Activate
BREAKTHROUGH

BUSINESS ADVISORS MANUAL

Business Advisor Overview – Sponsor's Aid Kit

This guide is designed to help Sponsors understand the role of the Business Advisor and their responsibilities, ensuring a seamless process for your customer and a positive experience for everyone involved.

Key Terms

- **Enagic®:** Your high ticket direct sales business.
- **Activate Breakthrough Academy (ABA):** An educational platform that supports the launch of your Enagic® business online.
- **Sponsor:** You – the individual responsible for enrolling a customer, client, or lead into the Enagic® business.
- **Customer:** The prospective client or lead you are bringing into the Enagic® business.
- **Business Advisor (BA):** Your personal sales representative who handles one-on-one discussions with your customer to finalize the Enagic® deal and guide them through the business process.
- **Enagic® ID:** Your unique identification number for registering new customers.
- **Rank:** The level or "lane" (e.g., 1A, 2A, 3A) assigned to your new customer.
- **Completed Call:** A Business Advisor call is deemed complete once the outcome is determined (yes, no, or not at this time).
- **Closed Sale:** The sale is finalized, and all necessary documents have been processed by Enagic®.

Role of the Business Advisor (BA)

The Business Advisor's primary role is to manage the **Advisor Call** scheduled by your customer. They provide the best strategy for getting started, answer questions, and guide the customer through the next steps with Activate Breakthrough and Enagic®.

What They Do:

- Discuss customized strategies for starting with Enagic® (e.g., trifecta, quad, or Ukon strategies).
- Answer questions about Enagic® products and business opportunities.
- Present financial options and address startup concerns.
- Provide guidance on using Activate Breakthrough for business success.

The Process:

1. **Customer Prep:** The customer accesses the ABA Dashboard, watches the welcome video, and schedules their Advisor Call in their time zone.
2. **3-Way Chat:** You, the Sponsor, set up a 3-way Facebook Messenger group chat between you, the customer, and the Business Advisor.

3. **Completion of Lessons:** The customer must complete Step 1 (Renewal Process) and Step 2 (High Profit Franchise Course) before the Advisor Call. If these are incomplete, the call will be rescheduled.
4. **Advisor Call:** The Advisor conducts the call with the customer, discussing strategies, financing options, and next steps.
5. **Outcome Update:** After the call, the Advisor provides you with the results via email or the 3-way chat.

Business Advisor Responsibilities

- Conduct initial Advisor Calls.
- Handle follow-up calls when necessary.
- Finalize Enagic® sales and process paperwork.
- Answer inquiries about Enagic® and Activate Breakthrough.

What Business Advisor Calls Include:

- Discussing strategies to begin with Enagic®.
- Providing detailed information about Enagic® products and business opportunities.
- Exploring financing options if applicable.
- Guiding customers on using Activate Breakthrough for their business success.

What Business Advisor Calls Do Not Include:

- Goal-setting sessions.
- Personal mentoring or coaching.
- Financial advice.
- Conducting calls with existing Enagic® distributors.

Step-by-Step Process for Sponsors

Step 1: Welcome Your Customer

Send a welcome message to your new customer. Here's a sample script:

"Hi [Customer's Name],
Welcome to the team! I'm so excited for you to start your journey with Activate Breakthrough and build your online business.

Here are your next steps:

- Complete the Renewal Process (Step 1) and High Profit Franchise Course (Step 2) on your dashboard.
- Schedule your call with the Business Advisor.

- Explore the resources in the dashboard to get started.
- Pay special attention to the high-ticket offer with Enagic®—it's the foundation of our success.

I'm here to support you every step of the way. Let's connect after your Business Advisor call to plan your next steps!"

Step 2: Set Up the 3-Way Chat

Create a Facebook Messenger chat with you, your customer, and the Business Advisor. Provide the Advisor with relevant customer information to prepare for the call.

Step 3: Customer Preparation

Ensure your customer completes the necessary lessons (Step 1 and Step 2) before their scheduled call.

Step 4: Advisor Call Execution

The Business Advisor conducts the call, discusses the best options for the customer, and provides guidance on next steps.

Step 5: Follow-Up

After the Advisor Call, the Business Advisor will update you with the results via email or the 3-way chat. Outcomes include:

- Customer ready to start with Enagic®.
- Customer requires another call.
- Customer decides not to proceed at this time.

Sponsor Responsibilities

- Ensure your customer completes the required steps before the Advisor Call.
- Set up the 3-way chat promptly.
- Remind your customer of their scheduled call time to avoid missed appointments.
- Review updates from the Advisor and support your customer in taking the next steps.
- Submit your Enagic® ID and Rank information when prompted by the Advisor.

Working Together for Success

The Business Advisor is here to help you and your customer succeed. By maintaining open communication, following up regularly, and leveraging the tools and resources provided by Activate Breakthrough, you'll ensure a smooth and rewarding process for everyone involved.

Let's collaborate to create an extraordinary experience for you and your customers!