

Distribution Success Tips

In order to succeed with your distribution business you need to have the right tools. Even simple tasks without the necessary tools can become nearly impossible. Take for example, pounding a nail into a wall. Without a hammer it is nearly impossible--with a hammer it takes merely two seconds. So it is with laser distribution. The right tools bring easy success!

You must have the following:

1. business card
2. postcards for complimentary treatments
3. brochures
4. flyers for clinicians\
5. last but not least your ability to respond to questions

This last tool exists in your head. You must be able to respond to different questions with confident answers. Do your best to learn the following responses to the most commonly asked questions.

What does the laser do?

[Always ask a question in return first. Do not merely react and begin spewing out information. This comes off too much like selling. You may ask,

“Have you ever had any experience with lasers before?” or “What do you know about lasers?”, etc.]

Never attempt to go into detail about the business with someone if dialoguing in passing. You can give some superficial information to peak their interest such as,

“It’s called BIOSTIMULATION. Photons of light, special light, that is produced by this one-of-a-kind laser is capable of passing through the skin, blood, water, and fat (motion on your arm with an invisible laser) and penetrates 2 inches into human tissue. And there it has healing effects at the cellular level. It’s a remarkable medical discovery.”

But then say, “if you are really interested then take one hour of your time and come by my clinic/house tomorrow at 6:00. I’ll demonstrate the unit with you and show you the studies and brochures.”

What are the benefits of the laser?

1. Reduced inflammation
 - a. Stimulates Nitric Oxide (NO), histamine, serotonin and causes vasodilation (turns on the faucet)

- b. stimulates the lymphatic system (opens the drain)
2. Reduced pain
 - a. normalizes the action potential of hypersensitive and irritable nerves (from a -20mV to a normal -70mV)
 - b. increases b-Endorphins
 - c. blocks C-fibers
 3. Increases tissue healing & strength
 - a. increased fibroblast proliferation
 - b. angiogenesis

You must know how to communicate the benefits one receives if purchasing a laser or the distribution package. Benefits talk to one's heart, facts and features speak to one's mind. You must appeal to both in order to elicit an action and successful sale.

Here are the benefits for **non-clinicians**.

1. If you going to be in any business, be in the one of healing people
2. This is a "Ready-made" business with no overhead (no fixed expenses, rent, payroll taxes, insurance, utilities, etc.)
3. You get a Free 830 laser
4. You get all the Distribution tools to help you run your business
5. You don't have to hire graphic designers because you get an Identity package
6. The compensation structure is very Incentivising
7. Your potential for Immediate return on investment is high (better than any other business I know of)
8. Last but not least, it offers Residual income – An exciting Wealth building Potential and dynamic!

Here are the benefits for **clinicians**.

1. Have something truly exciting to say about your practice. Stand out from the crowd. Don't merely be palatable but be the talk of the town.
2. Increased patient loyalty and word-of-mouth business.
3. Immediate return on your initial investment for the unit
4. Immediate supplemental income

Do's and Don'ts of distribution

Do's

1. Understand you are presenting information to help them make an informed decision. Disburse the "seeds" of information (6 total).
2. Make eye contact
3. Give them studies and brochure
4. Provide treatment if they have any pain

5. Offer to treat any one they know with chronic or difficult pain
6. Be generous!

Don't

1. Do not try to SELL them!
2. Do not embellish or dramatize information
3. Do not try and inject information as they are speaking
4. Do not waste time with NEGATIVE people.