

ELEOTIN[®] Distributor Manual

Eastwood Bio Medical Research Inc

2010. 01

ELEOTIN® Manual for Distributor

No	Customer Type	No	Topic	Page
A	General	1	Why should everybody believe in this?	2
		2	Windows of opportunity	4
B	New Customers	1	Inquiry only clients	6
		2	Inquiry about Type 1 Patient	8
		3	Interacting with customers before and after first purchase	10
C	Active Customers	1	Temporary rise in blood glucose levels	11
		2	Asking for testimonials and referrals	13
D	Lost Customers	1	A diabetes customer want to know why they have not seen any result yet	14
		2	Responding to a customer who reports that they are cured	19
E	Distributors	1	Responding to who displayed interest in becoming a distributor or affiliate	20
		2	Soliciting people to become a distributor or affiliate	22
		3	Soliciting new products to distributors	23

Issue A-1: Why should everybody believe in this?

POINTS:

1. You have to be convinced yourself first and foremost.
2. Distributors and clients will sense your confidence.
3. Our claim is huge: Only known reversal treatment of metabolic disorder for many even though conventional medicine says it is impossible.
4. Only crazy people, deceptive people, foolish people make such 'huge' claims when they are not true.
5. Now, let's look at who made such claims and who supported/corroborated those claims.
 - 1) Universities and researchers.
 - 2) Governments and labs
 - 3) Diabetes Associations
 - 4) Medical Doctors:
 - 5) Those many users who sent unsolicited testimonials and those many who say 'cured' when contacted by us. 150,000 clients without virtual advertisements.
 - 6) Our so far 20 some consultants
 - 7) Newspapers who put their name at risk when reporting about the cure
 - 8) People like Kevin Trudeau
 - 9) Investors and financial institutions who reviews our products very rigorously.
 - 10) Big pharmaceutical companies who attempted to acquire our company
 - 11) Distributors who sell after they benefitted.
 - 12) Lastly, Dr. Kim
6. The possibility of all the above people are completely "crazy, deceptive, foolish" is virtually zero.

7. There are people who still are and will be skeptical. There are some people who are not cured. That is fine. We never said that this cures 100% and we never said that everybody will believe this. But, as for you, there should be absolutely no doubt about our claims. Other products have none of the above.

Issue A-2: Windows of Opportunity

Windows of Opportunity

- There are only a few windows of opportunities where it is EASY and CRITICAL for us to CONTACT recent customers or they will be lost.
- 50% of lost patients are from Kevin Trudeau because in his book he told everyone to only order one month of the Mb Pre-brew tea for weight loss, so for these patients introduce new products
- “Brief Introduction to Eleotin” article is working better at getting contact responses, according to Sean.
- Identify “grey” patients (not so sure about Eleotin), because contacting them will benefit them the most.
- Some people don't like to be contacted by phone, so use the email scripts and play voicemail to inform them to check email.

The 3 Windows

1. When distributor is ordering (most profitable and optimal point, such as introducing new products like Neuro-Health, “upsell” by mentioning other products, also remind them of Critical Phrases so they can use on their patients)
2. After patients 1st month of use (most of them are deciding to reorder or not), so if there is only on one time to make a contact, this is it. This is the most Critical Contact Point. Will need to (a)evaluate how Eleotin worked for them, (b)Critical Phrase, (c)explain expectations based on their evaluation.
3. Immediately after (re)ordering is also a window of opportunity. They may only need a Critical Phrase by email.

The Critical Phrases

Eleotin does not *control* your blood sugar; it *restores* your body’s own ability to metabolize blood sugar.

Eleotin is a Functional Restorer which *heals* the *core* of your metabolic system.

Drugs are Chemical Controllers which control your blood sugar by *manipulating* and *hiding* the *symptoms*.

Many Health Foods and Lifestyle improvements are Natural Controllers which *soothe* the *symptoms*.

Eleotin *treats* the *root causes*. Drugs and other natural treatments treat the *symptoms*.

Side effects are the most important factors for determining whether a treatment is suitable for you, and the intensity and duration of the treatment. Eleotin users experience a lot of positive side effects.

