



John Bolus' Tips for Success

Our Products Are the Best in the World

I present our products to everybody as the best in the world. Or course, what they're going to say is, "Everybody says their products are the best." And my answer is, "It's not me. I'm not the one saying it." "I'm just the in-between guy that some of the leading doctors and health clinics and healing facilities in the world are telling me that they're the best that they've ever had."

Spa Magazine chose Hippocrates Health Institute in West Palm Beach Florida as the number 1 natural healing facility in the world. They are one of our biggest customers. They love our products and order sometimes up to 100 bottles at a time - because ours are the best.

We have the outside testing facilities that confirm our own claims. It's not just us saying our products are the best, it's the people who do the testing for us.

Our Bottles Are Plastic But They Do Not Leech into the Product

Someone will say, "Your bottles are plastic bottles. They leech." The answer is no they cannot. Our bottles are USP meaning United States Pharmaceutical Grade bottles, they have an oxygen barrier on the inside, and they cannot leech - guaranteed for a minimum of two years under acids, alkalines or solvents. I got this information from Dr. Ben personally.

The Water Used in Our Products is The Best in The World

"People will say, "How do you know the water used in VIBE is pure?" The water goes through a bank of reverse osmosis systems, an ozone system, an ultra-violet system, and a charcoal filter system. I've been to the plant and I've seen it. Then they put a TDS (Total Dissolved Solids) meter in to test the water and it reads 0. We have the purest water on the planet.

For Retail Sales, We Give Higher Wholesale Prices Than Anyone Else in The Networking Industry

Something that very, very few, if any, networking companies can give is the margin we

give that retailers can use to make their products worthwhile to have in their doctors offices or stores.

VIBE sells on store shelves for \$59.95. If retailers buy a 14 bottle Silver Pack of VIBE, they get that down to \$28.50 a bottle. So that retail facility has better than a 100% markup. I don't think anyone other network marketing company can offer that kind of margin to these retailers. If they buy VIBE in a Gold Pack (30 bottles for \$799), we're now down to \$26.00 a bottle - much better than a 100% markup.

We have all the ammunition we need to present the product to any health food store, clinic, doctors offices... it doesn't matter where. Everybody is a prospect for our products because we have the best in the world, and the markup situation we are giving the retailers is the best in the network industry.

How I Make VIBE in Bulk for Sampling

People have asked me how I mix VIBE for tasting. I use a 3-gallon dispenser made by TableCraft (link: www.tablecraft.com). I mix about 10 parts water, 5 parts good-quality apple juice, 1 part VIBE. Make sure it's refrigerated first and it makes a very pleasant tasting way to sample out the VIBE.

We Have Hands-Down the Best Resveratrol Product in The World and, Even Though the Price Seems High, Retailers Can't Keep Off Their Shelves

Resveratrol has been known for quit a long time. Before Eniva put together a great resveratrol product, we knew it existed and it had some health benefits. It was available in pill or tablet form and maybe a few liquids using Japanese knotweed or grapes. But we know that when Eniva does something, it's going to be the best. Our ResVante Reserve product is absolutely second to none. It's without question, the best resveratrol product in the world.

When I first saw the price I thought it might be a little pricey for people but then I got to thinking about the best and when people buy the best, no one ever complains about buying the best. When someone buys a Rolls Royce, no one questions the price. He just knows he will get value for his money. That's what is most important: That you get your money's worth, not how much you spend. We know what great expense Eniva has gone through to contract with the premier French Cabernet growers in the world to make sure our ResVante product was made from the finest possible grapes available today.

One of my retailers in Naples, Florida first ordered only 3 bottles. Then, his next order was 6. His last three orders were for 10 bottles. He can't keep it on the shelf. Once people start buying it, start feeling its benefits and know its value, they'll keep on buying it. And, I've heard from other Eniva Members that they're experiencing the same

sales results of ResVante. It's doing very very well and so the price is only a small factor based on the quality of the product.

The Human Body is A Juicer...

Our body is a Juicer. We are liquefiers by nature. The ultimate goal of digestion is liquefaction. Some people say, "Well, I've been taking a vitamin pill for a long time and I think it's working ok." I ask them, "Have you ever taken a carrot, a stick of celery or chunk of apple and swallowed it whole?" I tell them, "Well, what are you doing when you take a vitamin pill when you swallow that? You're putting a solid substance into your stomach that it was never intended to deal with. Eniva has done it the right way.

