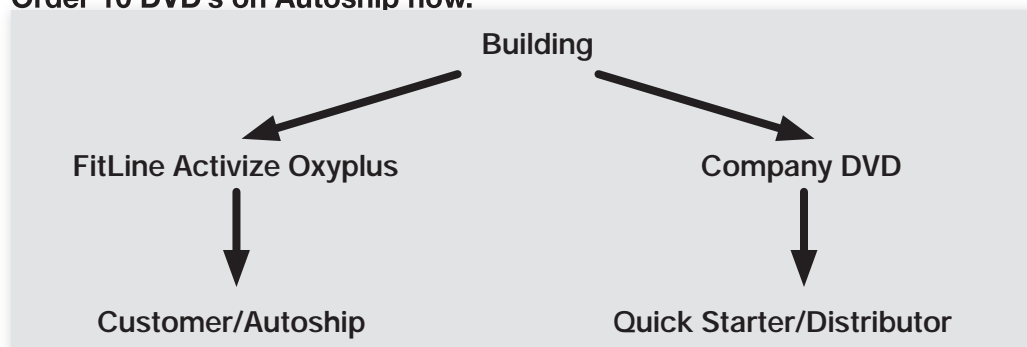
Tell your own Business Success Story and then say

“Yeah, great Steve, then let’s start right now, because I still have space in my team and I would really like to work with you.”

And now you can register Steve immediately through your Quick-Start site (or by calling your country’s subsidiary or PM Speyer on Tel: + 49 6232 296-212). If Steve is still skeptical, then use the help of your Sponsor or IMM or take Steve with you to the next Business Academy **or Business Presentation**.

Distribute at least one Company DVD a day, the more the better. Your Company DVD is your business card. It is worthwhile leaving a DVD with contacts and asking them to pass it on to people they know if they themselves are not immediately interested. A new Distributor should, optimally, be given the DVD so that he can start immediately and make a few contacts. The best thing to do is to order 10 DVDs on Autoship which you circulate every month. A few will be given to new Teampartners, a few left as business cards. Imagine what will happen, when your Partners follow your example. Within the shortest period of time, hundreds, later thousands, of DVDs will be in circulation in your Team, advertising your team’s business and “automatically” bringing you new customers and business partners.

**Order 10 DVD’s on Autoship now.**



## [ The Advantages of the Quick Start and of the Manager Position ]

Key people are literally the key to your success in your business with PM-International.

The first step is, of course, qualifying as a key person yourself. The key person in the Marketing Plan is the Manager and the quickest way into this Position is the Quick-Start order.

Your Quick Start order gives you the following advantages

- Immediately qualified as a Manager
- You buy the products at an immediate 30% discount (in comparison with the 20% discount of a Distributor) thereby increasing your income by 50%
- Earn a bonus from the very next day
- Starting with your second month as a Manager, you are even able to take advantage of a Business Academy Special package at a 40% discount. Maximum earnings!
- You immediately have the products for your first sales, because with 6 Optimal-Sets, you have all the products which you need for yourself and your first 5 customers.

*I started up full of enthusiasm and motivated and reached the Position of IMM in the very first month. My business partners start of with a Quick Start order and I immediately make appointments for the first presentations. In that way, incredible enthusiasm is generated and that is the best motivation.*

**Heike Pach from Linden, Germany**

- You immediately have check assurance your first month as a Manager and secure all advantages as a Manager for yourself.

Positioning yourself as a Manager gives your maximum advantages as you earn up to 6 incomes simultaneously

- Retail Income
- Performance Bonus
- Wholesale Income
- Top Retailer Bonus
- Royalties
- Management Bonus

As a Manager you are a role-model for the Partners in your Team and it is far easier for you to register new key people (Quick Starters).

As a Quick Starter, you can enjoy the exclusive Manager Training via the Internet. As a Manager you are already on the best way to the second key position on the Marketing Plan, the International Marketing Manager with the following advantages: IMM Training, Travel Incentive, Car Program, Pension Program, etc.

**The Quick Start and the Manager Position are the quickest way into the Elite Circle and to reach your personal goals!**

(see pages 94-95)

## [ Take off with the Performance Bonus ]

Key people are the key to success in this business in the true sense of the word. And if you have not just decided to start up as a Quick Starter yourself so taking advantage of the quickest Manager qualification, but are also building your team with key people (i.e. with Quick Starters), you have immediately opened up a source of income for yourself.

### **Your Performance Bonus!**

Your new Quick Starters, as key persons, need special support and have earned your maximum support in training them. This training is doubly worthwhile for new Quick-Starters.

On the one hand, they are the future basis of your business. On the other hand, you earn a Performance Bonus of €50 for training every Quick Starter you register directly (for example working through the Checklists with them). This bonus is paid weekly.

Note! Dynamic Performance Bonus!

Starting with the second Quick Starter (and for every one after that) sponsored in one month, you will receive an additional €50, i.e. a total of €100 per Quick Starter.

You yourself determine how much Performance Bonus you earn a week and a month, the more Quick Starters you support, and train, the more Performance Bonus will be on your commission check.

*Thanks to the unique products, the supportive and motivating PM Team and of course my own achievements, I have already reached my greatest goal – becoming self-employed!*

***Roger Muller from Switzerland***

## [ Your Advantages in PM-International's Advantage Club ]

By sending off the Distributor Application Form, you automatically become a member of PM-International's Advantage Club (if one exists in your country). That means you can immediately profit from the advantages which are available only to Advantages Club members.

- **Additional possible incomes of up to €1,000 a year due to monthly special offers**

- Travel Incentives
- Car Program and Special Leasing Conditions
- 6 editions of Club Newsletters a year with important information for your business
- One free copy of each new brochure
- Pension plan

**Club Membership is free for all business partners on monthly Autoship.** Otherwise €13.75 is invoiced twice a year.

More at [www.pm-international.com](http://www.pm-international.com), including information on a possible advantage Club near you!

## [ The ideal Product for Direct Marketing ]

All sorts of different products are offered through network marketing – everything from burglar alarms to household items to insurance and other financial services. But most of these products have a decisive disadvantage – they are “consumed” very slowly or do not wear out at all.

