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JULY 2015



**BUILDING
SMALL TEAMS**

**BUSINESS
KIT BASICS**

**THE NEW GANO
EXCEL ONLINE**



A Monthly Publication

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ONCE UPON A TIME...

Not many companies in our industry can say they have stood the test of time. Many end just as quickly as they began. Time waits for no one. Gano Excel has stood the test of time, and is still growing to become one of the greatest direct-selling companies. This is a testament to our family of Affiliates who have endured and excelled over the last 20 years.

Join us as we proudly present our next regional event, "Once Upon A Time," taking place on Saturday August 29, 2015 at the California Education and Arts Center in Ontario, California. We will be celebrating Gano Excel's 20th Anniversary. What makes this event so important? Why should you take the time to attend? The answer is simple: Time invested in your business is crucial to the growth of your business. Our industry is based on duplication and training, both of which require investing your time to learn new techniques to expand your business, which Gano Excel continues to develop and perfect. Our speakers are the leaders in our industry, and everyone can benefit from the training being offered. What better way to SHARE the experience than to join with other members of the Gano Excel Family who all have the same passion for our business? Help us celebrate our history and our future on August 29. "Once Upon A Time" will be an event you cannot miss!



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Sat: 10:00am - 4:00pm

www.GanoExcel.us



BUILDING SMALL TEAMS

How do you build an organization with thousands of people in it? Well, you start with a small team.

You must first build a successful and strong team of core leaders. Your team could be 2 of your personal enrollees, it could be 10 Affiliates in your downline, or it could be 5 friends. However large or small your team will be, your success will come down to the people you choose. Here at Gano Excel, we put a strong emphasis on trust and loyalty. Recruiting a great salesperson may help you quickly grow your organization, but if you cannot trust a team member, the success of your organization will be limited.

You must trust that your leaders will do what it takes to be successful in this company, and that they will deliver the right training and message. Why? Duplication. Duplication will allow you to save time and money while building a large organization. You will duplicate successfully by trusting that you, your core leaders, and their core leaders will deliver the same message.



THE KEY IS DUPLICATION

If you can bring in 10 Affiliates, teach them the system and tell them to go to Super Saturdays, Opens, and Gano Excel's Regional events. Then trust that they will teach the same system, and each of them will recruit 10 new Affiliates. Each of the new 10 Affiliates can recruit their own 10 Affiliates, and so on and so forth. Eventually, you have an organization of 1,000 Affiliates...and it all started with a small team.



COFFEE BREAKS

In the direct selling industry, a weekly meeting is the core livelihood of your business, and it is also an important and integral part of growing your team.

The weekly meeting at Gano Excel is known as a Coffee Break, which is a social gathering conducted by an Affiliate leader whose rank is Gold or above. The purpose of this meeting is to achieve several goals to help accelerate your growth in the business. The objectives involved when administering a Coffee Break are to recruit, present, train, recognize, and motivate. Although many people have different styles and methods of running a Coffee Break, the principles are always wrapped around these same points. There's no right or wrong way of leading a Coffee Break, but there is a method to having a successful Coffee Break versus an unsuccessful one.

A Coffee Break begins when you and two of your teammates have done at least ten 1-on-1 meetings, and feel comfortable enough to speak to a group of people. If you are not quite to that point, it's wise to keep practicing your rapport and presentation skills with 1-on-1 meetings. There is

no limit on how many people can attend a Coffee Break, but generally, a Coffee Break consists of five to fifteen people. The meeting breaks down to four major sections: pre-meeting, presentation, training and meeting-after-meeting. Each section has its own importance and purpose.

Pre-meeting is the time to welcome all the new guests and introduce them to each other. When someone has been invited to a Coffee Break, chances are they did not receive much information prior to the meeting. This is the time to ensure that your guests understand what is about to happen. During pre-meeting, the environment should remain friendly and relaxed. There are two things one must learn how to do: F.O.R.M. and Edification. When new guests enter the main room, kindly walk up to them and introduce yourself. F.O.R.M. (asking about Family, Occupation, Recreation, and Money) is a great way to build a meaningful rapport with your guest. Allow enough time for them to mingle and meet each other before going into the presentation.

One of the most important notes during **Presentation** is ensuring a disturbance-free

environment. Before starting the presentation, kindly ask guests to turn off or silence their cell phones. This is going to be the most crucial fifteen minutes of the guests' time at the Coffee Break. As the presentation is being given, **Training** will be administered simultaneously. After the presentation is over, check on your guests and be sure to ask them how they feel about the video and where they feel they stand afterwards. Affiliates should then ask their guests the "question of the night," which is: Are you a 1, 2, or 3? This question gives the Affiliate an idea of whom they may want to prospect.

