

Business **Builders** Guidebook





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Dear Business Partner,

It is my pleasure to welcome you to the Global Stemtech Family. I know you are eager to get started with your Stemtech business, learning for yourself just how Stemtech Changes Lives for people like you all around the world.

With your Sponsor's help, you have begun to learn about Stemtech via our Stemtech Biz DVD and our website www.stemtech.com, and you are undoubtedly excited to be part of our outstanding company. Our revolutionary products and unmatched compensation structure have attracted many thousands of business builders who can see the opportunity to improve the health of people here and worldwide as they generate significant income for themselves and for the others they bring on board. We are happy to have you join us.

With this Guidebook and your first product delivery from Stemtech, you begin your journey to business success. As you follow our simple **THREE STEPS to BUSINESS BUILDING**, make sure to support your business efforts also by:

- Using Stemtech products every day
- Working closely with your Sponsor and Upline Leaders and participating in Corporate Events
- Reaching for your dreams and **HAVING FUN!**

With support from your Stemtech Family, as well as the many tools we have available for you, your goals and dreams are closer than you might imagine. **Stemtech changes lives everyday.** This is the day that Stemtech has begun to change yours!

To your greater health and prosperity



Ray C. Carter, Jr. President & CEO



We are The Stem Cell Nutrition Company™, pioneers in stem cell science, who have demonstrated that adult stem cells function as the natural renewal system of the body. Our products enhance and support the work of the body's stem cells by releasing more stem cells, helping to circulate them in the blood and migrate them into tissues, where they can perform their daily function of renewal for optimal health.

INTRODUCTION

We want to get you started FAST, so this manual is arranged with only **THREE STEPS** that take you from your first use of Stemtech's products right through building your Team through duplication to earning residual income with your Stemtech business. We do only two things in this business: Find Customers to benefit from using our products and find other Business Partners to do the same.

Each Step provides the Basic "How-To" for that part of the business building process. For people experienced in network marketing, these three basic Steps may provide reminders, keeping you on track and focused.

Throughout these Three Steps, you will see this symbol with a number.



Each of these symbols will lead you to MORE INFORMATION about that specific training subject that is located in the **DVD** that accompanies your Business Builders Guidebook. People new to network marketing or people who want more thorough information on a particular subject may follow our Logo-man to the tabbed Additional Reference associated with that subject in the **DVD**.

Before you turn the page to STEP 1, we urge you to ask yourself the following three questions, which will set your mind on the path to success:

- What is my "WHY?" Why am I pursuing a business with Stemtech?
- What are my first GOALS? Where would I like to be – personally, health-wise and financially – in 30 days, 3 months, 6 months?
- How much time will I commit to my Stemtech business each week?

We suggest that you WRITE DOWN your answers to these questions and share them with your Sponsor today. Keep your answers in a safe place for future reference.

OK, now you are ready to CHANGE YOUR LIFE and the lives of many others with the Stemtech opportunity.



"It is important to keep track of your improvements. I am Down 43 pounds since last Year, i am more energetic, I laugh a lot now, and saying I feel younger is an understatement. People who have known me for years are amazed at the 'new me.'" - Everett Potter, Usa

STEP 1 FIRST DAY

ENJOY STEMTECH'S PRODUCTS. You will do this each and every day from now on! Your body's adult stem cells will do their job of renewal as they release, circulate and migrate into tissues. Feel the difference!

MAKE YOUR FIRST "WARM LIST." Begin with the FIRST THREE PEOPLE you want to tell about Stemtech. Continue your first Warm List, leaving NO ONE out! Include names of people who will be Customers only. With "The Power of 3," you'll cover the cost of your own product with only 3 Customers on AutoShip! (See the DVD for help making your Warm List and more about "The Power of 3.")

SEND your list to your Upline support ASAP and arrange to contact these people, using 3-way calls. (Your Upline support will be on the line with you. Let him/her tell the story until you have one of your own to share.)



WEAR YOUR "Empower your Stem Cells" BUTTON whenever you leave the house.