That means, since customers do not constantly re-order, new customers must constantly be found to keep sales constant. Or can you envision buying several burglar alarms or life insurances a year and that for years on end?

### ■ The Solution

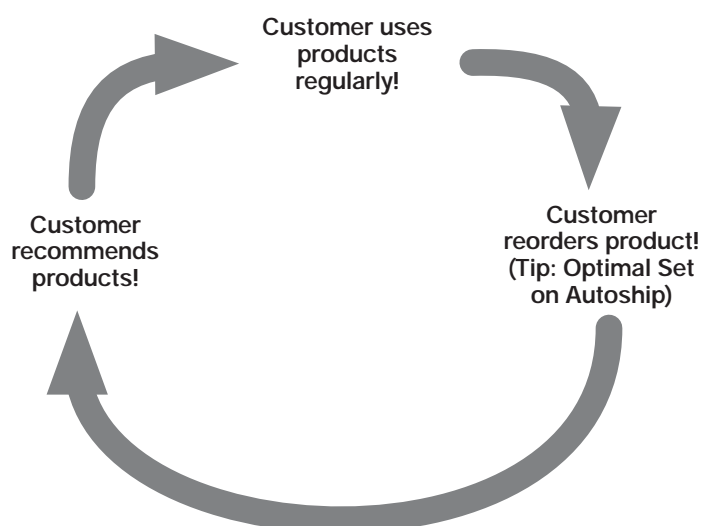
**An ideal product for direct marketing is therefore a product that is consumed while being used and will be bought over and over again.** When customers are satisfied with a product and have exhausted their supply they will automatically re-order because they do not want to be without it. That means if your regular customers remain the same, your sales will also remain stable and that for years and years. If you also get new customers then your sales will constantly grow.

### ■ The automatic cycle of consumer goods

Good customer service means this cycle will work almost endlessly. Why would a customer, who is convinced about the quality of the product and about the value for the money suddenly stop ordering?

### ■ Result

Ideal products for distribution through network marketing are therefore products which are consumed during use and re-ordered by customers again and again.



## [ FitLine Products are valuable foods ]

The main rules which are to be observed for storage, transport and sales of the FitLine products:

### ■ Generally

The FitLine products are high quality foodstuffs which aid the build up and maintenance of the human body. They are nutritional supplements and not medications. That is why no therapeutical statements may be made in conjunction with them.

### ■ Storage of the FitLine products

The products should not be subjected to temperatures of over 30°C for longer periods of time, as that can shorten their potential storage period. As soon as a product has been opened, it should be stored dry and at room temperature. The FitLine products should always be kept clean, dry and, if possible in the shade. Please do not keep the products in the refrigerator (with the exception of Omega 3 +E, this should please be kept in the refrigerator).

### ■ Transporting FitLine Products

FitLine products should not be kept in a hot car on a sunny day for longer than absolutely necessary.

### ■ Sales Aids for the Products

Only official documents from PM-international may be used as sales aids. The use of personal sales documentation requires the prior, written permission of PM-International. The sale and advertisement of PM products via the Internet (E-Commerce) is exclusively permitted via the official pages of PM-International. Offering PM products in other or personal shopping systems, auction portals or similar Internet-run sites is principally not permitted. The use in media of any kind of illustrations of PM products, utilization of names and trademarks registered by PM, "PM-International", "Pierre Martèn", "FitLine", "Laurent Cristanel" etc., and of PM promotional articles, requires written consent from PM. This also applies to translations or partial use of the above-mentioned products, names and documents. "Media" include all current and future media, including but not limited to print media (such as brochures, magazines, newspapers), visual and audio media (such as, for example, television and radio), and electronic media as, for example, the Internet. Details as to correct advertising on the Internet can be found under [www.pm-international.com](http://www.pm-international.com) among the Terms of Use (found as a link at the bottom of the home page). PM-International holds no liability at all for flyers, documents, descriptions, etc. which are produced by business partners themselves.

It is important to PM-International to guarantee the high manufacturing standard of the FitLine products in sales, too. Well informed and qualified business partners are an important requirement in this. Your Sponsor and/or IMM is available to you at any time for advice and assistance on any questions in conjunction with the products.

# [ International Marketing Manager – Your springboard into TOP-Management ]

## **An IMM has the following privileges:**

- Once you reach the Position of IMM, you will receive a certificate from PM as well as an invitation to an IMM award where the IMM honorary pin is handed over.
- The qualification to an IMM entitles you to participate in a three-day special seminar for up-and-coming TOP-Management.
- As an IMM you are entitled to participate in the IMM Incentive Trip.\*
- As an IMM you are entitled to participate in the PM-International's Car Program
- As an IMM you can use the PM-International pension plan
- As an IMM you can participate as a guest in TOP-Management Training
- Starting with the Position of IMM, you can become a Coach in the Joint Venture Program
- As an IMM, your name is passed on to new business partners in your team as a contact.

\*see Qualification for IMM Incentive Trip , IMM Fiesta – Ibiza (pages 39-41)

### **The quickest way to becoming an IMM**

You plus 19 other Quick Starters/Manager in your Team!



## [ Continuity at a high level pays – the PM-International Elite Circle ]

A consistent daily method of operation with intense activity at a high level will get you into an exclusive circle at PM-International: the PM-International Elite Circle. Here are all those Partners who have placed themselves under an obligation to run this business (regardless of whether part time or full time) with maximum focus, 100% enthusiasm and burning desire.

Burning desire and an enthusiastic appearance create maximum success, as professionalism can never replace enthusiasm.

You have proven your enthusiasm and consistency during the last 90 days. In doing so, you have taken the first step towards becoming a member of PM-International's Elite Circle.

### **The first Step is to the level of an Elite Circle Candidate.**

- You have worked through the 90 days of the Success Guide strictly and have sent your closing Success Story to PM-International
- During the last 90 days, you have personally registered at least 2 Quick Starters/Managers at your first Level every month or have at least 12 Distributors with a FitLine Plus in your first level and you have reached at least the Position of International Marketing Manager in the Marketing Plan.

