

Roadmap to Success

A Working Plan For Creating Wealth Through the Vemma Opportunity

Your Personal Success Coaches:
Tom and Bethany Alkazin

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Welcome and Congratulations!!

Congratulations on your decision to become part of the **Vemma** Team! You have just taken a positive step in your life that can truly change the future for you and your family. You now have an opportunity to design your own life. You now own your own business and have the opportunity to make your dreams and goals a reality by helping other people. Our mission is to make a positive impact in people's lives by providing a unique product and business opportunity that can help individuals improve their physical and financial health. We are proud of you for making a committed decision and stepping out in faith. This training and development program was created to set you up for success and give you a track to run on. You now have the opportunity to build a business and pay yourself what you are worth. Your income will match your efforts and commitment because you are in control.

Every new Brand Partner in **Vemma** has one thing in common, every one of us was a beginner at one time. Often the excitement and enthusiasm is high, but the knowledge is low. This program has been developed to help accelerate you through the learning curve. Keep your excitement and enthusiasm high and we will equip you with the knowledge and tools that you need to succeed. The rest is up to you. Many of our Brand Partners have gone on to achieve success beyond their wildest dreams.

Success in **Vemma** is not a mystery. The **Roadmap to Success** removes all mystery and doubt because these principles are a proven pathway to success. The **Roadmap to Success** is the EXACT roadmap that helped us make our dreams and goals a reality. This proven plan for success is simple and something you can do. This proven plan of action is built on a few simple fundamentals that, when repeated over and over, create momentum and can lead you to the success and results you are seeking. Your job is to learn these principles and fundamentals and put them into action consistently. Please do not try to reinvent the wheel. The plan works; it is your responsibility to work the plan!

It has been said that *success comes from doing the correct things, correctly, long enough*. Well, we are going to teach you how to do the correct things; correctly...the "long enough" part of this success formula is up to you. In other words, once you learn how to do the correct things, correctly; your success is dependent upon your PERSISTENCE. You must stay consistent and stay the course. Do not allow yourself to get off track or deviate from this proven plan.

As you learn these principles and fundamentals, you will begin to make progress when you consistently apply them. Then, as you begin to assemble a winning team, you will need to teach others these same principles and fundamentals. Teach and train your team that as soon as they enroll a new Brand Partner that wants to build a business, they must hand them the **Roadmap to Success** training book so they too can learn what to do and how to do it. It is all about duplication so remember these three words; LEARN, APPLY, and TEACH.

As you move forward, you will find that activity always comes before results. With your **Vemma** business, income follows the correct activity. As you learn, apply (by taking consistent action), and teach these proven principles and fundamentals over the next 12 – 24 months, you have the opportunity to succeed beyond your wildest dreams.

We recognize that everyone who enters our business has different levels of time, energy, self-confidence, desire, and talent. That is why we created this program to be adaptable to every Brand Partner. You can go at your own pace and build your **Vemma** business as big as you can dream.

Finally, we suggest that you review the **Roadmap to Success** audio CD and workbook several times. Each time you listen to the CD or review a step, you will pick up something new. We also encourage you to review the CD and workbook every 60 – 90 days to stay plugged into the key principles and fundamentals that will lead you to success.

Remember, **Vemma** is SIMPLE, it's FUN, and it's SOMETHING YOU CAN DO!! May God bless you on your journey and we look forward to seeing you at a **Vemma** event in the near future.

Tom and Bethany Alkazin
Vemma Royal Ambassadors

Now that you have created your initial Contact List, keep in mind that this is an ongoing tool and discipline. You are always meeting people and therefore should be adding new people to your list everyday. In addition, you will think of individuals that you left off your initial list. Therefore, keep your list close by so you can add to it daily!

As you created your list, we coached you NOT to pre-judge. Now we do want you to ~~PRIORITIZE~~ who you contact first.

From the initial Contact List that you created, prioritize the **Top 20 people that are having a health challenge:**

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Step 4: Building Your Business Leading with Vemma and Verve

Are you ready? It's time for action!

The most important thing we can now do is to get you into ACTION and help you achieve some immediate SUCCESS! The scripts that we are going to teach you in this step are simple and effective. They WORK and they WILL WORK FOR YOU!