It's so cheap and easy to make pills. You buy a pill press and drums and drums of powder and all the stuff that goes into them and you bang out pills by the billions. Anybody making Calcium supplements should be able to make for .50 a bottle and make a profit. That's how cheap it is to make that stuff.

Making VIBE is so labor intensive. There's so much more involved in what Eniva does to make their products. But they do it because they know it's the best.

An Eniva Business Builder Asks a Question About How To Approach Large Potential Retail Accounts

We already know Eniva products are absolutely fantastic but not everybody is a good entrepreneur, sales person or can transfer belief in Eniva like you can. How could we approach someone like Hippocrates Healing Institute or a naturopathic doctor that may not have heard about Eniva?

John Bolus:

It's important to follow up with people and gain their confidence. You've got to make sure that they understand that everything you do will be in their best interest. They are acting in their guest's, patient's, and client's best interest. A true healing facility's goal is to make you well and keep you well forever. So when you walk in to one of these facilities and get talking to them you need to make sure they know you are on their same page, that we are going to bring them products that suite what they do to a tee. They need to know that we have the products that restore people's health and keep them healthy for the rest of their lives. That's the first point we make: That we have a product line that we know will return their customers back to health, abundant health and keep them that way.

I get very large orders form these facilities - they're all Gold Packs. Sometimes they get a little more than they need to get that Gold Pack discount. And what I always do is call them back and say, "You're over one or two bottles more than you need. Would you like me to eliminate something?" The first thing they think of is, "This guy doesn't

care about his commission. He's trying to save me money. He's helping me on this order and losing commission on extra bottles of product and also losing it for Eniva to help me conserve all the money I can." This act will come back to Eniva a million-fold. It will come back to me and it will come back to you a million-times over.

You have to let these people know you're on their side every step of the way. Once you've got their confidence, you have them for life. I have never lost one of these accounts. You have to make sure they know you're on their side any way you can convey it.

You want to make sure you're not wasting your time.... Talk to the supplement buyer, not one of the other employees: Talk to the one in charge of buying. Eniva has provided us with samples we can give them.

An Eniva Business Builder Comments on What Works for Him and Retail Accounts

I've been calling on chiropractors and health-food stores and getting some good response. I haven't sold any big orders yet but I have gotten them to buy a bottle of the product and they want to try it for a month and see how they like it.

When I go in to these places I do it on a very professional basis. When I present our products, they right off the bat say, "Well we've got supplements over here and we've been using them for years and we're awful satisfied and I don't think I'd be willing to try your products." At that point I ask them, "Would you please just give me 5 minutes? I want to share some science with you about our products. I know you're into helping people heal so please just give me 5 minutes of your time." Every time this has worked and they will sit down and let me talk. When I begin to show them the literature and show them the science and share you're (John Bolus's) success with the Hippocrates Institute, they begin to open their eyes. This action is really helping me work with these people.

John Bolus:

If you just ask these retailers to give you a couple minutes of their time, if they are open-minded, they probably will let you. Everyone's looking for something better. We no longer drive around in stick-shift cars or use ice-boxes to cool our food. We all want to make improvements in our lives. When you present yourself as professional as you can be, most will give you their time.

You may want to look and see where the chiropractors conventions are in your area and rent a table. That way you can see many more chiropractors at one time.

You Are Not A Networker, When You Walk Into Someone's Business With Our Products

When I walk into a business, I turn my hat around; I'm not a networker. I don't use any networking terms. They don't want to hear it. "I'm a vendor's representative with a great wholesale/retail markup product." Once I leave their office, then I turn my hat back around and decide where to place them, etc. When I'm in their office I NEVER say, "Well, if you sign up with me today..." Don't EVER use the words: signup, upline, downline, under, over, etc... Those words are gone or they'll kick you right out. All those networking words should be out of your vocabulary when you're in that place of business. You're going ask them for an order. You're going to write it up as a regular retail/wholesale order. Once you leave that company then you can do all the networking you want.

When you go into a business, some buyers are avid readers of the material you bring, some just want to hear a few words and do some testing so you have to feel them out. If they're science-minded people and want all that research, we've got it. We've got it all.