### **Congratulations, you have qualified as a candidate for the Elite Circle!**

Keep up your working method! After you have become accustomed to registering at least 2 new Quick Starters a month, or new Distributors with a FitLine Plus in your first line every week, you now have the crucial prerequisite for qualifying as a full member of the Elite Circle during the next 12 months.

Some of your privileges begin today, though

- A special honorary pin identifies you as an Elite Circle Candidate
- Participation in the exclusive “Special Event with Rolf and Vicki Sorg” at the Travel Incentive
- You can apply to become a regional leader for business presentations and additionally earn over €1,000 a month

All these privileges are finally nothing in comparison to the growth in sales and, in particular, the growth in your income that you receive for your continuous work as a member of the Elite Circle. The Partners in your Team will follow your example.

As an Elite Circle Member, that means after 12 months in succession with a least 2 Quick Starters a month, or with 12 new FitLine Plus Autoships in your Firstline (within 12 months), and after having reached at least the Position of Vice President in the Marketing Plan more exclusive privileges await you, among them

- Direct E-Mail contact to Rolf Sorg
- Elite Circle Dinner with Rolf and Vicki Sorg on the Friday before the PM-World Congress
- To build in new countries, PM-International will actively support members of the Elite Circle with travel costs of € 2,500 a month making it possible for you to expand your distribution team as one of the first in a new region or a new country. For your first President's Team in a new country, an extra bonus of € 10,000 awaits you.

In order to use all of the privileges, you must have confirmed the qualification in each of the three preceeding months.



## Distributor Application, FitLine International from Germany

**Fax: + 49 62 32 / 296 -231 Tel.: 296 -230**

Please place in an envelope and send to:

PM-International AG  
International SD  
Postfach 15 53

D-67325 Speyer  
Germany

Delivery by:

Please send future shipments by:

☒ Mail ☐ Parcel Service

Required Data  
Delivery Address (if different)

☐ Mr ☐ Mrs

Last Name: S u c c e s s

First Name: J o h n

Street: 1 T e s t S t r .

Country/Postal Code: G B 1 2 3 A B 6

Town: T e s t T o w n

Date of Birth: 0 1 . 0 1 . 1 9 7 0

Tel.: 0 2 3 4 5 6 7 8 9

Fax: 0 2 3 4 5 6 7 8 0

E-mail: j o h n @ s u c c e s s . c o m

Name:

Street:

Country/Postal Code:

Town:

Please print clearly! Form is machine-read

Payment by:

☐ Bank transfer prior to shipment IBAN: DE45 5452 0194 0006 2631 35 Swift: HYVEDEMM483

☐ MasterCard ☒ VISA Card number: 1244 1234 3214 0012 Security no.: 2 3 6 Expiration Date: 03 10  
last 3 digits on back

J o h n S u c c e s s Speyer, 31.03.07 J. Success  
Name of Card Holder Date Signature of Card Holder

### ☐ Yes, I want a PM E-Business!

**Free 30-day test phase!**

My personal Internet site, download area, video and audio training,  
online registration, monthly special offers and much more

**for the reasonable price of just €36 for 6 months**

To activate your PM E-Business, go to [www.pm-start.com](http://www.pm-start.com) and follow the easy steps.

Access Code:

**761**

I hereby apply to become a Distributor of PM-International AG. I expressly recognize both the Distributor Rules found overleaf and also the PM Marketing Plan, which was presented to me with this application, as being binding. I know that **sales of PM products in online sales or auction houses is forbidden and may result in immediate termination of the partnership** (Distributor Rules No's 5.2 and 2.3 overleaf).

Place, Date Speyer, 31.03.07

X J. Success  
Signature of Applicant (minimum age 18)

**Confirmation of the Sponsor:**

Name of Sponsor Peter Positiv

Distributor-No. of Sponsor: 12345

Speyer, 31.03.07  
Place, Date

P. POSITIV  
Signature of Sponsor

I/we confirm that the above details are correct. The applicant(s) have been informed about the PM products and the PM distribution concept. I/we assure that I/we will fulfill my/our responsibility to the applicant(s) in the sense of the PM working method and will give the above mentioned applicant(s) my/our full support.

If coaching is required please use the separate Coaching Application

PM-International AG  
AG Ludwigshafen HRB 53194



## Quick Start with FitLine Plus Autoship

International from Germany

**Fax: + 49 62 32 / 296 -231 Tel.: 296 - 230**

PM-International AG, ISD, Postfach 15 53, D-67325 Speyer, Germany

**Immediate Manager Qualification!**  
**Profit from the best purchase price and instantly**  
**earn 30% instead of 20% !**