First, let us look at why **Vemma** is growing so quickly:

1. There is **tremendous acceptance** to the concept of **Vemma** as a product. This simply means that people know that they need to supplement their diets but most do not know what to do!
2. **Vemma** is **"the most complete liquid nutrition program available anywhere!"**
3. **Verve** is **"the world's healthiest energy drink!"**
4. It tastes great!
5. It's affordable!
6. It delivers results!

With these points in mind, let's get ready for action:

WHAT YOU NEED TO KNOW!

We want you to remember just three key words that will act as talking points when you are in a conversation with someone:

- SIMPLE
- CONVENIENT
- COMPLETE

WHAT YOU NEED TO HAVE!

We want you to become tremendously successful! You must make the commitment to have the tools necessary to succeed:

- **Vemma** and **Verve** products - to grow quickly, be certain you have a Gold, Silver, or Bronze Builder Package available.
- Tools - you need tools for credibility and duplication! Go to www.vemmasuccesstools.com and www.vmatools.com
- Clinical Studies
- Stories - The results people are enjoying are remarkable, go to www.vmastories.com!

WHAT YOU NEED TO SAY!

The following is a simple conversation that you can have everyday with anyone, at any time when the subject of health comes up!

Vemma Approach

"Mary, is your health important to you?" Or another way of saying this is "Mary, on a scale of 1 to 10, how important is your health?"

(Be quiet and listen!)

OR, if you know of a health challenge she is having say, *"If there was a natural way to help you with the symptoms of what you are dealing with, what would you say?"* (Be quiet and listen!)

"The reason that I am asking is that I am curious— what are you doing to avoid and prevent disease?" If you are talking to a younger person, say *"What are you doing to reduce stress and increase energy?"*

(Be quiet and listen!)

"Specifically, what are you doing to supplement your diet?"

(Be quiet and listen!)

*"I have to tell you about an '**amazing nutritional discovery**' called **Vemma!**"*

Most will ask: "What's **Vemma**?"

*"**The most complete liquid nutrition program that you can find anywhere—** you will not believe how GREAT this tastes—you have to taste it!"*

Take out a **V2**, shake it up, and open it for them and allow them to taste it!
Be certain that you have the Nature's Miracle brochure, the Vemma Voice newspaper with stories and at least 1 product CD.

Verve Approach

"Hey Mary, do you ever find yourself getting tired?"

"What are you doing for yourself to reduce stress and increase energy?"

(Be quiet and listen!)

*"I have to tell you about an amazing energy discovery called **Verve!**"*

Most will ask: "What's **Verve**?"

*"**It's the world's healthiest energy drink** – you will not believe how great it tastes – you have to taste it!"*

Take out a chilled **Verve**, open it for them and let them taste it!

At this point ALWAYS assume that they are going to want to take the product home with them and get started!

*"Mary, I know you are going to LOVE what **Vemma** or **Verve** will do— if I give this **Vemma** or **Verve** to you today, will you PROMISE ME that you'll take it everyday?"*

Here is another tremendously successful dialogue that you can use:

1. **Taste** – Let the prospect taste the product.

The conversation begins with *“I want to share an incredible product with you! It tastes great! I want to tell you all about it, but you have to see how great it tastes first!”* Let the prospect taste the product before you go any further.

- A. If they agree it tastes good/great then you go to Step 2.
- B. If they have an adverse reaction to the taste then let them know that most people love the taste. Tell them the taste is not as important as the benefits of the product. Go to Step 2.

2. **Tell them what it is** – Tell the prospect what **VE MMA** stands for.

- A. Use “Nature’s Miracle” or “**Vemma** Nutrition for a Lifetime” to show them the ingredients of the product. If they have their arms crossed or are standing off from you, they will draw closer to see the tool and be drawn into the conversation. Go to Step 3.

3. **Ask them what they are doing to avoid and prevent disease, or to reduce stress and increase energy.**

- A. If they tell you they are taking *pills, tablets, or capsules*, let them know that until now those delivery systems were the best, but now there is **Vemma!** **“The most complete liquid nutritional program that you can find anywhere.”** Go to Step 4.