LEARN WHAT TO SAY. Turn the page for some suggested "Button responses." Additional scripting suggestions for making contact is found in the [DVD](#).

DO EACH OF THESE
THINGS TODAY!

EMPOWER
YOUR
STEM CELLS
ASK ME HOW



"If Leaders concentrate only on Sponsoring while neglecting to train and motivate, this can result in high turnover and possible migration of members to other businesses. I have learned this from my Upline Leaders and I am happy to duplicate their methods." - Wan Yewn Sang & Charmaine Ong Poh Chun, Malaysia

Button Responses"-- What to Say

Someone notices your "**Empower your Stem Cells**" button and says, "What's that about?" or "What are stem cells?" or "What does the button mean?" or something similar. Your reply may be:

- "Adult stem cells are amazing. Did you know that adult stem cells are the daily renewal process of the body?" OR
- "How much do you know about adult stem cells?" OR
- "Would you like to learn how you can enhance the work of adult stem cells in your body?" OR
- "Would you like to learn how I make a good living helping people improve the work of adult stem cells in their body?"

It is good to **ask a question**, as this encourages the beginning of a conversation. In your short conversation, ask questions that help you to "read the person." (See the DVD .) As you two converse, **hand the person your business card along with a second card and a pen.**

- Ask people for their contact information (The second card is for their name, phone, email).
- Ask if they have 3-4 minutes to listen to a recorded call on your cell phone. If yes, call in to the "Sizzle Call," which can generate lots of excitement in our business. OR
- Suggest they visit your website. (If you are in a place where you can use a laptop, ask if they have a few moments to look at your website with you.) Point out that most questions about Stemtech's products and opportunity are answered on the website.
- Arrange for a follow-up call or visit, where you will answer any remaining questions. OR
- Invite the person to a meeting or other Stemtech Event (Training schedules, Business Partner Assembly, home gathering, etc.) You may say, "I'd like you to join some friends and me for an hour on Thursday afternoon, where you can learn more about adult stem cells and our wonderful business opportunity."
- ALWAYS thank the person for spending time with you and say that you look forward to the next time you meet. Shake hands on parting.



Contacting People In Other Ways

You will contact people in person (as above), over the phone and through email. (See the DVD for suggested scripting for a number of contact situations you will encounter.)



Another company seemed promising because it advertised "Unlimited Earnings!" But eventually I realized that they did not have a good product, so all my work was for nothing. When I found Stemtech, I knew immediately that I can create something long-term sharing these amazing products. I am only just beginning and already my life is changing!" - Dominique Boulay, France

STEP 2 FIRST WEEK

Since your **First Week** begins on your **First Day**, you may want to get started on Step 2 within your first 24 hours with your exciting new Stemtech business! There's lots to do in this First Week, so let's get started...

- **Treat your Stemtech business as a business.** Whatever hours you have committed to building a Stemtech business during the week, work the business during those hours. No distractions! (*For tips on setting up your business, see the DVD*)
- **Watch the “Stemtech Biz” DVD.** Watching this DVD is something we recommend you do daily for the first 2 weeks or more, so you are very familiar with its information when you share it with prospects.
- **Get acquainted with your personal website.** With your Sponsor or alone, navigate the site to learn just what it contains, so you will be able to guide your prospects through the site on an efficient route. You want to go to areas of the site that will speak most effectively to each of your prospects. Pay special attention to the upcoming. Events that will support your business. (*A few tips about website navigation are in the DVD.*)
- **Join in the Monthly Business Partners Assembly, Guest Opportunity Meeting.** Your Back Office contains a regularly updated calendar of these Events, which are vital to your business and personal growth and are excellent ways to introduce prospects to Stemtech! Tip: When you invite prospects to join you on a call, always arrange to call them right afterward to learn what they thought about it and sign them up.
- **Invite People To The Next Event.** With your Upline support's help, you can learn that being a good “inviter” is key to early success.



