



Successful Selling

By Donald V. Mac Crossen, Sales Vice President

The New Life Years Ahead

Neo-Life Company and you are about to enter the most exciting decade in our history...a decade that will bring the New Life to countless thousands. As we begin this journey, however, one cannot help but pause and reflect on the fantastic growth Neo-Life has experienced.

Did you know, for instance, that when Neo-Life entered the 1970's, sales for the entire company in any given **month** were less than sales are today on many of our larger sales **days**! Spectacular growth? Yes! Hard to believe? No! Right from its beginning in 1958, Neo-Life Company has been totally dedicated to manufacturing the finest products of their type in America. We offered then, as we offer now, the opportunity for anyone to experience a new life filled with physical and financial freedoms. Yet, our commitment alone was not enough to cause such impressive sales. We recognize that it took the same dedication and commitment from you, our Distributors, to account for Neo-Life's success.

The early 1970's

In the early 1970's, approximately two to three hundred new Distributors joined the Neo-Life family each month. Many of those same Distributors, during the last quarter of 1979, shared the Neo-Life opportunity with nearly 10,000 new Neo-Life Distributors. It's gratifying to realize that those 10,000 new Distributors in just 90 days outnumber the **total** new recruits for the three full years...1970, 1971 and 1972.

As we talk about this amazing growth, you may wonder what lies in store for the future. Where are we headed in the years ahead? Will Neo-Life's growth be as great in the 1980's? What's planned to help the Distributor (you) reap the benefits of a new life? I can't give you all the answers, but I can give you a glimpse into your future with Neo-Life.

Future years

To assure that you always have the very finest products to sell, the Neo-Life Scientific Advisory Board, comprised of **Donald E. Pickett, Dr. Arthur Furst, Dr. Kenneth Hirsch and Greg Pickett**, are continuously researching and developing new techniques and procedures that will ultimately result in new products for you to

share, or improvement of existing products. Neo-Life's pledge to product superiority and excellence is uncompromising. The Scientific Advisory Board will see to it that you always have the finest products to offer as part of a new life.

The Sales Staff of the Neo-Life Company is determined to make 1980 the most exciting year you have ever seen. In April of this year in Orlando, Florida, the National Convention will take place. I can personally guarantee you this, it will be the most exciting National Convention Neo-Life has ever held. It will be nothing short of spectacular. For those of you who have attended past conventions, "you ain't seen nothin' yet!"

More Leadership Academies than ever before will be held throughout the country in 1980. If you want to make your new life a reality rather than a dream, plan now to attend the Leadership Academy in your area. (See Calendar of Success, pages 11, 12, 13 and 19.)

Currently in the planning stages are a host of sales and motivational aids that are specifically designed to help you achieve a new life faster, and to make sharing that new life with others easier! Watch in the coming months for the unveiling of the first of these aids to your business.

To help you share Neo-Life with people in your community, the Sales Staff will be increasing the number of "field trips" we take. This will insure we get to more areas of the country where Neo-Life may not be as well known as it should be. We want to share this fabulous opportunity with everybody!

Finally, rest assured that the Neo-Life Company will not be sitting back, just enjoying the growth we've been blessed with over the past 20 years. We are a Phase One company (see Mr. Pickett's editorial, page 2), and as such, will continue to build and grow through all our creative resources. So join us as we enter the most exciting decade in our history. In the 1980's, we are looking forward to having you as part of the team that will help us bring the Neo-Life opportunity to those who are eager to find an exciting, rewarding New Life! □

Sharing the new life with 1979 Counselors

1979 was a very good year—especially for the *Counselor*. It was a year filled with changes. And judging from your response, they were changes you enjoyed. Your comments told us how helpful the new *Counselor* format was to you; how you appreciated the in-depth approach each issue took toward a specific aspect of the Neo-Life business; how you enjoyed the focus and attention given each of the five product lines.

Although 1979 is over and we are entering a new year and a new decade, you can still share the excitement of 1979 through back issues of the *Counselor*. Think of all the uses for 1979 *Counselors*: leave one with a potential recruit (choose the topic they are most interested in—food storage, nutrition, skin care, cleaners, recruiting or products for better health); give a complete set to any new Distributor who signs up with inventory; hold meetings using past issues of the *Counselor* as your topic, then pass a copy of that issue out to everyone attending.

The potential for 1979 issues of the *Counselor* is unlimited. Remember how helpful the July issue was in answering your questions on skin care. It helped you and your customers set up a daily routine of skin care using Gloda products. It provided you with all the reasons skin care is so important.

The August issue helped you share the new life with its focus on recruiting. It presented a method of helping others and yourself so that both of you benefited. It provided a compact list of Neo-Life recruiting aids and 16 interviews with Neo-Life's top recruiters.

What new recruit couldn't find these past *Counselors* a useful tool in their first step toward a new life? Remember how much they helped you?

January through May issues of 1979 *Counselors* are already **sold out**; however, you can still obtain June through December copies in packs of 10 for \$2.50 through normal ordering procedures. For a complete list of code numbers, issue dates and topics, see page 16, Product and Literature Update.

Take advantage of this opportunity to share all the excitement of 1979 with those you meet in 1980! Each issue of the *Counselor* will help you spread the new life in both pictures and words. Order your 1979 *Counselors* today, and share them with others as you and Neo-Life enter the 1980's. □