“Eleotin is not ALTERNATIVE MEDICINE. It is COMPLIMENTARY MEDICINE. It works together with exercise, diet, and a good lifestyle. There is no ALTERNATIVE to exercise, diet, and a good lifestyle. Furthermore, there is no conflict with pharmaceutical drugs, because while drugs are doing short-term controlling, Eleotin is doing long-term restoring.”

“The correct approach to your treatment is to take your A1c test every 3 months, so your doctor can adjust your controlling drugs accordingly. This is very crucial because over time Eleotin will restore your own body’s (automatic) ability to control (or manage) blood sugar, and so your drug dosage may become too strong.”

“Eleotin *slowly* treats the root causes, not the symptoms. Drugs *immediately* treat the symptoms, not root causes. That is why you can safely and successfully use both treatments together as long as it is under the proper supervision of both a trained medical doctor and a trained Eleotin consultant. Visit your doctor regularly, and call your consultant regularly.”

Issue B-1: Inquiry Only Clients

POINTS:

1. They already took time to contact us. Highly ready to purchase. This is where good consulting makes real differences in sales. They are basically looking at three points
2. Credibility
3. Price: Do not sound like a salesperson.
4. Being overwhelmed by the quantity of Information: Do not start a huge lecture.

Therefore, we have to overcome the above three thresholds. Please refer to the following sample e-mail. Our realistic goal is not to make a sale, but to make them contact us.

SAMPLE LETTER:

Thank you for your interest and inquiry about Eleotin.

Eleotin is developed scientifically by prestigious research institutes and universities. Its efficacy and safety are certified by major governments. So far 150,000 users benefitted greatly and gave many voluntary testimonies. Many medical doctors and diabetes associations endorsed Eleotin.

ELEOTIN restores your metabolic system by supporting & strengthening your body's natural cleansing & healing abilities. In recent years, there has been a global Health Foods Revolution in which many clients have successfully reversed their diabetes by complementing their conventional symptomatic drug treatments with cleansing & healing therapies such as the Eleotin Herbal Restoration Therapy.

It is very important to speak to a consultant before you start your therapy, especially if you are using drugs. An Eleotin Therapy Consultant is happy to provide you with a FREE 25 minute Consultation & Evaluation to determine how effective Eleotin would be for your specific condition. We will guide you along the options you have for preventing and restoring your body against chronic degenerative diseases.

Want to do some more research on your own first? Have you found all the useful information you need yet? We have vast amounts of information accessible on our website, so many clients easily get lost. Here are some of the most important materials from our website:

- 1) What are the scientific evidences? Why should I believe their claims? [Science](#)
- 2) How does this technology work? How safe is it? [How Eleotin works](#)
- 3) What kind of success rates can I expect? [Reports](#)
- 4) What are other people's opinions? Are there people who are dissatisfied? [Testimonials](#)
- 5) What is the difference between drugs and herbs? [Basics of Eleotin](#)

Call your Eleotin Therapy Consultant today toll-free at 1-888-669-4372 for your FREE Consultation & Evaluation. In 25 minutes, you will begin to understand and recognize how Eleotin restores your general health and which herbal formulas and dosages are the most suitable for your condition.

Issue B-2: Inquiries about Type I Patients

POINTS:

1. These types of clients are searching quite desperately so be careful, but also confident as we know that we can help them.
2. Make sure they stay on their current treatments, which is insulin injections.
3. Our products are 100% safe. Emphasize this.
4. Ask any Type I diabetes doctor about Dr. Yoon, who is the inventor of the original Eleotin formula, is the very person who discovered that Type I diabetes is triggered by Coxsackie virus. He claimed in research for our company that 2 years of Eleotin treatment can cure Type I diabetes. The formula was developed for type 1 originally
5. But, we do not make such a claim and we mainly target Type II patients: So far we do not have enough number of cases. As of 2010, we have about 50 cases. Most of them reduced insulin injections by 50-70%, almost permanently. A few claimed being cured. (If you go to our testimony section, you can actually watch the video clip)
6. Plasma insulin level and C-peptide level are the two indicators which can tell our products are 'curing' type 1 diabetes. These numbers can be seen in blood tests. If a person can give us these two numbers and other diabetes related blood test numbers before and after one year of treatment the company can give 50 percent of product price as a refund.
7. Reducing insulin resistance with our products will help the Type I patients to prevent the complications and improve general health: More energy. Better Sleep. Better skin. Healthy Kidneys
8. Extensive research is being done between a major university and our company into the formulas effect on type 1 patients, Indian herb pterocarpus marsipium is known to hold great hopes for type 1 patients. We do not sell this herb.