4. **Tell your story or the story of someone close to you.** You must make it personal and not talk about “This guy or this girl” you know. Connect the prospect to real stories from real people (BY NAME) you know in **Vemma**. Go to Step 5.

5. **Ask the prospect to “Try Vemma” and enroll.** If they give any objection then answer the objection and ask them again to “Try **Vemma**”. If at any point during the dialogue they ask for price I tell them, “That’s the best part – it’s a little over \$2.00 a day for the BEST nutritional insurance you can find!”

CONCLUSION

What we want you to know is that this IS SOMETHING THAT YOU CAN DO! Everyday, hundreds of **Vemma** Brand Partners are adding new people to their group by simply using the simple conversation above! Try it – it WILL work for you!

Step 8: Get Started Now It's Time For Action!

Congratulations on working through this **Roadmap to Success** training! We suggest that you listen to the CD that came with this workbook several times over the next 30 days. Review this workbook often, as well. As we have discussed, success in your **Vemma** business is determined by how well you LEARN, APPLY, AND TEACH these fundamentals.

Now is the time for action. Please tear out the perforated page at the back of this workbook, the "**Vemma** New Member Checklist". Complete the checklist, use it, and keep it in front of you to make sure you are positioned for success and a great start. Remember, be coachable and do not skip any steps!

As you get into business building action, remember that this is an exposures business. Your growth and success will be determined by the number of new people you (and your team) share **Vemma** with on a daily and weekly basis. The process is simple:

Step 1: Invite people to TASTE the **Vemma** Nutrition Program.

Step 2: SHARE the tools, SHARE the product stories.

Step 3: Follow up and enroll within 48 - 72 hours.

REPEAT OFTEN!!!

Your first task is to share **Vemma** with 5 people from your contact list in the next 24 hours! No excuses! Get into action and have fun. The more you share, the more confident you will become and your business will grow.

One of the best ways to get off to a fast start as you launch your **Vemma** business is by hosting a Home Event or Small Group Presentation. We often refer to these Home Events as "Private Business Receptions". The concept is very simple; work smarter rather than harder by sharing **Vemma/Verve** and our tremendous business opportunity with multiple people at the same time! The location can be your living room or kitchen, an office conference room, a clubhouse, etc.

Following are the details that will help you successfully host a Home Event/ Small Group Presentation:

Purpose of the Home Event/Small Group Presentation:

To efficiently and effectively share **Vemma** with new people in a relaxed, comfortable environment.

GETTING READY - Preparation is Key!

- Product (Chilled **Vemma** and **Verve**)
 - For tasting and to send home with guests.
- Tools
 - "Reinvent Your Life" DVD
 - "Getting Paid" DVD
 - **Vemma** Voice Newspaper
 - Product CD's
 - Product Brochures
 - Business Brochures
 - Extra copies of the **Roadmap to Success** for those guests who are ready to get started immediately!

Stay Plugged In **Important Phone Numbers & Contact Information**

Enroller Name: _____

Primary Phone Number: _____

Email Address: _____

Upline Diamond Name: _____

Primary Phone Number: _____

Email Address: _____

Vemma Member Services

Phone Number: 800-577-0777

Email: ms@vemmasuccess.com

8322 East Hartford Drive

Scottsdale, AZ 85255

Monday Vemma Opportunity Call

Time: 6:30pm Pacific/ 9:30pm Eastern

Dial-in Number: 218-486-1412 Pin: 10419#

Alternate Dial-in Number: 712-338-8155 Pin: 10419#

Saturday Quick Start Training Call

Time: 9am Pacific/ 12noon Eastern

Dial-in Number: 218-486-1412 Pin: 10419#

Alternate Dial-in Number: 712-338-8155 Pin: 10419#

Tuesday Monthly Vemma Corporate Leadership Call

Open to Everyone

1st Tuesday of Every Month

Time: 5pm Pacific/ 8pm Eastern

Dial-in Number: 712-338-8130

Pin: 222741#

Marketing and Training Tools:

www.vemmasuccess.com

www.vmatools.com

www.vemmatools.com

Product Testimonials:

www.vmastories.com