- ☐ The Optimal-Set contains:  
 6 x FitLine Power Cocktail  
 6 x Restorate

plus 2 Start Sets

**Value: €655.50**

**Your price just €436.34**

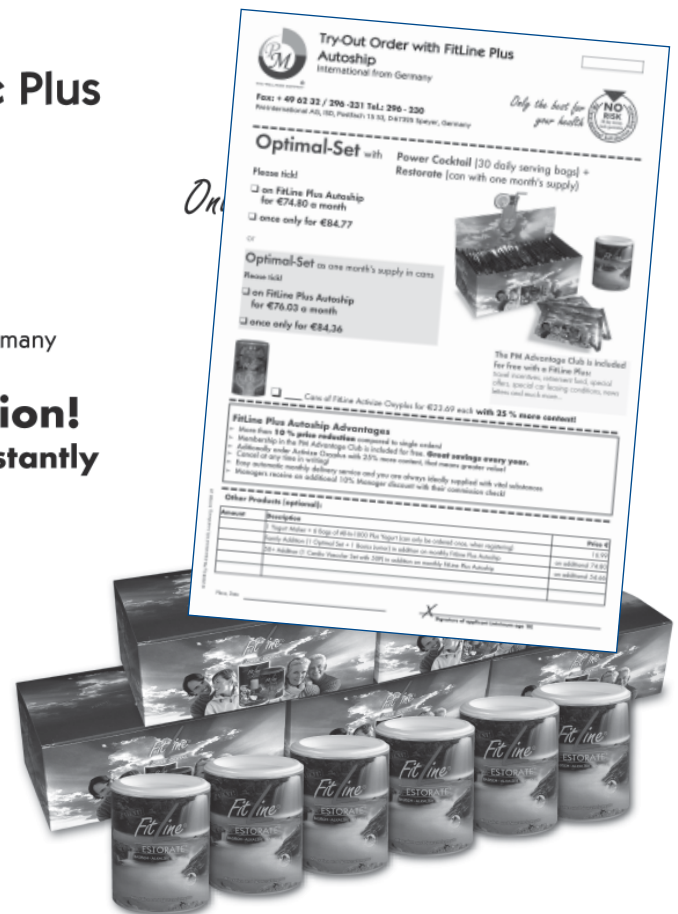
**Earn 50% more!**

instead of just around €120  
 now earn around €180!



- ☐ \_\_\_ Cans of FitLine Activize Oxyplus for €23.69 each **with 25 % more content!**

- ☐ I would like the Quick Start version with 6 **Optimal-Sets in cans each with one month's supply: Activize Oxyplus, Basics Plus and Restorate for €436.34**



### FitLine Plus Autoship Advantages

**only €74.80 / €76.03 a month**

- More than **10 % price reduction** compared to single orders!
- Membership in the PM Advantage Club is included for free. **Great savings every year.**
- Additionally order Activize Oxyplus with 25% more content, that means greater value!
- Cancel at any time in writing!
- Easy automatic monthly delivery service and you are always ideally supplied with vital substances
- Managers receive an additional 10% Manager discount with their commission check!

*By ordering a Quick Start, you will receive 1 Optimal-Set on monthly FitLine Plus Autoship starting the following month\**

### Other Products (optional):

Amount	Description	Price, €
	1 Yogurt Maker + 6 Bags of All-In-1000 Plus Yogurt ((can only be ordered once, when registering)	16.99
	Family Addition (incl. Optimal Set + Basics Junior) in addition on monthly FitLine Plus Autoship	an additional 74.80
	50+ Addition (1 Cardio Vascular Set with 50P) in addition on monthly FitLine Plus Autoship	an additional 54.66
	Start-Set (1 delivery only)	9.90

Place, Date \_\_\_\_\_

X

Signature of applicant (minimum age 18) \_\_\_\_\_



### Folder for Business cards

Exclusive and light as a feather is this silver-plated business card folder laser-printed with the Logo PM – The Wellness Company. A stylish accessory that will impress. Size. 9,5 x 6 cm.

## BUSINESS & LIFESTYLE

Order your "Business & LifeStyle"  
Set for €45.90!

**Order Directly in Germany!**  
**Tel. + 49 62 32-29 62 12**



### Presentation Folder

Ideal for Presentations  
Easel binder embroidered with the logos "FitLine" and "LAURENT CRISTANEL Paris". Four hole system in nickel. Material: PVC/PU.

### PM Writing Pad

with 50 A4 sheets

### Elegant PM Pen

Matte + polished metal with lasered PM-Logo in an attractive gift box

## [ How to work successfully with the Business Academy? ]

Along with the Grab a Pen method, the Business Academy is the quickest and simplest tool for registering new Quick Starters in your business. A Business Academy is the perfect place to convince Teampartners about this business who cannot immediately decide on a Quick Start, and also prospects who may still be a little skeptical.

**In our experience at least half the Teampartners who attend a Business Academy, spontaneously decide on a Quick Start package.**

How can you also guarantee this in your team?

### **Step 1:**

By attending every (yes, really every) Business Academy in your area at least once a month.

There are several reasons for this

1. You will hear, experience or learn something new every time
2. You will meet people there who are running their business just as enthusiastically as you and can exchange valuable tips and experiences – filling your tanks with energy.
3. You can use the Parallel Seminars.

### **Step 2:**

Always take at least 3 guests to a Business Academy. Why at least 3? On the one hand, the Business Academy tickets are available in reasonable 3+1 packs (making your admission free) and on the other hand, at least 3 guests fit in your car. This means that you take at least 3 guests to a Business Academy personally.

Please do not agree to meet there, perhaps your prospect will not find the Business Academy on the day of the event. Also, the motivation level to attend may not be so high which may lead to the person putting off the visit until the following month. Once you have agreed on a firm date for pickup, your guests are sure to attend the Business Academy with you.

**The recipe for success therefore means, drive Teampartners there and take Quick Starters home!**

## [ The Secret of Success ]

### **Massive Activity!**

Massive daily activity means that you really do not leave any opportunity unused to talk to other people about your business and your products and use every chance to promote your business. That means, for example, that you do not utilize either the Grab a Pen method or the Company DVDs or the Activize demonstration, but that you utilize the Grab a Pen method, the Company DVDs **and** the Activize demonstration on a daily basis and, in addition, speak to everybody who you meet and also use every other opportunity you think of to develop your business further towards your goals.

Let me show you using myself as an example, what intense activity makes possible. During the first 3 years of my business, I spoke to at least 10 people every day thereby registering at least 10 new Teampartners in my team a month. Of these 10 Teampartners, at least 3 became new Managers every month. That is 120 a year making 360 new business partners in my team in 3 years. After 3 years of daily constant massive activity I, together with my team, achieved monthly sales of over a million. I guarantee if you do the same thing, you will reach this goal much earlier, because when I started off in this business, neither the fantastic products nor the unique distribution tool, that we know today, were available.

If anyone asks me for a success guarantee in this business, it is, of course, daily massive activity, i.e. speaking to at least 10 people every day and in that way registering 10 new business partners and therefore 3 new Managers a month.

This formula for success in your PM business is called SINALOA (security in numbers and the law of average), and guarantees you that you will achieve all the goals you set yourself with your PM business.