“I tell my new Business Partners it is not important where you are now. Where you want to go is the only important thing. You need to make a decision to do the business as a business, keep focus and take action day by day... no matter what. If Business Partners do these three things, they cannot help but succeed.”

- Claudia Zamudio Vargas, Mexico

Invite family, friends and contacts to join you on the next Monthly Business Partners Assembly, Guest Opportunity Meeting, Webinar or local meeting, where more experienced Business Partners will be presenters

- **Build a Relationship with your Upline Support.** Keep in daily contact with these supporters, asking questions, reaching out for help and keeping them aware of your "little victories." It is great to celebrate together!
- **Set and write down your Goals and share them with your Sponsor.** We suggest that you set:
 - **3 personal development goals**
 - **3 business building goals**
 - **3 lifestyle enhancement goals**



Ensure that your goals are S.M.A.R.T. When your goals are Specific, Measurable, Achievable, Relevant and Time-framed, they are the most effective guides for business and personal development. (*See DVD for S.M.A.R.T. goals*).



- **Learn the basics of Stemtech's Compensation Plan.** Your Upline support will help you with answers to your questions. You will also get valuable insights to the Compensation Plan on the Stemtech website(stemtech.com.ph) and on Conference Calls, Webinars and at other Stemtech Events. Take advantage of every opportunity to learn how to make the best use of Stemtech's FIVE INCOME STREAMS. You can have money flowing into your account every week! (*See DVD for the Basics of Stemtech's Compensation Plan.*)



- **Commit to Daily Personal Development.** Read books, listen to CDs/tapes, watch DVDs by and about people who have succeeded in business. Their philosophies, stories and strategies can provide valuable lessons that can lead you to success. Watch Stemtech Leaders, too... They have succeeded as you plan to do! (*See Positive Self-Talk, in the DVD.*)



- **Put ACTION STEPS in operation to reach your goals.** For each 30-day goal you have set, write down and begin to work on specific actions that will get you there. (*See the DVD for some tips.*) Ensure that you move toward each of these first goals everyday. Make calls, set up appointments (three-way calls, in-person meetings with your Upline support), participate in Stemtech Events, learn about Stemtech's products and opportunity, work on your personal growth. Enroll someone!

STEP 3

FIRST MONTH

From the outset, your business building can be summarized into three words: USE, SHARE, TEACH. Each of these actions has specific outcomes that will support your journey to business success:

- **USE** Stemtech's products everyday. **Reasons:** You will improve your wellness. People may begin to see positive changes in you (and their comments will generate conversation about Stemtech). You will have stories about your wellness to share with others.
- **SHARE** your enthusiasm and experiences with Stemtech's products and opportunity with others. **Reasons:** This is how we build a business at Stemtech; we do not "sell" anything. We share our stories and experiences with others and they make the wise decision to join Stemtech. Never miss an opportunity to bring Stemtech into a casual conversation! (Your "Empower Your Stem Cells" button will often be a conversation-starter.) Sharing takes many forms: one-on-one meetings, phone calls (including 3-ways with your Upline support), meeting online, hosting home meetings/parties or larger gatherings. Whatever the form, the goal of sharing is to generate new Business Partners and customers for your organization and have FUN. We strongly suggest that you call upon your Upline support to co-host your first sharing meetings with you. You can watch and learn, as he/she conducts the meeting that generates your first sign-ups. (*See DVD for tips about Sharing in the FUN of Shake & Makeover Parties.*)
- **TEACH** others to do what you do. This is what leads to success in network marketing: **DUPLICATION.** Your Upline support is using duplication when he/she shares a 3-way prospecting call with you, when he/she co-hosts a meeting with you and when he/she demonstrates the action steps that lead to signups.
- **BE TEACHABLE!** The more you learn, the faster you will be ready to teach others. This is duplication, and it is what will bring success to you and your Business Partners.



