

The Nichols Newsletter

August 2005

Edition No. 64

“Do the Thing and You Will Get the Energy to Do the Thing” – Emerson

July Rank Advancements!

Supervisors! Kevin Karch, Vivian Bibber, Robin Gilchrist, Barbara Otto, Kathy Foy, Kelli L. Neal-Manor, Jeff Kaye, Mary Barber, Amos St. Juste!

Congratulations Supervisors for July! Now that school is back in session it's a great time to build your business!

Top Ten Volumes – July

1. Bonnie Kriser	1864
2. Victor Angeli	1744
3. Tammy Wiggins	1709
4. Mary Lou Bors	1411
5. James Long	1270
6. Susan Henry	1190
7. Billie Hatzenbuehler	1159
8. Edie Hull	1037
9. Silvia Chamlee	1028
10. Mary Barber	1019

Congratulations Top Ten Volume Winners and Double Congratulations to Bonnie Kriser as this is her second month in the Top Ten!

SOLID Start Selling

Below is a selling system designed to help you help your customers understand what they may need and want to purchase. Remember everyone loves to buy, but no one likes to be SOLD so always keep in mind the thought of “how can I help this person?” because it's truly all about them!

This system is based on beginning with basic products. Then the rest of the system is about offering them complementary products they may need or want to try.

Just remember the acronym S.O.L.I.D.

Start with basic products
add **Options**
explain specific **Lines**
add-on **Interests**
Design their future

S. Start with Solid Start Products – present products to customer via marketing brochure, one-on-one meeting, opportunity meeting. Solid Start products are consumable and create repeat sales every month.

Examples: One of the DSHC Packs (any, including \$300 Supervisor); or a Convert Your Bathroom Pack; or any one product of interest.

▪ Customer likes it and is ready to buy - great! Now on to **Options** . . .

O. Options - present **Options** to add to the packs based on what the customer is interested in or seems to be of importance to them. **Options** are all about them and are usually not already included in the packs but may be something they **NEED** for their health or skin!

Examples: Forceful for High Cholesterol, Endau for women of every age, or Digestamin for people with acid indigestion.

▪ Customer likes it and great you add it to their order - they haven't said "no" or "stop" yet so, now, on to specific **Lines** . . .

L. specific Lines - present item(s) to add that may be in a different product line. Specific Lines are specific product lines they might be interested in
Examples: Leslie Dee Ann cosmetics, Roil products, the Skin Care pack, the NewGenerations pack, or the New Brite Laundry product line.

▪ Customer likes it and great you add it to their order - they haven't said "no" or "stop" yet so, now on to **add-on Interests** . . .

I. add-on Interests - present add-on items. Interest items are things they could add to products they're already purchasing.

Examples: Aromatherapy. Things like Lavender to go with their laundry products or Tea Tree to go with their Refresh. Other add-on Interests might be the nail polish to match the lipstick.

▪ Customer likes it and great you add it to their order, they're all done buying, now on to **Design** their future. . .

D. Design their Future (for the Customer or the Distributor). Here you would talk with them about the Direct Ship program or how to order easily next month or the differences between the customer benefits and being a distributor. Design their future is all about their future happiness with you and Newways!

Other Tips:

1. Don't be afraid of upselling – it happens to all of us every day (most of us are not even aware of it) and if it's done correctly, everyone's happy! Believe in what you have to help others!
2. Always sell benefits before you sell price!
3. The customer will tell you when enough is enough so don't be afraid to offer. Be bold but never pushy!
4. Incorporate the word "your" when referring to their products even before they've purchased – assume the sale. Say things like "You're going to love you're Skin Enhancer with the Wrinkle Garde"
5. If you go all the way through S.O.L. and I. and they are still interested in products, go back to things they know they will like and build on those!

Toxicity of Commercial Fabric Softeners and Dryer Sheets

As I was preparing this newsletter, I knew I wanted to include some information on the hazards of those smelly fabric softeners and dryer sheets so common in our world. As I searched the net, I was overwhelmed by how much information was available. So, I simply included bits and pieces of articles I found by "Googling" the internet and may it build your belief in the unscented, soy-based NewBrite Fabric Softener (5560) Newways has . . .

"Fabric softeners contain many substances that may also be harmful to people and the environment. These may include Benzyl Acetate which has been linked to pancreatic cancer; Benzyl Alcohol, which is irritating to the upper respiratory tract; ethanol, which is on the EPA Hazardous Waste list and can cause central nervous system disorders; Limonene, which is carcinogenic; and a-Terpineol, which can cause respiratory problems, even fatal edema, and central nervous system damage. Liquid fabric softeners often contain formaldehyde."

"Fabric softeners work by coating the fibers in your clothes with an imperceptible synthetic film usually made either from animal tallow or petrochemicals. This film reduces static electricity and makes fabrics feel softer, but can also irritate skin and cause allergic reactions."

"Anderson Laboratories chemical analysis of the airborne emissions of five different kinds of commonly available fabric softeners was reported in the May 2000 issue of the Journal of Toxicology and Environmental Health. Their study revealed that the fabric softeners emitted toluene, styrene, phenol, thymol, and trimethylbenzene, among other chemicals, many of which cause acute respiratory tract irritations and inflammation. Fabric softener chemicals are made to stay in fibers and slowly release for a very long time. The slow release of chemicals into the air affects the health of those wearing the clothes and the people around them."

"Most people still use dryer sheets in their dryer. These sheets really serve no function other than to spread perfume all over your clothing. They're perfume sheets. And these perfumes are not essential oils harvested from flowers out in a wild field somewhere, they are synthetic chemicals, manufactured in a chemical plant, and many are highly carcinogenic. So after washing their clothes to get out all the dirt, people are then coating their clothes with a product that deposits a thin film of toxic chemicals onto their clothes. In other words, the clothes were cleaner before they went through the washer and dryer. And now that they come out of the dryer, they are dangerous to your health, because now they have been soaked in a toxic chemical cocktail. And people put these clothes on every single day, then walk around and produce sweat which moistens the clothes, and that accelerates the diffusion of such chemicals into their bloodstream through their skin. They do this and then they wonder why they are diseased. They think their laundry is clean because it smells like perfume."

"I had a wonderful morning; the heating unit went out of my dryer! The guy that fixes things went in to the dryer and pulled out the lint filter. It was clean. We always clean the lint from the filter after every load of clothes. He told us that he wanted to show us something. He took the filter over to the sink and ran hot water over it. Now, this thing is like a mesh - I'm sure you know what your dryer's lint filter looks like - WELL.....the hot water just lay on top of the mesh!!! It didn't go through it at all!!! He told us that dryer sheets cause a film over that mesh and that's what burns out the heating unit. You can't SEE the film, but it's there. He said the best way to keep your dryer working for a very long time (and to keep your electric bill lower) is to take that filter out and wash it with hot soapy water and an old toothbrush (or other brush) at least every six months. He said that makes the life of the dryer at least twice as long! How about that????!!!! Learn something new everyday!" ***That repairman knew what he was talking about and if the film is on the lint filter, where else might it be hanging out?***