*I got to know PM-International at my first Business Academy and, meanwhile, I go to every Business Academy with my whole team. The Business Academies make it incredibly simple to present PM-International to new Partners. I am self-employed, but not left to my own devices having a strong team behind me.*

***Matthias Schneckmann from Rathenow, Germany***

## [ Telephone Script „Recommending an Autoship“ ]

Are you already using the many Advantages of a FitLine Autoship?

„No“. Explain the advantages.

Your advantages are

- You position yourself with an Autoship for the most simple means of check assurance
- You receive the products on the day of your choice
- You guarantee your regular optimal supply with important vitamins, minerals and trace elements
- You no longer need to remember to order
- You gain a price discount (of around 10%)
- You carry no risk due to the 30 day right to return
- You can cancel the Autoship at any time in writing without stating reasons

May I note your Autoship immediately?

Do you want your Autoship at once or at the end of the month? On what date?

Then I will order an Autoship for you now. The first delivery will be on xx.xx.xxxx, with the following products.

Please also be sure to watch the next Update Conference next Tuesday (6pm Central European Time).

To do so, go into your Distributor Room on your PM E-Business.

Here, you can also immediately watch the last conference, and the new one from Tuesday.

## [ The 12 Commandments for Seminars and Meetings ]

- 1) The event should have a positive atmosphere - everywhere!
- 2) Sit at the front (not the back) and be careful to observe the reserved signs. (As a result, the speaker will not be speaking to empty rows.)
- 3) Arrive 30 minutes before the event begins so that your guests and business partners will be met by you and the event can begin on time.
- 4) Introduce your guest to the Teampartners, in particular to the speakers and TOP-Management members.
- 5) Wear your awards (pins) and keep your products with you.
- 6) Note your questions and ask them after the event. (Also prepare your guests for this.)
- 7) Be just as interested and excited as at the first meeting, as others will be excited by your enthusiasm.
- 8) Never leave the room while the meeting is being held.
- 9) Participate actively and be prepared to tell your success story with enthusiasm if success stories are asked for. This is the basis of our business.
- 10) Take notes actively at every seminar (the lecturer knows his stuff).
- 11) You are also responsible for other Teampartners' guests. Remember this and behave and act accordingly.
- 12) The most important people at the meeting are always the people interested and the new business partners, not the Heads of Organizations.

**80% of success results from excitement.  
20% from knowledge and competence.**



## [ Processing and Shipping Costs ]

International from Germany for Teampartners.

Date: 01.04.2007

### ■ Right to return to PM-International AG

In addition and supplementary to statutory rights to return, PM grants the following:

#### 1. Satisfaction Guarantee

Every Distributor and every customer can return PM products ordered **within 30 days** of receiving them, if they are not satisfied. To this end, the PM products are to be sent back to PM in a package for which the **postage has been fully and sufficiently paid** and together with a **return slip that has been completely and correctly filled in**. PM will provide a credit note (goods note) amounting to the purchase price as paid. Advertising material and sales aids are excluded from this satisfaction guarantee.

#### 2. 90 day right to return

Every Distributor can give back PM products ordered **within 90 days** without stating reasons, under the condition that they **have not been damaged, are unopened and can be resold**. To this end, the PM products are to be sent back to PM in a package for which the **postage has been fully and sufficiently paid** and together with a **return slip that has been completely and correctly filled in**. PM will provide a credit note (goods note) amounting to the purchase price as paid.. Advertising material and sales aids are excluded from this satisfaction guarantee.

#### 3. Right to return when Teampartnership ends

When a teampartnership ends, PM will take back all PM Products the Distributor has purchased **within 12 months** of termination of the contract and which **have not been damaged, are unopened and can be resold**. If a Distributor wants to implement his right to return, he must send back all the products in question to PM in a package for which the **postage has been fully and sufficiently paid** and together with a **return slip that has been completely and correctly filled in**. After receiving the products, PM will return the purchase price paid. If the teampartnership lasted more than **6 months**, the amount refunded shall be reduced by a processing fee amounting to **10%**.

The following credit cards are accepted: VISA, Eurocard

Goods remain the property of PM-International AG until they have been fully paid for. The following information shows the net prices.

### Delivery within the EU

The Logistic Center Europe delivers to the following EU countries:

Spain (Pioneer Country), Great Britain (Pioneer Country), Greece, , Malta, Ireland, Portugal, Slovenia, Cyprus

We deliver to all the other EU countries via our subsidiaries. You will find the contacts under [www.pm-international.com](http://www.pm-international.com)

Processing fee	€ 2,16
Minimum Order Value	€ 200,00
Minimum Order Value, surcharge	€ 25,00

Method of Shipment: Post or express parcel service.

Cash on delivery is unfortunately not possible.

Shipping costs are calculated by weight and volume.

Prices on request

For Quick start packages or from a volume of 600 P up

= 2% net invoice amount (express)

= 100P, Autoship €8.36 net (express)

Prices Pioneer Countries :

The international price list is valid

Shipment outside the EU

Shipping costs are calculated according to weight and volume

Price on request

Processing fee € 2,16

Minimum Order Value (recommended) € 500,00

Method of Shipment: Post or express parcel service

Payment on delivery is unfortunately not possible abroad.

Prices: The international price list is valid

Fee for processing a return payment

(regardless of the reason) including reminders € 12,50

Legal Steps

Any costs incurred by enforcing debt payment via a court will be fully invoiced.

Interest for delay in payment is incurred from the date of the first reminder.

All costs indicated exclude VAT.

Shipment will follow within 48 hours of an order being processed and payment having cleared.

**Note:** Any possible customs and excise taxes are to be paid by the customer.

**\* Requests to**

Department International Sales Development

E-Mail: [isd1@pm-international.de](mailto:isd1@pm-international.de)

Tel. + 49 6232 296-230

## [ The Direct Sales Center (DSC) Concept ]

We have developed the Direct Sales Center (DSC) into a fixture of PM-International's Network Marketing Concept.

A DSC means a PM-International regional Service Center with pickup service for customers and Teampartners.

