



HOW-TO: LEVERAGE THE FLASH SALE TO BUILD YOUR BUSINESS

We are committed to creating tools to empower distributors to further grow their own business. Here is a detailed guide to help you and your team members use the Flash Sale to grow your Purium businesses.

WHAT IS A FLASH SALE?

A Flash Sale is a surprise, special grouping of products sold at a discounted rate to ALL customers for a limited 48-hour window.

In addition to the discounted product pack, the Flash Sale comes with an additional free (standard) shipping offer that is good on the first product order placed in the month following the special. (The shipping price for the order placed in the month following the special will be reimbursed after the order is placed.) Flash Sales are open to all Customer types – Retail, Member, PLC Member, Professional.

There is not a set schedule for Flash Sales as they are intended to be a surprise but they will typically be unveiled on the Purium Lifestyle Call at Wednesday, 6 PM Pacific with David Sandoval. Callers can join in the call by dialing (712) 432-7658 at the appropriate time for their time zone. Please use pin code 7873#.

HOW DOES A FLASH SALE HELP YOU BUILD YOUR BUSINESS?

Flash Sales are an opportunity for all distributors to open the market up to new prospects as well as reinvigorate their downlines.

FUN FACT! Customers that use Purium products for 3 months or more are likely to remain long term / lifelong customers. The free shipping reimbursement that comes with the discounted product offer entices their new customers to return the next month for a 2nd purchase. Their sponsor should follow-up with them to encourage them to place another order the following month.

WHAT DOES EVERYONE DO?

We, Purium corporate, will group several products together that fit a theme (i.e. weight loss) or seasonal need (i.e. cold & flu season). We will do research and create a **Flash Sale Flyer, Social**

Media Square and even a **Product Knowledge Video**, by our Co-Founder and Visionary David Sandoval explaining all the excellent details.

But, before we share any of these materials, we will share a **“Teaser” Social Square** during the Tuesday Purium Training Call to the field for YOU to re-share and invite friends, team members and most importantly, prospects to join David’s Wednesday night Purium Lifestyle Call when the Flash Sale details will be announced.

Once the Flash Sale is announced, we will release the official **Flash Sale Flyer, Social Square** and **Product Knowledge Video** via email, text and our Company News section of the Member’s Only Back Office for YOU to PROMOTE, PROMOTE, PROMOTE!!!

Use the Phone App, Facebook, Instagram and/or Twitter to share the video, the flyer and the social square to reach out to anyone who may be interested in purchasing the deal. And, remember, ANYONE can purchase the Flash Sale! Get with all your downline teams too and encourage them to promote to prospective consumers as a great business building tool!

WHAT CAN YOU SAY?

Posting on social media or texting someone you don’t know so well can feel a little awkward for some. Don’t worry – we’re here to help you! Here are a few examples that you can copy/paste and edit as you see fit.

Example One: “Hey, I heard you were _____. Just wanted to share this with you in the chance that it might help!”

Example Two: “Hi, I know you’re into healthy eating and organic foods. Thought you might be interested in this.”

Example Three: “Hi there, I see that you’ve ‘liked’ a few of my Facebook posts about Purium and I thought you might be interested in a huge Flash Sale we’re having right now.”

TERMS TO KNOW:

Product Knowledge video – Dave and Amy will create an educational video to help you with talking points and health education. You can share this via social media, email, text and/or Phone App.

Teaser Social Square – A visually engaging image to use to get callers on the Purium Lifestyle Call to hear about the special offer. It will be shared in the Purium Training Call email blast to the field, our Purium Facebook page (www.facebook.com/mypurium) and via our SMS text message campaign on the Tuesday prior to the call. You can share this via social media, email, text and/or Phone App.

Flash Sale Flyer– Includes specific details regarding the Flash Sale product pack. Use this to share it with your team and your prospects. You can share this via social media, email, text and/or Phone App.

Flash Sale Social Square – Includes specific details regarding the Flash Sale product pack. Use this to share it with your team and your prospects. You can share this via social media, email, text and/or Phone App.