"I am building my business with a daily commitment to action that will achieve my goal of five new FastStart enrollments every month. sharing Stemtech's products and opportunity is important, because if ever there was a time to spread wellness and prosperity and to maintain optimal health, it is now!" -Daniel Gyamfi, Ghana

Presenting The Opportunity

Let's look at the basics of making a PRESENTATION to one or more prospects. While the location and some logistics may vary, the process is much the same, whether you are presenting one-on-one or to a roomful of people.

If you meet a prospect who wants to learn about Stemtech NOW, you can simply suggest they "go to my website," where they can learn about the opportunity with an autoplay video. Remember: Always get their contact information, so you can follow up! Or compress the steps below into a mini presentation that uses the autoplay video on your laptop, your product and comp plan brochures and – ideally – a 3-way call with your Upline support to "seal the deal."

Stemtech Opportunity Meetings

Inviting: Arrange a meeting time and place and call with a reminder on the day of the meeting. (Tip: When inviting prospects to meet with you, offer two alternative days/times and ask them to choose one. This method generates better results than either asking when they want to meet or offering only one date/time – which may not be "convenient.")

Setting up a home meeting

1. Arrange the room for best viewing of DVDs you will use..
2. Gather your DVDs and other materials and arrange an attractive display of product and brochures. Have Business Partner Applications handy.
3. Have upbeat background music playing as people arrive.
4. Set out a pitcher of ice-water and glasses or other refreshments.
5. Make sure lighting and temperature are comfortable.

Conducting a home meeting, co-hosting with Sponsor or solo.

1. Always begin and end a meeting on time.
2. Welcome everyone and tell them how delighted you are to share the Stemtech products and opportunity with them. You may say how your life has changed so far with Stemtech, but keep it brief (3-4 sentences, max).
3. Show a Stemtech DVD. "Stemtech Changes Lives" or "Stemtech Biz" are good choices to introduce the meeting's topic. At conclusion, make a comment like, "Wasn't that great? Now let me tell you a little about our wonderful products."
4. Introduce Stemtech's products. (*See the DVD.*)



"It is both fun and practical to set up a meeting in your home or a public meeting room with other Business Partners as co-hosts. You can share both the 'work' and the benefits. The energy generated in a wellrun meeting is something you won't believe until you see it. And when prospects see you working together, they realize, 'I can do that!' And there is your new Business Partner enrollment!" - Denny & Merlie Kluver, USA



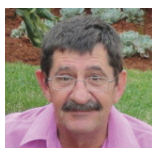
5. Distribute the “Comp Plan Made Simple” flyer (*See the DVD.*) for people to look over after the meeting.
6. End the meeting with a “CLOSE”: Point out how good Stemtech has been for you (and your family, friends) already, and invite your guests to join your team. (*See the DVD for some tips*).
7. Thank everyone for coming and make arrangements for follow-up (for your new Business Partners AND those not ready yet to commit.)
8. Afterward: Frequently, some of your guests will want to linger to ask more questions. Do your best to answer their questions; for answers you don’t know, tell them you’ll find the answer and call them tomorrow so they can make their decision then to join your team.

Conducting a meeting in a hotel or other public venue

1. Set up the room for best viewing of the DVDs, but with fewer chairs arranged than you expect to use. Stack extra chairs at the back and bring them out as needed. This appears that you are having a bigger turn-out than anticipated.)
2. **Practice with your electronics** before people arrive to ensure that everything works well. For large rooms, you may need a microphone.
3. Set up registration outside the meeting room 30 minutes before the meeting time
4. **Always begin and end a meeting on time.**
5. Arrange your product and brochure display and provide icewater or refreshments, as in the Home Meeting. Have plenty of Business Partner Applications handy. Pay attention to lighting and temperature, as in the Home Meeting. Conduct the meeting with the same program as the Home Meeting.