A Direct Sales Center serves as regional support points offering a whole series of services

- Pickup service for Teampartners and customers
- Quick and flexible turnaround even for short-notice small orders
- Quick processing without shipping costs
- Demonstration products and personal advice on-site
- Free Product tasting
- Weekly Information Evenings
- Presentation rooms
- Information about new products and appointments for events, seminars etc.
- Open House, after-work days
- DSC offers – monthly for pick-up only
- Delivery service at PM events
- No minimum order value
- Special opening hours, special appointments for collective buyers
- and much more

# [ German Subsidiary and Direct Sales Centers ]

## Germany (sorted by postcode)

### 04103 Leipzig

DSC Leipzig  
Gutenbergplatz 1c  
04103 Leipzig  
Tel. 0341-2254920  
Fax. 0341-2255736  
dsc-leipzig@pm-international.de

### 10629 Berlin

DSC Berlin  
Wilmsdorfer Str. 79  
10629 Berlin  
Tel. 030 24 03 88 00  
Fax 030 24 03 88 01  
dscberlin@pm-international.de

### 29100 Rastede

DSC Rastede  
Oldenburgerstr. 211  
26180 Rastede  
Tel. 04402 59 72 53  
Fax 04402 59 72 55  
dsc-rastede@pm-international.de

### 34225 Kassel

DSC Kassel  
Fuldastr. 10  
34225 Baunatal  
Tel. 05665 80 09 33  
Fax 05665 80 09 24  
fitline@dsc-kassel.com

### 53332 Bornheim

DSC Bornheim  
Königstr. 6  
53332 Bornheim  
Tel. 02222 64 92 40  
Fax 02222 64 89 70  
dsc-bornheim@pm-international.de

### 54497 Morbach

DSC Morbach  
Belginumstr. 61  
54497 Morbach-Hinzerath  
Tel. 06533 95 88 95  
Fax 06533 95 85 94  
dsc-bernkastel@t-online.de

### 59227 Ahlen

DSC Ahlen  
Gersteinstr. 8 /Gewerbegebiet Ost  
59227 Ahlen  
Tel. 02382 9 66 09 69  
Fax 02382 9 66 09 32  
dsc-ahlen@pm-international.de

### 63741 Aschaffenburg

DSC Aschaffenburg  
Schneidmühlweg 31  
63741 Aschaffenburg  
Tel: 00 49 6021 4516 91  
Fax: 00 49 6021 4516 93  
dsc-Aschaffenburg@pm-international.de

### 65205 Wiesbaden

DSC Wiesbaden  
Senefelderstrasse 2  
65205 Wiesbaden-Nordenstadt  
Tel. 06122 50 69 876  
Fax 06122 50 69 878  
dsc-wiesbaden@pm-international.de

### 66386 St. Ingbert

DSC St. Ingbert  
Kaiserstrasse 104  
66386 St. Ingbert  
Tel. 06894 998 91-26 oder -27  
Fax 06894 998 91 58  
dsc-st.ingbert@kzwo-sports.de

### 67117 Limburgerhof

DSC Limburgerhof  
Jahnstr. 12  
67117 Limburgerhof  
Tel. 06236 46 36 0  
Fax 06236 46 36 46  
dsc-limburgerhof@t-online.de

### 67246 Speyer

DSC Speyer  
An der Hofweide 25  
67246 Speyer  
Tel. 06232-622875  
Fax. 06232-622954  
dsc-speyer@pm-international.de

### 67433 Neustadt

DSC Neustadt  
Martin-Luther Str. 31  
67433 Neustadt/Weinstr.  
Tel. 06321 38 68 13  
Fax 06321 38 68 14  
dsc-neustadt@pm-international.de

### 71726 Benningen am Neckar

DSC Benningen  
Beethovenstr. 62  
71726 Benningen am Neckar  
Tel: 07144 88 35 80  
Fax: 07144 88 35 81  
dsc-benningen@gmx.de

### 74889 Sinsheim

DSC Sinsheim  
Am Forst 43  
74889 Sinsheim-Eschelbach  
Tel. 07265 49 92 11  
Fax 07265 49 92 12  
dsc-sinsheim@t-online.de

**76275 Ettlingen**

DSC Ettlingen  
Am Erlengraben 6  
76275 Ettlingen  
Tel. 07243 7 00 8 0  
Fax 07243 7 00 8 11  
dsc-ettlingen@pm-international.de

**78579 Neuhausen**

DSC Neuhausen  
Gewerbepark 4  
78579 Neuhausen  
Tel: 07467 91 03 95  
Fax: 07467 94 51 25  
dsc-neuhausen@pm-international.de

**85435 Erding bei München**

DSC Erding  
Am Mühlgraben 5  
85435 Erding  
Tel. 08122 95 75 00  
Fax 08122 95 75 01  
dsc-erding@gmx.de

**90763 Fürth**

DSC Fürth  
Weiherstr. 4  
90763 Fürth  
Tel. 0911 97 79 88 30  
Fax 0911 97 79 88 31  
pm.dsc-fuerth@arcor.de

**94491 Hengersberg**

DSC Hengersberg  
Donaustr. 19  
94491 Hengersberg  
Tel. 09901 90 38 30  
Fax 09901 90 38 29  
dsc-hengersberg@pm-international.de

**96120 Bischberg**

DSC Bischberg  
Himmelreichstr. 16  
961 20 Bischberg  
Tel. 0951 60 19 27  
Fax 0691 60 19 21  
pm.dsc-bischberg@arcor.de

**97232 Würzburg**

DSC Würzburg  
i-Park 22/Haus 14  
97232 Giebelstadt  
Tel. 09334 97 02 33  
Fax 09334 97 02 77  
dsc-wuerzburg@pm-international.de

 **Austria****5020 Salzburg**

DSC Salzburg  
Oberst Lepperdingerstraße 1  
Stadion Klessheim  
A-5020 Salzburg  
Tel. 0043 662 82 55 44  
Fax 0043 662 82 72 19  
dsc.salzburg@gmx.at

**4063 Linz**

DSC Linz-Vitamina KEG  
Mühlbachstraße 106  
A-4063 Hörsching-Rutzing  
Tel. 0043 7221 7 24 14  
Fax 0043 7221 7 24 04  
dsc-linz@vitamina.at

 **Luxembourg****7333 Steinsel**

PM Logistic Center S.A.  
Z.I. 50, Rue des Prés  
L-7333 Steinsel  
Tel. 00 352 48 86 13  
Fax 00 352 29 75 81  
info@pm-logistic-center.lu

## [ To make sure you have products available ]

We want to make your daily business plan as simple as possible. You should not be bogged down in routine tasks, but use time actively to keep building your team and reaching your personal goals.