SAMPLE LETTER:

Dear Customer,

Thank you for displaying interested in our products. We are confident that we are able to assist you. I would like to ensure you that our products are 100% natural and safe, but also

remind you that Eleotin is not a miracle instant cure. You must stay on your current regimen of insulin injections.

Ask any doctor about Dr. Yoon, and you will hear about how he discovered the Coxsackie virus' connection to Type 1 diabetes. He was the inventor of our Eleotin Formula, which he claimed in research for our company that 2 years of Eleotin treatment can cure Type I diabetes. The formula was developed for Type 1 originally.

We at Eastwood Biomedical do not make such claims simply because we do not have the quantity of information needed to justify them commercially. In the patients, roughly 50, we have seen reduced insulin injections by 50-70%, almost permanently. A few claimed being cured. (If you go to our testimony section, you can actually watch the video clip). As we speak there is further research into the effect of Eleotin on Type 1 patients by not only our company but a major university.

Reduced insulin resistance has benefits beyond BGL. There are only positive side effects: better quality sleep, healthier skin, more energy, healthy kidneys etc. Plasma insulin level and C-peptide level are the two indicators which can tell our products are 'curing' type 1 diabetes. These numbers can be seen in blood tests. If a person can give us these two numbers and other diabetes related blood test numbers before and after one year of treatment the company can give 50 percent of product price as a refund.

Here are some very good information: [“Basics of Diabetes”](#), [“Basics of Eleotin”](#), [“How Eleotin Works”](#), [“Wrong ways of using Eleotin”](#)?

Also see [Eleotin Testimonials](#), [Scientific Studies](#), and [Sensible Weight-loss](#).

Issue B-3: Interacting with customers before and after first purchase

POINTS:

1. The best time you can educate them. Their minds are open and hopeful. They are curious. Be firm that they would benefit from contacting us. They have to listen to your lectures. Around this time, they are tolerant.
2. Remind them of the length of time they need to experience the full benefits of Eleotin. Refer to the "No-results client" document for more details.
3. Remind them of the difference between pharmaceutical drugs and Eleotin. They must not stop their injections or medications.
4. Be sure to educate them about "How Eleotin Works" which is the most frequently mis-informed item. Refer them to "The Wrong Way of Using Eleotin" website.
5. Edward Hum believes that the "Tree of Health" is better.
6. Please refer to "Windows of Opportunity"

SAMPLE LETTER:

Dear Customer,

Thank you for purchasing Eleotin. You will soon be experiencing the benefits of a scientifically proven herbal remedy. However, there are several issues regarding the consumption of Eleotin that you must keep in mind.

Eleotin does not work instantly. Some customers see benefits as early as a few weeks. However, be sure to stay on the daily dosages for as long as possible. Also, do not stop any injections or medications prescribed by your physician. Eleotin is a complementary remedy, meant to help your body learn to become healthy by itself, not to just suppress the symptoms. Be sure to check out our website and make sure to look through all the materials given with your order, including gift certificates and samples of other Eleotin products. There is invaluable information contained.

We hope you are happy with your purchase. Remember, we have consultants ready and willing to answer any question you may have.

Issue C-1: Temporary rise in blood glucose levels

POINTS:

1. These customers must be in panic understandably. We should be really aware of this mental state. Never make these people feel that they are responsible. Repeat "Let us help you" Make it sure that these people are contacted a few times.
2. Be confident as we have lots of combinations to suite virtually every person.
3. Customers usually have:
 - had lifestyle changes: increased stress, sickness, flu, etc.
 - stopped their current treatments
 - allergic to some herbal treatment.
 - weak livers or kidney problems:Also go over with him ["Wrong ways of using Eleotin"](#)
4. A solution is to reduce the dosage or suspend the treatment and see what happens after one week.
5. If there is still a rise, recommend the morning formula only. Quite likely that even customers with the above causes will also experience some benefits. If so, replace all the bottles with morning formula free. Also, try our Detox Products. It is virtually impossible for anybody to experience the rise of BGL in response to our Detox. If the customers keep on experiencing the rise, we may consider refunding the products. But, this should happen after we exhaust the above attempts.
6. Also refer to the issue "A diabetes (or obesity) customer wants to know why they have not seen any results yet" (omega fatty acids spike BGL, etc.)

