

SALES PROCESS & BUSINESS MODEL



PROGRAM FOR HEALTH PROFESSIONALS



EARNINGS WORKSHEET

PRODUCT SALES	Example:	Your Practice:
Number of patients / clients you see per month?	200	_____
Number of clients with health issues listed?	150	_____
Average Retail Profit of \$35 x clients with issues:	$\$35 \times 150 = \$5,250/\text{month}$	_____
MONTHLY RE-ORDERS		
Number of clients who want to order directly from Purium	75	_____
Average Residual Profit of \$25 x Monthly Re-Orders	$\$25 \times 75 = \$1,875/\text{month}$	_____
BUSINESS SALES (Optional)		
Number interested in Business Reception	15	_____
Number who enroll in Business Reception	6	_____
Average Profit of \$75 x New Members	$\$75 \times 6 = \$450/\text{reception}$	_____
Residual of 6 New Members	????	_____

Benefits of Health Professional Program:

Save 45% off of retail!
 Save \$10 on shipping
 (Flat Rate Shipping Fees are as follows: Continental USA = \$9.95,
 HI,AK & US territories = \$14.95, Canada = \$24.95.
 For Retail clients: Continental USA = \$19.95,
 HI,AK & US territories = \$24.95, Canada = \$34.95)

Requirements:

Scan or fax license with Enrollment
 Scan/Email: info@puriumcorp.com
 Fax: 866-747-3291
 500 BV first order (approximately \$500). Professionals
 must have 500 BV in personal group volume every 3
 months (combination of orders placed personally or
 by retail clients).

Your Purium Distributor is:

PURIUM HEALTH PRODUCTS • 2015 • ITEM# 5461 • RD1215



Superfoods
 to Support
 Optimal Health

PURE + PREMIUM = PURIUM



100 years ago all food was organic, vegetables grew from the earth, fruit was picked right off the tree, fish swam in pristine streams, lakes and oceans, and animals roamed free. Now, many of the things we put into our bodies are not made by God and Mother Nature, they're made by chemists in laboratories. They aren't foods at all. They are food-like substances – processed, irradiated and genetically modified, filled with artificial colors, flavors and sweeteners, loaded with hormones and sprayed with pesticides. It's not too far off to say that almost all "food" is junk food these days.

It's no wonder that nearly 7 of every 10 Americans are either overweight or obese. And it shouldn't be a surprise that rates of diabetes, autism, Alzheimer's and other serious diseases are on the rise.

Thankfully there is a better way and we call it **"The Real Food Revolution."**

The "Real Food" Guarantee for EVERY Purium Product:

- NO artificial colors**
- NO artificial sweeteners**
- NO fillers**
- NO genetically-modified ingredients**
- NO artificial flavors**
- NO binders**
- NO irradiated ingredients**

This means you can offer Purium's whole food, raw food, super-concentrated green foods with no worries and no apologies. And, if for any reason one of our products doesn't deliver the desired results, we offer a 60-day money-back guarantee for your patients and for you.

Partner directly with the manufacturer

99% of nutrition companies don't manufacture the products they sell. We ARE the manufacturer! We are organically-certified and GMP-compliant and have been making clean and green superfoods for 20 years.



If you want to offer your patients the highest quality at the lowest price, you really have to partner directly with the manufacturer. We eliminate the middlemen. We own and manage the "farm to family" supply chain. And after two decades, we know where to get the best ingredients. We never cut corners and we pass on much of the savings to you (through higher margins) and to your patients (through lower prices).



THE PURIUM SYSTEM

The Standard American Diet is "S.A.D." and the health of your patients is suffering because of it. Offering Purium's superfood products create 5 important benefits for your practice.

THE FIVE 'RS' WILL BENEFIT YOUR PRACTICE

- 1 Results**
Your patients will heal faster and will feel better when they eat better.
- 2 Referrals**
Your patients will tell other people about your practice because of the great results.
- 3 Retention**
Your patients will continue to follow your recommendations and come back to you.
- 4 Revenue**
Dramatically increase your income with your existing patient base by adding a new "service." Wellness sales generate cash-based income with no insurance company hassles.
- 5 Residual**
Our unique Distributor programs allow you to earn income from your patients, even when they are not visiting your facility or after they've moved away. Additionally, you can earn a monthly income when your patients are well.

Instead of thinking about SELLING products, start thinking about generating better RESULTS and everything else will fall into place. In fact, we don't recommend you sell anything!

The Functional Nutritional Evaluation

- Doctors are people of high influence.
- Salespeople have much less influence.
- Doctors do what's best for their patients.
- Salespeople sometimes do what's best for themselves.
- You are a doctor. Don't be a salesperson.
- No product displays. No pamphlets. No posters.



You are going to ask questions and make healthy recommendations. It's the exact same methodology as the "diagnose and prescribe" method you use when recommending pharmaceuticals. Plain and simple. This maintains the integrity of your relationship with your patients. Your patients want to feel better and need your help. In fact, your patients EXPECT you to help them discover new health solutions. We have created a Functional Nutritional Evaluation form for you to use. This form includes specific questions and product recommendations to help your patients get better Results!