### ■ Order however you want

You may order in one of four ways  
Choose whatever way suits you best

<b>Phone</b>	Within Germany: 06232 296-212 To Germany from abroad: 00 49 6232 296-230 Daily 9am-6pm Central European Time Please state your name and Distributor Number. Please include the product number and the amount of each product. For safety's sake, the order department will repeat all details.
<b>Telefax</b>	Within Germany: 06232 296-122 To Germany from abroad: 00 49 6232 296-231 Please state your personal contact information and your Distributor Number. Always order with order number, article and amount wanted and state the method of payment you want.
<b>Post</b>	PM-International AG Postfach 15 53 D-67325 Speyer Please state your personal contact information and your Distributor Number. Always order with order number and amount desired and state the method of payment you want.
<b>E-Mail</b>	isd1@pm-international.de Please state your personal contact data and your Distributor Number. Always order with order number and amount wanted and state the method of payment you want.
<b>Internet</b>	On your personal PM E-Business internet site

As a rule, orders are shipped within 48 hours at the latest. Shipping costs can be found in the table on pages 103-105.

#### **Pickup from DSC Speyer**

The DSC Speyer, the former, PM-Shop at the Logistic Center Europe in Speyer is open to all Teampartners and customers. Along with the PM product lines FitLine, Laurent Cristanel und Pierre Martèn, a large series of promotional items and accessories is on sale.

Do your best to use the numerous shopping opportunities when at business appointments in PM Speyer.

Opening times: Monday to Friday 10 am-6 pm

**You will find more DSCs near you under [www.pm-international.com](http://www.pm-international.com) under „The Company“ following the link “Locations”.**

**Please note:** Pickup of goods is only possible during opening hours and only after placing an order beforehand. Please send in your order at least 48 hours before collection.

## [ My TAM ]

Success results only from action	Week 1		Week 2		Week 3		Week 4		Week 5		Week 6	
	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual
Contacts* (phone, in person)												
Personal Sales												
Two on One Presentations												
Guests at Presentations												
New Quick Starters												
Registrations												
Business Academy												
Income this Week		€		€		€		€		€		€
Income to date		€		€		€		€		€		€

Company DVD, FitLine Activate Oxyplus, List of Names, etc.

Success results only from action	Week 7		Week 8		Week 9		Week 10		Week 11		Week 12	
	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual
Contacts* (phone, in person)												
Personal Sales												
Two on One Presentations												
Guests at Presentations												
New Quick Starters												
Registrations												
Business Academy												
Income this Week		€		€		€		€		€		€
Income to date		€		€		€		€		€		€

Company DVD, FitLine Activate Oxyplus, List of Names, etc.

Master copy

[ Your Personal List of Names ]

Results								
Why? Strengths of the person								
Phone								
Last Name, First Name								

Master copy

[ My Plan for the Week ]

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8:00							
9:00							
10:00							
11:00							
12:00							
13:00							
14:00							
15:00							
16:00							
17:00							
18:00							
19:00							
20:00							
21:00							
22:00							
23:00							
24:00							

## Planning Goals. 1st half year 20\_\_

Master copy

[illegible]

## Planning Goals. 2nd half year 20\_\_\_\_

[illegible]

Master copy

## [ My TAM ]

Success results only from action	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual
Contacts* (phone, in person)												
Personal Sales												
Two on One Presentations												
Guests at Presentations												
New Quick Starters												
Registrations												
Business Academy												
Income today		€		€		€		€		€		€
Income to date		€		€		€		€		€		€

\* Company DVD, FitLine Activate Oxyplus, List of Names, etc.

Success results from Activities	Week ____		Week ____		Week ____		Week ____		Week ____	
	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual
Contacts* (phone, in person)										
Personal Sales										
Two on One Presentations										
Guests at Presentations										
New Partners										
New Quick Starters										
Registrations Business Academy										
Income this Week		€		€		€		€		€
Income to date		€		€		€		€		€

Company DVD, FitLine Activate Oxyplus, List of Names, etc.

## [ Checklists for initiating a new Distributor ]

Last Name:

First Name:

Date of Birth:

Profession:

Tel. workt.:

Tel. private:

Street/Address:

Postal Code, City:

Best reached:

Comments:

*I live my business as a personal example!*

Contacts	=>	Appointments =>	Business Partners
			Customers
Cause	=>	=>	Results

### Checklist for telephone appointments

#### 1. Positive reason for calling:

=> I'm calling because you always had a head for business and I really need an appointment with you so you can tell me what you think about this.

..... because I don't want you to miss this opportunity

—— ..... because I really must show you something

..... because you always need money and I'm sure I have exactly the right thing for us.

#### 2. It is always only about an appointment:

=> Short phone call, just to arrange an appointment (not to close a deal)

#### 3. Offer alternative appointments:

=> What's better for you, Wednesday at 5 pm or Friday at 7 pm?

#### 4. If the prospect can't make any appointment:

=> Retain your position of strength, don't ask, "When would be suitable for you?", e.g. "I'll call you again when I have a free appointment"

**TIP: THE PERSON DOING THE QUESTIONING LEADS THE CONVERSATION!**

## Checklist Business Presentation

### 1. Break the ice, build confidence

Greet by shaking hands firmly, sit next to one another across corner of table, ask for goals

### 2. Presentation

=> Company, Products, Business / Incomes  
 => Numbers, Data, Facts => Theory and Practice  
 => Build up mega credibility =>  
 Internet, Catalogs, Brochures, Success Stories, Image Brochures,  
 TOP 100, Sports Catalog, Special Issues, Photos, Voice Recorder

### 3. Closing

=> What do I want to achieve? A key person in my business.  
 => alternative closing => either / or  
 => leading the closing => decide for the other person.

