

NUTRIWAY[®] RHODIOLA ENERGY SUPPLEMENT

NUTRIWAY[®] Rhodiola Energy supplement has been designed to help enhance mental and physical performance during exercise. Research also suggests that it may shorten recovery time.

The central ingredient in this supplement is Rhodiola Rosea, an arctic herb used as an all-purpose adaptogenic tonic since ancient times. More recently, Russian scientists have studied its ability to enhance performance and combat stress.

KEY PRODUCT MESSAGE

PREPARE TO PERFORM.

FEATURES AND BENEFITS

Reach for Rhodiola to get the most out of your exercise routine and your everyday activities.

- Improves the body's response to stress.
- Supports mental and physical performance during exercise.
- Antioxidant's from green tea, spinach and acerola.

POTENTIAL CONSUMERS

- Men and women with busy lifestyles.
- Men and women looking for an energy boost for mental alertness and stamina.

How to use

- Take 1 or 2 tablets before physical activity.

Adopt these best practices while using NUTRIWAY Rhodiola

- Do not exceed 2 tablets per day.
- Children under 12 years of age, pregnant or lactating women, or anyone with a medical condition should consult with a physician before using this product.

Always read the label. Use only as directed.





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SALES SUPPORT

Before sharing information about specific NUTRIWAY products, you should first identify key aspects about your customer that will drive the conversation toward a specific product. Usually, lifestyle and other health factors motivate people to buy those products they feel they need.

Below are two examples of sales dialogue you can use with a potential customer:

	LIFESTYLE	LIFESTAGE
		
Start the Conversation	Ever wonder how to prolong your workout?	What do you do when you have been in meetings all day and then have to prepare for a presentation at night?
Determine the Need	Preparing your body with an adaptogenic like Rhodiola rosea, may help to maintain your physical performance.	If you find that you need a mental boost, adaptogenics like rhodiola rosea may help support mental performance.
Offer the Solution	NUTRIWAY Rhodiola helps support mental and physical performance.	The adaptogenics in NUTRIWAY Rhodiola are a perfect way for you to maintain your mental alertness.

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SALES SUPPORT

CUSTOMER ASSURANCE

Adaptogens not only help us to cope with stress and the hassles of everyday living, but they are also powerful antioxidants. The antioxidants contained in the adaptogens help the body fight free radicals that are released during the oxidation process of metabolism in the body. Adaptogens have been shown to exert a normalizing influence on the body.

Explaining the effects of the adaptogens is difficult, since they will influence each individual differently. If you are mentally exhausted or physically fatigued, the adaptogens may help you feel more energetic, vitalized, and full of zest for life.

NUTRIWAY Rhodiola also contains natural caffeine from green tea extract. In combination with Rhodiola rosea, this may help promote more vigorous workouts and more energy-filled days.

PRODUCT COMMITMENT

- Address your customer's individual lifestyle and nutritional concerns.
- Stress the unique benefits of NUTRIWAY Rhodiola.
- Point out how NUTRIWAY Rhodiola helps address your customer's individual lifestyle needs.
- Ask your customer for the order and complete the sale.
- Ask for referrals. Does your customer exercise with a group? Does he or she have a spouse or friends who might also benefit from NUTRIWAY supplements?

FOLLOW UP: THE 2+2 = 4 FORMULA

To proactively follow up with your customer, use the 2+2 = 4 formula:

2 days after your customer receives the product

- Follow up with your customer to see how he or she likes it.
- Remind your customer to keep Rhodiola in a visible place to ensure he/she remembers to take it.

2 weeks after your customer receives the product

- Based on your customers' supply, remind him or her that it's time to re-order.
- This is also a great time to get feedback on the product.

4 weeks after your customer receives the product

- Follow up with your customer to confirm shipment of their next order.
- You may also want to take the opportunity to cross-sell an additional product.
- This is the ideal time to ask your customer for referrals of other people who might benefit from NUTRIWAY products.

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Sales Support

If the customer is willing, here are some additional products that you can recommend along with NUTRIWAY RHODIOLA:

CROSS SELLING

NUTRIWAY[®] DOUBLE X[®]

NUTRIWAY DOUBLE X is our premium plant-based vitamin/mineral/phytonutrient product. DOUBLE X offers an exceptional nutritional foundation for people who understand the many benefits provided by vitamins, minerals, and plant concentrates (phytonutrients). With a broad base of essential nutrients, DOUBLE X helps fill in the nutrient gaps that exist in most people's diets.

NUTRIWAY[®] DAILY

NUTRIWAY Daily is a once-daily multivitamin offering a potent, convenient way to help fill in the nutritional gaps in your daily diet. NUTRIWAY Daily has added nutritional benefits of NUTRIWAY plant concentrates with phytonutrients.

NUTRIWAY VitH₂O[®]

NUTRIWAY VitH₂O fits your life. It's an easy way to add powerful antioxidant protection to your day without adding the calories and carbohydrates found in many other fitness waters. Antioxidant protection help fight the free radicals you may encounter everyday: pollution, poor diet, exercise and excess stress.

NUTRIWAY STRIVE+[®]

Ready, set, GO! This stick pack contains a blend of carbohydrates, electrolytes, and 100 mg of Red Orange Complex[™] (ROC). This product supports anyone engaged in high-intensity physical activity.

Find more information on the NUTRIWAY brand at:

www.amway.com.au

www.amway.co.nz