7. Also, there are “Homeopathic symptoms” or “Detoxification effects”. These occur when the customer is not used to herbal treatments and can result in mild headaches and dizziness. These effects will quickly disappear within 3-4 days as they adjust to the herbal treatment.

SAMPLE LETTER:

Dear Customer,

I am sorry to hear about your rise in Blood Glucose Levels. We at Eastwood are determined to ensure your safety and health. There are several variables that could cause a rise in Blood Glucose levels. Have there been any changes in your lifestyle, such as eating habits, exercise, and stress? Have there been any other side effects, both positive and negative? Have you been sick recently?

First and foremost, Eleotin is not miracle instant cure. You must continue to take all of your injections and medications as directed by your physician. Omega 3, 6, 9 fatty acids are good for the body but cause temporary spike in blood glucose levels. If you are taking them, stop for a while and then test.

Rarely, a rise in BGL could indicate serious liver and kidney issues. Check with your doctor to make sure your liver and kidneys are healthy. Also, some people are allergic to herbal treatments. In both cases, reduce the dosage and see how your BGL are after one week. If the levels are still high, try to take the morning formula only.

As we have a wide variety of health products, we should be able to suit your specific needs. Please talk to one of our consultants and find the right combination for you to maximize the effect of our herbal remedies.

Here is a source of excellent information: [“Wrong ways of using Eleotin”](#)

Issue C-2: Asking for Testimonials and Referrals

SAMPLE LETTER:

Subject: Have an Eleotin Testimony to share?

Dear Customer,

We have many unsolicited testimonials (click here to see [Eleotin Testimonials](#)). These are just only a few of what we have. They are real testimonies from real people. In the past, Eastwood Biomedical did not really make any efforts to solicit testimonials from our clients. In order to establish our credibility, we thought we would rather rely on clinical studies done systematically at prestigious research institutes and governments rather than personal testimonies (click here to see [Scientific Studies](#)).

But recently, we began to realize that most of us need personal testimonies from people just like us whom we can relate to, rather than complex scientific studies which only professionals can fully understand. Research studies are for scientific debates, but, testimonials are more valuable for real life encouragement and application.

Therefore, we have now changed our policy to start seeking testimonies from our clients.

We want your testimonies. It is an act of great endorsement and powerful encouragement to us, and others who are still suffering from metabolic disorders, such as diabetes. Please just reply to this email with a few sentences about your experiences using Eleotin. We will give you a **(Decide what to give at that time. You do not have to give anything)** as a show of appreciation.

If you are concerned about privacy issues, you can let us know and we can upload just your first name or initials on our website.

Sincerely,

P.S. If you feel like helping other fellow suffering patients, then this would be a good tool for your friends or other people to benefit from reading your testimony on our website. You may even become one of our distributors.

Issue D-1: A diabetes (or obesity) customer wants to know why they have not seen any results yet

POINTS:

- 1) You should remember that our product is the only one that has such cure rates and such long lasting benefits proven scientifically. Do not be discouraged. It is almost sure that they must have experienced some benefits. At least, Eleotin helped in their prevention. This is the most important point. Be confident.
- 2) Also, be humble. No matter what we do, there will be some things we will never know. Do not pretend that you can answer all the questions.
- 3) Ascertain reasons, as much as possible, why they are not seeing the results they expected.
- 4) You should fully understand that they spent quite a bit of money on our products.

Consultant should ask these questions and be prepared to give the answers

Q1) How long have you been taking Eleotin?

Of course, such a fundamental approach takes time. The expected progress of Eleotin® treatment differs according to age, lifestyle, and more importantly body size. In some cases, no progress is observable even after 6 months of continued usage. Do not be disappointed. Be patient.

