



C·PRIME

3 PAGE PLAYBOOK



PAGE 1: YOUR FIRST 48 HOURS

STEP 1: GET CONNECTED

ENROLL AS A DISTRIBUTOR AND PURCHASE A PRODUCT PACK

TEXT cPRIME TO 244326 IMMEDIATELY. This will instantly connect you to the corporate mobile messaging system. This will keep you up-to-date with call schedules, live training, presentations, conference call reminders, etc.

cPRIME CORPORATE CALLS: 1.712.338.8148 CODE: 277463# (Save this number in your phone)
Hosted by cPRIME corporate and top distributors every Monday/Wednesday night at 9pm ET / 8pm CT Use this call each week to invite new prospects to hear more about cPRIME.

cPRIME VOD (VOICE ON DEMAND): 1.507.726.3747 (Save this number in your phone)
Available 24/7 with mailboxes covering the cPRIME story, Prime 5 Follow-up, Compensation dynamics, and FAQ's.

YOUR BUSINESS CENTER: www.mycprime.com/yourusername

Click MYcPRIME in the upper right corner and select Business Center. Use the username and password sent to you in your Welcome email to login. The Business Center provides tools to track your business, access corporate resources, download the cPRIME commercial, Prime 5 Challenge postcards and more.

YOUR PERSONAL SALES REP SITE: www.mycprime.com/yourusername

Your marketing website is where you sell product, share the cPRIME commercial, and enroll new distributors. Edit your rep site from your back office. Under My Business, click manage personal website, click edit website.

cPRIME CUSTOMER SUPPORT 1-214-269-8270 (Save this number in your phone)

Enter and save this in your phone and encourage new reps to do the same.

STEP 2: GET EDUCATED

Go to www.cprimetrainer.com and click PAGE 1 to learn:

- + What is cPRIME? (watch video)
- + Why is it different? (watch video)
- + How do I demonstrate the product? (watch videos)
- + How to answer questions and overcome objections? (watch video)

STEP 3: GET EQUIPPED

Go to www.cprimetrainer.com and click PAGE 1 to learn:

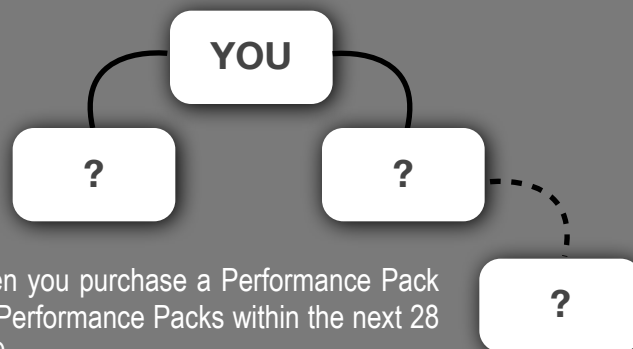
- + Fast track to 45 video (watch video)
- + System C3 video (watch video)
- + Equip yourself for business
 - Order Business Cards
 - Download Prime 5 Challenge Cards
 - Download commercial to your phone, iPad, etc.
 - Download cPRIME Digital Flip Chart



PAGE 2: YOUR FIRST 30 DAYS

GET QUALIFIED

PERSONALLY ENROLL 2 DISTRIBUTORS You must personally enroll one active distributor on your right team and one active distributor on your left team to be qualified and earn override commissions.



GET 3 AND YOUR PRODUCT BECOMES FREE When you purchase a Performance Pack for \$169 and personally enroll 3 distributors who also purchase Performance Packs within the next 28 days, your pack becomes FREE as you earn a C3 bonus of \$169.

HERE'S HOW

Go to www.cprimetrainer.com and click **PAGE 2** to learn:

+ **The 3 D's: Demographics, Dialogue and Decision** (watch video)

SCRIPT YOUR STORY It's important to package your cPRIME story as this will be the basis of your business. Remember--you want this to be quick, concise and compelling. Follow this template to script your 30-60 second story:

- **Who you are, where you're from and what you do?**

i.e. My name is John Smith, I'm from Omaha, NE and I'm a real estate broker.

- **How you heard about cPRIME and what you experienced?**

i.e. My co-worker Sue asked me to participate in a Prime 5 Challenge and after wearing the cPRIME band for a few days, I noticed I was sleeping better. As a result of better sleep I had more energy during the day.

- **What you did to get started?**

i.e. I decided to become a distributor and purchased a Performance Pack of bands to share with my family.

- **Where you are going?**

i.e. As a result of wearing and sharing cPRIME with family and friends, I've been able to pay off my credit card debt and I am on track to replace my full-time income in the next 6 months.

*Remember--keep your story brief (30-60 seconds) and commit to sharing it everyday using dialogue that leads to a demo.

MAKE A LIST OF CONTACTS Your contact list is your working capital. Divide your list into 2 categories:

- **PURCHASE:** Family, friends, local sports teams, etc. that will want to purchase cPRIME.
- **PARTICIPATE:** Entrepreneurs, businesses, etc. that will want to participate as a cPRIME distributor.

*These lists will include people you know (family, friends, co-workers) and places you go (the gym, golf course, dry cleaner, chiropractor). The bigger the list and the faster you contact that list, the quicker you will see success with cPRIME.

PLACE PRODUCT WITH THE PRIME 5 CHALLENGE Contact your top 10 and share your 30-second story. Invite them to try the demo and engage them with the PRIME 5 CHALLENGE. Follow up on day 3 and 5 to measure their results. Ask the question: Would you like to be a customer or distributor? Sell at full retail price to customers and login to your back office to enroll your first 2 distributors (one on your right team and one on your left team).

ADVANCE TO PAGE 3 ➤

PAGE 3: STAGES OF BUSINESS GROWTH

FOUNDATION: DAYS 1-30

LEARN THE BASICS:

- **ACTIVE:** Become active with 60 PV (Personal Volume) every 28 days by buying or selling 1 NEO OR 2 BURN bands. (You must be “active” to protect carryover Business Volume)
- **QUALIFIED:** Become qualified when you have active, personally enrolled distributors on both your left and right binary teams. (You must be “qualified” to earn downline commissions)
- **AUTO-SHIP:** Enroll in the automatic product purchase program--the most convenient way to ensure you remain “active” every 28 days and have product inventory for re-sale.

GOALS TO ACCOMPLISH:

- HAVE YOUR FIRST cPRIME EXPERIENCE OR PRIME 5 PARTY WITH YOUR SPONSOR
- PUT 12 PEOPLE ON THE PRIME 5 CHALLENGE AND PUT YOUR SPONSOR IN FRONT OF 5 PROSPECTS
- CREATE YOUR PERSONAL CUSTOMER BASE
- BECOME QUALIFIED AND GET 3 SO YOUR PRODUCT BECOMES FREE
- DUPLICATE YOUR FIRST 30 DAYS AGAIN!

DUPLICATION: 1-6 MONTHS

ACTION PLAN COMING SOON.

EXPLOSION: 6+ MONTHS

ACTION PLAN COMING SOON.

