



How to Sell Your Friends Nitric Oxide Products!!

I want to tell you - I've been involved with sales all my life. I know I can teach you how to earn an extra \$1,500 - \$2,500 per month, month in and month out, with little effort - and - if you take it seriously much more! I have been involved with Arginine as a solution for Cardiovascular Disease for over 15 years. I started when there were only 2 companies selling Arginine and now there are hundreds.

The truth is - all the other Arginine product providers have inferior products. When you have the best scientific evidence and the #1 doctor in the world, as we have, it is easy to sell.

You want the very best for your customers. If you researched all 500 companies, you would not find a research scientist formulating their product, let alone in the top 15 out of 60,000 researchers. We have the very best and you can know that if you will read the material.

I want to tell you some things about me, so that you will listen to me. I think you will agree, I should be able to give you some ideas on selling.

Most people are poor salesmen. They fear their friends will think negatively about them. In fact, just the opposite is true when you explain why they need this. The people you are involved with

will appreciate you for providing them with this knowledge of Nitric Oxide and the reversing of Cardiovascular Disease, Heart Disease and the anti-aging aspects. I have customers all over the world who have sent information about our products to acquaintances and influencers. Some are going to make thousands and some millions of dollars; you never know where your contacting will lead.

Our Information And Coupon Program Are Powerful!

I hear every day from people who are having noticeable differences with our products over others, and many give feed-back and tell us, we are changing their lives and health dramatically.

These Are My Salesman Credentials

At age 40, I started to sell life insurance. For the next 10 years I broke all records with 3 major life insurance companies, I competed with over 10,000 agents in each one and sold for multiple companies at the same time. My 1099s were over 2.5 million dollars. I learned a few sales tactics in those 10 years.

I Want to Say First of All, Your Friends Believe In You!

And when you tell them something, they want to believe you. You have a great edge. Do you know the movie Josey Wales? Clint Eastwood's character had an edge. He would make sure the sun was in the eyes of the men trying to kill him - as an old Indian told the story. I liked this description of how important it is to have an edge. You have that edge!!! It's okay to have that edge. You've earned it. Use it.

Our Arginine products have a very long repeat sales life or renewal purchases, in fact many, many years' worth. Which is great news for everyone since every one of your adult friends should be taking **Nitric Oxide Plus** or one of our other two products, **Cardio Wellness** or **Heart Wellness**.

Our products are the most accepted by researchers for life extension – much more than any other product available.

It's so interesting that cardiologist can be taught these Arginine facts - but they seldom embrace them!! We have a hunch why - our products could put them out of business – people could begin living with healthier hearts.

We have many years of anecdotal evidence to prove it.

This is your opportunity, and all the facts and research findings will be backed up with a clinical trial soon. We're looking forward to that!



Here are your selling points for our products *Nitric Oxide Plus, Cardio Wellness, and Heart Wellness:*

These 6 *mini discussions* are your powerful edge.

(You have a coupon, now use it!)

1. **As you should know, Nitric Oxide is the elixir of life.** It is responsible for anti-aging your body. There are so many things it helps and repairs: the Cardiovascular System, Heart, Kidneys, Lungs, Brain, Mitochondria, Endothelium, Vessels and much more!
2. **Nitric Oxide lowers blood pressure, cholesterol, triglycerides. (be patient – let the Nitric Oxide do its job at improving your health - it takes time.)** Think of a garden hose. If you restrict it, there is increased pressure. The heart works the same way, it must pump harder when restricted and brittle. When brittle (arteriosclerosis), the vessels will not expand when the heart pumps. Nitric Oxide can repair the vessels, and that is when the pressure comes down. However, Hawthorne Berry (a supplement in the product) can be a

quick temporary solution to blood pressure issues. The thought of a stroke is a major fear for people who have high blood pressure, and this is a natural remedy - **a very strong selling point.**

3. **The top 5 causes of Cardiovascular Disease are (1) Vegetable Oils, (2) Refined Sugar, (3) Simple Carbohydrates, (4) Animal Protein (5) the ADMA destructive molecule of our body.** All of these causes are very difficult to address with just diet. Becoming a vegetarian, giving up simple carbohydrates, sugar (which is more addictive than heroin) are the greatest challenges of life. Reducing these causes and adding Arginine in the right form to produce consistent Nitric Oxide is much more effective and easier to address health and longevity. Nitric Oxide has been established to address both Cardiovascular Disease and Heart Disease.

The organ responsible for Nitric Oxide is the endothelium. Over the years this organ gets beat up and produces less Nitric Oxide, and that's when Cardiovascular Disease ravages the vessels. The only known remedy is Nitric Oxide from food and/or supplements. **Nitric Oxide Plus**, **Cardio Wellness**, and **Heart Wellness** are many times more effective in reversing Cardiovascular Disease and Heart Disease. No need to become a vegetarian. This is one of the strongest selling points.