Eleotin® is not a miracle quick fix. You cannot reverse in a couple of months a disease that has been developing over many years. Long-term stable and consistent intake is necessary and essential to the success of using Eleotin®. Patients who are quite overweight may need to increase their dosage or take a booster called Express 6. Some users feel great energy and also see their blood sugar levels drop soon after starting their Eleotin® treatment. But, these symptomatic improvements do not mean that the fundamental changes have completed or have even started yet. Eleotin® needs to be used continuously and consistently until the body's own ability to control its blood sugar has been

completely restored.

We are committed to helping you to achieve the fundamental changes.

Because Eleotin® is made of 100% natural herbs it does not develop resistance even with long-term use. There are no negative side effects and the dosages can be increased without any harm. However, drinking too much alcohol may decrease the effectiveness of Eleotin®.

Here, note that some consultants are of opinions that doubling or tripling are not really helpful. Sometimes, it makes the situation worse. Dr. Kim's opinion is that Eleotin is an extremely safe product. Allergies, liver problems, kidney problems are the main causes for negative responses, so far as he knows.

Do not discontinue Eleotin® prematurely even though you may feel much better and your blood sugar level drops, or you feel your weight loss is sufficient. Eleotin® improves the overall health thus it produces many positive side effects. But, prematurely discontinuing Eleotin® may jeopardize your investment in the long-term fundamental changes. Eleotin® takes time.

Expected Progress* **

Type of Diabetic and Metabolic Obesity	Preliminary Changes begin within	Fundamental Changes begin within
Mild (0-3 years)	1 - 3 months	6 months - 1 year
Moderate (3-6 years)	3 - 6 months	1 - 2 years
Severe (6+ years)	6 months - 1 year	2 years or more

Source:** University of Calgary *Sufficient dosages should be used. Overweight patients may need to increase the dosage.**

Q2) Did you take the proper doses? (acquire customer information about weight, as overweight customers need double doses.)

Overweight and severely diabetic people should double the dosages, maybe even triple them. In fact, Chinese doctors are recommending Eleotin® users in China to triple the dosage during the initial few months and then go into a maintenance mode afterwards. Eleotin® is a perfectly safe product even in high dosages. I personally take triple dosages almost everyday even though I do not have diabetes, and am in a normal weight range. I know that what is in Eleotin® is good for my health anyhow. When taking more than one dosage, some clever people use the capsules and teas at the same time, rather than multiplying the same treatments. For example, one Eleotin® Gold capsules + Eleotin® Express 6, or Eleotin® Gold capsules + Eleotin® M tea. For weight loss, Mb Tea + Mb Concentrate capsules are highly recommended.

Q3) Did you drink alcohol often?

We found that heavy drinkers reverted back to their original diabetic or overweight state even after the Eleotin® treatments improved their health.

Q4) Were you taking Omega 3, 6, or 9?

Although healthy for you, they temporarily spike up your BGL . Do not take more than 500 mg a day. If possible, take them in natural forms, rather than in pills.

Q5) What was your diabetes condition (BGL), diet, lifestyle, weight, energy level like? How is it now comparatively?

Establish that BGL numbers and overall health are sometimes different.

Homeostasis (the body's ability to keep BGL and other levels stable) is much more important than numerical values.

There were many of us, whose Blood Glucose Levels are around the border line, and, whose Blood Glucose Levels fluctuate between 100-150, (5-7.5 roughly) occasionally. Some of these people used Eleotin®, and, Eleotin® appears to be in-effective in lowering Blood Glucose Levels. Also, in case that people were experiencing hypoglycemia