### 4. Dealing with Objections

"You are quite right, but ..."  
 "I used to think exactly that, only ..."  
 => Goals and Wants  
 "You do want to earn 250 a month, so let's call at once. What is the name exactly?"  
 Dealing with real objections  
 => A seminar on "Dealing with Objections" is part of the Trainers' training courses and of the IMM advanced training courses



## TIP: A CUSTOMER ONLY BUYS WHAT HE WANTS OR NEEDS

### Checklist after Closing the Deal

1. Congratulate and mention all the advantages again (keep on selling) [ ]
2. Define goals: Wants / Goals: \_\_\_\_\_ [ ]  
 Car:: \_\_\_\_\_ Holiday: \_\_\_\_\_  
 \_\_\_\_\_ income in first month, \_\_\_\_\_ in first year
3. Ask how much time is available. How much time do you have a week?  
 => at least 10 hours [ ]
4. When can we start => set a date ( max. 72 hours later) [ ]
5. Homework: [ ]
  - => read all documentation [ ]
  - => use the products immediately [ ]
  - => write all questions down [ ]
  - => make a list of people with at least 100 names [ ]
  - => Make an appointment within at least 72 hours [ ]

### 1. Telephone call:

1. How did you sleep? \_\_\_\_\_
2. How does FitLine Basics PLUS taste? \_\_\_\_\_

## Checklist for Follow-Up Appointment

1. **Answer questions**  
=> Discuss process (30 min.) Information folder "Ordering made easy"
2. **Write a success story => Give folder (15 min.)**
3. **Determine Goals and write them down (30 min.) Decide on an Action Plan**  
=>Where do you want to get to? How much do you want to earn? What do you want to earn the money for? Is a burning desire there? Daily method of operation.
4. **Make telephone appointments (30 min.). Choose the most important 20 names and note "because...:"** (at least 5 appointments). Remove the initial fear, then the process will be reversed.  
  

1st Name: _____	Appointment: _____
2nd Name: _____	Appointment: _____
3rd Name: _____	Appointment: _____
4th Name: _____	Appointment: _____
5th Name: _____	Appointment: _____
5. **[ ] Draw up a weekly plan**  
(first appointments and sales)

Master copy

## Working with the Remaining Group:

That is all the Firstliners and their TPs who are not in the organization of a key person. As soon as someone shows themselves to be a "non-key person" the following support method applies.

=> If you have questions, or if you again decide to expand business as a key person, you can reach me at my phone no.: ...../ mobile

\*\*\*\*\*

from Monday, 4 pm-6 pm and Thursday 4 pm - 5 pm.

At these times, I can gladly accept your customer orders personally and pass them on to PM-International. At other times, you can leave them on my answering machine

e-mail them to .....

or fax them to .....

=> Send a monthly information letter to all TPs in the remaining group with:

## Success stories (testimonials), news and special offers

## Working with key people

First 4 Weeks call daily with a daily method of operation .....[ ]

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

0 0

Appointment-----

1st Level: 5 key persons / 8-14 days after follow up appointment

2nd level: be there as often as possible, 8 - 14 days

IMM on: \_\_\_\_\_ => LET GO !!!

That means:

**1 x a week 30 Minute phone call** (beforehand, have the week's daily method of operation sent to you). Continue to make joint 2:1 appointments

1 x a month 2 hour conversation to plan Goals between 11th and 15th of the following month

*"10 new personally sponsored Teampartners on average per month strictly in my first level over a 3 1/2 year period is the basis for the first million in turnover a month and a 6-figure commission."*

*"DO YOUR BEST TO ACHIEVE IT. IT IS WORTH IT.  
YOU CAN DO IT."*

Ray S.

[ Notes ]

[illegible]

[illegible]

[illegible]

[illegible]



### Rolf Sorg

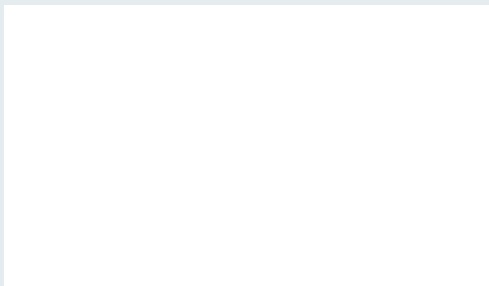
"Your own imagination sets your own boundaries," according to the philosophy of founder and CEO of PM-International, Rolf Sorg. He was introduced to direct marketing in 1987 and built the fastest growing organization in the company at that time. This made him the most successful leader in the company after just 2 ½ years with more than a million turnover a month. To implement his visions and to give back to the industry what he had been able to get to know himself, he founded PM-International in 1993. Today, too, with over 100 million sales a month in over 20 countries, PM-International is a family company with the intension of bringing premium products onto the market. Alongside many other awards, PM-International has received an award as one of the 100 most innovative companies in Germany, the "TOP 100" for six years in succession. In 2005 Rolf Sorg was named as an economic senator into the European Economic Senate (EWS) and since 2007 he has been the chairman of the German Association of Direct Marketing to promote the interests of all business partners in direct marketing more strongly. People on all continents are important to Rolf Sorg and his wife Vicki. So they have accepted several hundred sponsorships of children in the world via the aid association World Vision.



### Alexander Plath

Has been active in direct marketing for over fifteen years. He started, as so many, as a sideliner to finance his studies as an industrial engineer. But things did not go as planned: by the end of his course it was clear that he not only found the business great fun, but also that he had already built up a serious income. His decision to go into the business full time was therefore easy and within the next two and a half years, he built up a team of over 4,500 business partners in seven countries and worked his way up to 4th place in the top ten. In 1994 he was called into the management of PM-International, firstly into the position of Internal Sales Director Germany and later into the position of Sales Director International, and also acted as press spokesman. Rhetoric coupled with enthusiasm and humor have made Alexander Plath a popular speaker at seminars and training sessions at home and abroad for years. He speaks fluent English and French.

Referred by:



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