Conducting a one-on-one or two-on-one meeting

1. Sometimes these meetings happen immediately after you have met a prospect, because he/she wants to know more NOW. Having your laptop close by and some product samples, brochures and Business Partner Applications available means you are ready at all times to do business. If the meeting is not immediate and your Upline support is available, you are wise to make this a two-on-one meeting, especially when you are new to the business.
2. **Find a quiet corner where you can use your laptop.**
3. With your Upline support’s help or solo, follow the program for the Home Meeting, engaging your prospect in friendly conversation as you present the Stemtech products and opportunity.
4. **Remember to ask for the enrollment.** Sign up a prospect who says “yes.” From the others, are they ready to be AutoShip Customers? (The Power of 3!) Arrange for follow-up for those not yet ready to commit.



“I am a living example of someone who has found the life-enhancing benefit of Stemtech’s products, so it has been easy for me to achieve success in this business. Once I tell my story, often in opportunity meetings with my downline, all it takes is a little nudge to help people along to enrollment.” - Johan Pienaar, South Africa

Duplication To Grow Your Business

When you enroll new Business Partners, you take on the role that your Sponsor or Upline Leader has filled for you. You are now the one who helps and supports your new Business Partners as they learn the business. Duplicate just what your Sponsor or Upline Leader did that has helped you on your journey to early business success.

Keep in mind that you still have your Sponsor and Upline Leader to turn to for help and support as you become comfortable in your role as Sponsor and business guide.

Your main responsibility to your new Business Partner is to provide the level of help he/she wants and needs: **Doing 3-way calls with prospects, joining in two-on-one meetings, co-hosting home meetings, helping the Business Partner to learn about Stemtech and become confident as a presenter** *(as you have become with your Sponsor's help).*

You are a Sponsor the minute your prospect puts his/her signature on the Business Partner Application. You have already helped your new Business Partner decide what Pack to select. Here's what to do next *(right away or within 24 hours)*:

1. Give them an "Empower your Stem Cells" button and encourage them to wear it whenever they leave the house.
2. Help them sign up for AutoShip and place their first AutoShip order. Help them order their business cards.
3. Help them to begin their first Warm List. Can you call someone today?
4. Walk them through this Guidebook (your copy), so they will know something of its contents.
5. Show them around stemtech.com.ph and the Back Office. Arrange to meet for the next Stemtech Event (Monthly Business Partners Assembly, Guest Opportunity Meeting). Call after the Event to reinforce the Event's message, to encourage your Business Partner and to arrange to meet for the next Event.

Follow up. Over the next few days, call daily to "check in."

- Review the material in this manual with them.
- "Meet" at Stemtech's website and navigate together.
- Arrange three-way calls with their top prospects.
- Answer questions and offer support.
- Help your new Business Partner to achieve early success.
- Celebrate every success! Recognition in public is a wonderful motivator. Tell everyone how well your Business Partner is doing!

As you **DUPLICATE** and **BUILD** your organization, you can achieve your **GOALS** and see your **DREAMS** come true. **It's the way Stemtech Changes Lives!**



"In this business, building to last is my goal. It's not just about recruitment but also about how you can encourage these people to continue using the product. With Stemtech, that is not a problem. We have excellent products that people can't stop talking about how it helped them improve their quality of life"

- Percival Estrella, Philippines

INTRODUCING STEMTECH'S PRODUCTS

Hold up a bottle of the product while speaking about it. While mentioning stemtech's Products' revolutionary and patented formulas is fine, focus mostly on what the products do, rather than on the ingredients: Our products support the daily renewal of the body by increasing the number of adult stem cells that are released to circulate and migrate into tissues. You can find product-specific wording in our individual product brochures, but keep all descriptions very short. Remember to make no claims that our products are intended To diagnose, treat, cure or prevent any disease or physical Condition. Supporting the body's daily renewal process is Amazing enough! Note: both st-5™ with Migrastem and dermastem™ Renewal serum are perfect for Demonstrations.



Lately, I've been introducing people to DermaStem™ first and people are signing up because they are impressed with what it does. Later, they add other products and consider doing the business, but DermaStem is their first attraction to our business."

- Sharon Castoldi, USA



*Stemtech products are not sold in stores.
To order products or to get more Stemtech opportunities, please contact:*

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Stemtech
Independent Business Partner