(occasional and too low Blood Glucose Levels), people will even see the rise of the Blood Glucose Levels after Eleotin® treatment. Again, Eleotin® is not just a Blood Sugar Lowering agent. It purports to restore the body's ability to normalize the Blood Sugar Levels. Therefore, if you just look at how much Eleotin® lowered the Blood Sugar Level, and, if you look at those of us who are already normal or near normal, it is possible to say that Eleotin® did not change the Blood Sugar Level for these people. For these people, the benefits of Eleotin® would be mainly preventive and fewer and narrower swings of the Blood Sugar Levels. I thought these cases would not be many, but, in the past, these cases were surprisingly many. We all know that diabetes is exploding globally, and, that this is a deadly disease. But, some people are worried too much, and, tend to set some artificial targets for themselves. I do not believe that occasional 150 is such a critically dangerous diabetic case. In fact, some time ago, these cases would be classified as 'normal.' The pharmaceutical industry influenced many doctors to lower the criteria so that more people can be diagnosed as 'diabetic'. If this is the case, I would not worry too much. Keep on using Eleotin® for preventive purposes so that the 'diabetes' does not get worse. But, do not be disappointed that Eleotin® does not bring your Blood Glucose Level to 100. If you read the science section of our website, this is well recorded in detail. Even though your Blood Sugar Level is slightly above 100, you really do not have to worry about the complications. Eleotin® seems to bring the people to there. That is why when University of Calgary announced the advent of Eleotin®, they declared that 70% of the users would be restored to 'near normalcy.'

Blood Glucose Levels became stable and improvement of complications and positive side effects such as more energy and better sleep...Eleotin is definitely working for the person.

Q6) Consultants should ask more information such as blood tests from doctor? Other health concerns? Other medications?

Q7) Any positive side effects? Especially, less fluctuations.

When you exhausted your resources in the above, be humble and be understanding. Discuss with other consultants or with Dr. Kim about this matter. Tell the customer that we will discuss this matter at the company. We discuss the situation every Friday. That should be one of the regular topics of Friday meeting. If possible, tell the customer that we will call him on Friday when we have a meeting on how to help him.

Do not push the sales, or debate with the customer. Defensiveness. Evasiveness...Call them a few times even after most of the major interactions are completed.

Send a small gift that works for general population that will surely satisfy the person (Detox. Socks. Coupon.) with Dr. Kim's approval letter. (Wish you to try again. Special Treatment. Establish a personal relation with a specific consultant so that at least we can try again later)

Tell successful testimonies

Ask to take a break and see how that effects.

Customer should know about wrong way of taking Eleotin.

No accusation. Do not ever try to make them believe that we are trying to prove them foolish. Point is not defense. But, understanding and consolation. We never promised a 100% cure. No such things exist. But, we want 100% satisfaction.

The most frequent case: Not so serious initial state. They were made to believe that they have diseases.

If the problem with the customers is not resolved by now, do not be afraid to say that you do not know the solution. Phrase it in such a way that does not patronize the customer and express your own disappointment.

Issue D-2: Responding to a customer who reports that they are cured

POINTS:

1. Be sure to congratulate them. They joined thousands of others.
2. Explain that they need to keep a healthy lifestyle, nothing extreme just common sense.
3. Eleotin when taken in smaller doses will prevent the return any of their metabolic problems
4. Display happiness that they saw benefits.
5. Make sure they know of all Eleotin products that can help with other health issues
6. Refer to the testimony solicitation section of this manual.
7. Refer to the distributor solicitation section of this manual.

SAMPLE LETTER:

Dear Customer,

Congratulations on your spectacular progress. We are very happy to hear that you were able to reach your health goals. You joined thousands of our satisfied clients that have defeated insulin resistance and diabetes. However, there are several things you must keep in mind to ensure that you stay healthy.

Make sure you maintain a healthy lifestyle. A lapse in a good diet or exercise could result in the return of the metabolic problems you worked so hard to overcome. Also, Eleotin is a great preventative treatment which in smaller doses can prevent the return of these disorders.

We have also a wide variety of wonderful products for different health issues, from brain health to foot comfort, from detox to hypertension and weight control. Check them out.

If you would like to share your story please contact a consultant to give a testimonial. We will give you a small gift. This will help us reach other people. Also, if any of your family members and friends is suffering diabetes and other metabolic disorders, please, consider becoming a distributor. So call our consultant team.