4. **Producing Nitric Oxide as if you were 20 does magical things to your body - especially when it comes to exercise.** You have more capacity, recover faster without soreness. As you age, this is more and more necessary. There are two types of older people: those who exercise and those who don't. Aging is accelerated by no exercise. Just walking intermittently, fast and slow, 7 times per week for 30 minutes –OR– 5 times per week for 45 minutes per exercise period is great for you! **(NOTE: you can fulfill the exercise time in multiple sessions if needed instead of all at once - the benefits are accumulative.)** Only 6% of seniors older than age 60 exercise.
5. **Nitric Oxide feeds the mitochondria.** When the mitochondria REPAIR themselves, they replicate themselves to a youthful state instead of a damaged and aged state. Mitochondria are replicated every 90 days. (Except for bone cells which replicate every year.) This

knowledge is a major anti-aging discovery! You have over 100 trillion cells in your body and each cell can have up to 200 mitochondria motors. The Mitochondria are your energy motors for your body and muscles, in your cells. Nitric Oxide from Arginine feeds the Mitochondria and this process defines the process of good health and aging of your body. The state of your Nitric Oxide will determine how fast you age and how healthy you are.

There is no nutraceutical or group of nutraceuticals that are more effective for health than our products, period.

6. **Telomeres are another reason for aging.** (There has been major research and a Nobel Prize awarded in medicine establishing this.) Resveratrol is the only known supplement that stops the telomeres from shortening and lengthens them. When they get too short you rot and die, it is called aging too fast. To slow down the aging process, the telomere length must be addressed. That is one of the reasons we have Resveratrol in the formula as well as to reduce vascular inflammation. Inflammation is the #1 reason for disease. (Vitamin D3 in our product is also an inflammation reducer.) **Nitric Oxide addresses telomere health.**

There are many other selling points. They are not necessary. With these selling points, you will close most people. Most often, a health conscious person will immediately recognize the validity of your message due to the fact that the benefits of Nitric Oxide are becoming more and more well known. You just need to rehearse how to deliver this message. Use this knowledge to start the process for their health needs. A little selling is okay.

One of my most successful selling concepts was to teach a new point whenever I met with someone.

In this case we have multiple scientific discussions that can be shared. Most people will know IF they're going to buy or not by the 7th message. Remember, out of the hundreds of Arginine vendors worldwide, we are the only one with a scientist and researcher (30 years) behind our product - Dr. Rainer Böger, M.D., Professor and Head of Alternative Medicine at the University of Hamburg. Expertscape.com classifies Dr. Böger M.D., from published peer reviewed papers from Pub Med, as #16 out of 60,000 researchers on Arginine (He was #1 for years). Dr. Rainer Böger M.D. is the most important edge we have. With him comes the formulas based on years of

research. Almost all Arginine formulas on the market today come from the book *“No More Heart Disease”* by Louis Ignarro. He was one of three laureates. They received the Nobel Prize in Medicine (1998) for the discovery of how we make Nitric Oxide from Arginine through the endothelium, an organ in the vessels. He and the other laureates knew very little about Arginine and Citrulline and how to get 24 hours of Nitric Oxide production. We got that knowledge from Dr. Böger and his research. **This is our BIG EDGE!**

You also need to be aware that Nitric Oxide lozenges are totally worthless. The Nitric Oxide goes into the gut and is destroyed. The only way to produce effective Nitric Oxide in the blood, proven by science and the Nobel Prize for Medicine in 1998, is with Arginine that goes into the vessels. Scientists were awarded the Nobel Prize for Medicine with their research showing that Arginine goes into the blood and that only the endothelium produces Nitric Oxide for distribution to the body. Checking your saliva by a magic strip is totally worthless, it never gets into your blood to produce Nitric oxide. They sell a fortune every year of this junk product with junk science according to Dr. Rainer Böger, M.D., 30-year researcher and scientist and professor of medicine. **It is currently impossible to check your Nitric Oxide level. Checking you ADMA level is the only measuring of Arginine in your system.**

We are in the process of developing about 15 discussions that will be sent out through Constant Contact with attachments that can be accessed by clicking on the prompt that is a URL to our website information or just an attachment in Constant Contact. When you put the email into a forward mode to pass it on, all the URL's go with it. This will enhance the power of our program for you. Over time you never know where the references will take you. You absolutely can sell many jars for monthly commissions. **You can also send this discussion to whomever and after putting it into the forward mode you can change or erase whatever you want. Start sending our/your discussion today and use your coupon. In most cases your coupon is your first letter of your first name and your last name.**

Best to you and remember *“Our Science is for Your Health”*

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Call me to discuss this if you wish - I look forward to hearing from you.