Issue E-1: Responding to people who displayed interest in becoming a distributor or affiliate

POINTS:

1. Make sure that they do not break the law. Make sure their advertising meets all standards and regulations, it will vary from city to city.
2. Emphasize their use of their own personal testimonies. These cannot be illegal so they are quite valuable.
3. Remind them that we have many products.
4. Recommend them to research as much as possible about Eleotin through our website. Knowledge determines sales, so make sure they know enough about Eleotin to sell it. Remind them that there are consultants always available to help if there are any questions.
5. If not confident about knowledge, tell them to rely on the DVD and our template letters until they are better versed.
6. Don't forget to remind them to sign the application form.

SAMPLE LETTER:

Dear Customer,

Thank you for displaying interest in becoming a distributor for Eleotin.

First, please keep to the rules and standards regarding advertising. A way to ensure that you are staying within the bound of the law is to use your own personal testimony. This is the most powerful, effective way to generate revenue. Next, make sure you are knowledgeable about Eleotin. There are vast amounts of information on our website (www.eastwoodcompanies.com), please read through it to get a better understanding of Eleotin. This will help you with customers, current and prospective. Until you are confident with the material, you may use the DVD and our template emails to answer any question you may encounter. Also, remember that we have many products for many different types of customers. This means that you can widen you customer base.

We are excited about your involvement in the growth of your company. We hope this is the beginning of a long mutually beneficial relationship. Don't be afraid to contact us, we have consultants ready to help. Here are some of the most important materials from our website:

- 1) What are the scientific evidences? Why should I believe their claims? [Science](#)
- 2) How does this technology work? How safe is it? [How Eleotin works](#)
- 3) What kind of success rates can I expect? [Reports](#)
- 4) What are other people's opinions? Are there people who are dissatisfied? [Testimonials](#)
- 5) What is the difference between drugs and herbs? [Basics of Eleotin](#)

Issue E-2: Soliciting people to become distributors or affiliates

POINTS:

1. People will be skeptical, maybe even hostile, when declining the offer. We might seem to be running a multi-level marketing scheme. Assure them, carefully, that both our product and our business conduct are legitimate. Suggest nicely. Do not push or be too aggressive.
2. People who become distributor are able to make a healthy living. Be confident that we are actually helping them. If our products are expensive, becoming a distributor can be a solution.
3. Computer savvy clients with their own websites can become affiliates.
4. Use the sample case of the woman in Nebraska who, after experiencing benefits, started to buy eleotin on behalf of her friends and family. We suggested she become a distributor and now she earns up to \$3000 per month, from home.

SAMPLE LETTER:

Dear Customer,

It's good to hear about your progress. Feel free to call a consultant today to re-order or re-evaluate. As you may or may not know, Eastwood Companies is looking for distributors or affiliates who have experienced the benefits themselves and willing to share their experiences. If you have family or friends that are interested in purchasing Eleotin Products, or struggling with a metabolism disorder, you can help us reach them. By becoming a distributor, you would receive Eleotin products at distributor prices.

Take for example Emily in Nebraska who was in the position you might be in right now. After experiencing the benefits of Eleotin herself, she found that people that she knew wanted the products themselves, so she started to buy Eleotin Products from us on their behalf. We suggested that she become a distributor and now she makes up to \$3000 dollars from home.

We have a wide variety of products and vast amounts of information to help you. Call one of consultant today for more information

Issue E-3: Soliciting new products to distributors

Points:

1. Dampens the fluctuations of revenue as well as increasing it.
2. Diversifies the options and clientele.
3. The non diabetes products will actually increase the sales of diabetes products.
4. Some distributors do not even know the entire list of products. Send them one with brief descriptions.
5. Obesity, diabetes, cleanse & detox all have roughly the same amount of sales. Distributors with want to know a general numerical estimate.

Sample Letter:

Dear Distributor,

I hope you are doing well and our product is satisfying your clients. EBMR is a constantly growing and expanding company, so our researches result in many new exciting products for our customers. By including some of these new products into your sales repertoire, you will be able to attract a larger clientele, other than the diabetic. With products such as Eleotin LBM, Cleanse & Detox, and Pedo-protection socks, you can dampen the fluctuations of revenue, as well as increase it. In fact, our obesity, diabetes and cleanse & detox products are supposed to generate around the same amounts of sales. To make sure that you know about all of our products here is a list with short descriptions.

(attach product list)