The **Meeting-After-Meeting** is the team building session where Affiliates get to discuss their stories from the week and give updates of what has been going on, both in the field and in the corporate office. Meeting-after-meeting is a considerably important activity that tends to separate successful Affiliates from struggling Affiliates. To learn more about the nuts and bolts of what really happens in meeting-after-meeting, make sure you attend the next Coffee Break in your local area.



PRESENTATION MATERIALS



PRODUCT CATALOG

COFFEE BREAK CUPS



EVOLUTION (SAMPLE) PACKS

Business Kit Basics

Here at Gano Excel, our goal is your success! Introducing our brand new **Business Kit**. This handy “business-in-a-box” will have everything you need as an Affiliate to promote our mission of health and wealth. This box includes a Custom 3-Ring Binder with the new Opportunity Presentation, Product Catalog, and other information perfect for organizing your business. Plus, receive a pack of Coffee Break cups, 5 Evolution Packs and a ceramic mug to help your business get a quick start to sharing our enriched product line. It’s professional, convenient, easily transportable and perfect for Coffee Breaks and 1-On-1 Meetings.

This Business Kit has been designed just for you, the Affiliate, to give you a jump-start on building your business. It is equipped with a pack of Coffee Break cups for you to use at your Coffee Breaks. This means that all you have to do is organize 5 Coffee Breaks, with approximately 5 people at each meeting. Throughout each Coffee Break, you should be able to identify at least one prospect that is interested in getting more information about the Evolution of Coffee.

Once you have identified a prospect, it is time for a One-on-One! At these meetings, you should be able to present and explain the Gano Excel mission in order to get this prospect to join your team. For that purpose, we have

included a custom 3-Ring binder in the Business Kit. This binder contains our new Opportunity Presentation, as well as a Product Catalog. With these tools at your fingertips, you should have no problem sharing information about our enriched product line with your prospect.

After you have walked your prospect through the Opportunity Presentation and showed them our line of premium beverages, daily use items and supplements in the Product Catalog, it is time to share the Evolution of Coffee. Locate an Evolution Sample Pack that has been provided in the Business Kit and give your prospect a taste of what Gano Excel is all about... the coffee! In each evolution pack you will have 6 samples of our enriched beverages: Classic, Mocha, 3-In-1, Tongkat Ali, Hazelnut and Schokolade. Give this to your prospect for them to try and share with others. Hopefully this prospect will become a new team member for your business.

Selling our premium products retail, prospecting and 1-on-1, or by getting people to join your team are all proven methods of Gano Excel’s mission for sharing health and wealth with the world. With this Business Kit, you can get started quickly on your business. All these tools in one convenient hand-held box will bring you a step closer to achieving all of your goals.

LEADERSHIP SPOTLIGHT: MAGGIE ORTEGÓN

Maggie Ortega is originally from Bogota, Colombia, where her parents raised her and her older brother. At an early age, Ms. Ortega had a desire for helping people improve their lives. By the time she reached 19 years of age, she began working in a telecommunications company as a financial assistant in order to pay her school tuition.

Last year, Ms. Ortega graduated from a reputable university majoring in what she refers to as her “passion:” International Business and Administration. This career path has taught her what she wanted to learn as a businesswoman, with a focus on international vision. There is no doubt this has been a great accomplishment, and this charismatic woman has proven herself, even in times of adversity.

Ms. Ortega has gained a lot of experience that has allowed her to continue growing as a professional. She was recognized for her exceptional leadership and teamwork skills at a company where she previously worked. Though she was grateful for an experience that contributed to her overall growth and development, Ms. Ortega felt uncertain of her future role within that company.

Ms. Ortega was introduced to Gano Excel by her mother. She knew her mother enjoyed the taste and feeling of sipping on Classic coffee every day. “Gano Excel’s Classic is the first coffee that sits well with my mother’s body,” she says. This prompted Ms. Ortega to research healthy coffee, and Gano Excel’s innovative concept intrigued her. She was pleased to learn of the company’s financial solidity, international presence, annual sales, and market acceptance.

“I started thinking maybe there was an opportunity here, and I found Gano Excel’s system to be congruent with my expectations. I knew I could have the quality of life I aspired to by helping people.” This admirable woman has made firm decisions, and has a confidence that, in a short period of time, has helped her accomplish a Platinum Rank within the company. Ms. Ortega is committed to her team and focused on the same vision of our founder Mr. Leow Soon Seng: to bring health and prosperity to every family.

Those who know and work closely with this rising entrepreneur describe her as a humble, driven, smart and happy individual who constantly supports others. She says, “Today I feel a positive change in my life. I will continue my career with Gano Excel, impacting the lives of many that are looking for an opportunity just like I was. Thank you Gano Excel North America and my leader, Rosy Licon.”



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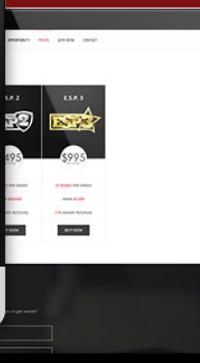
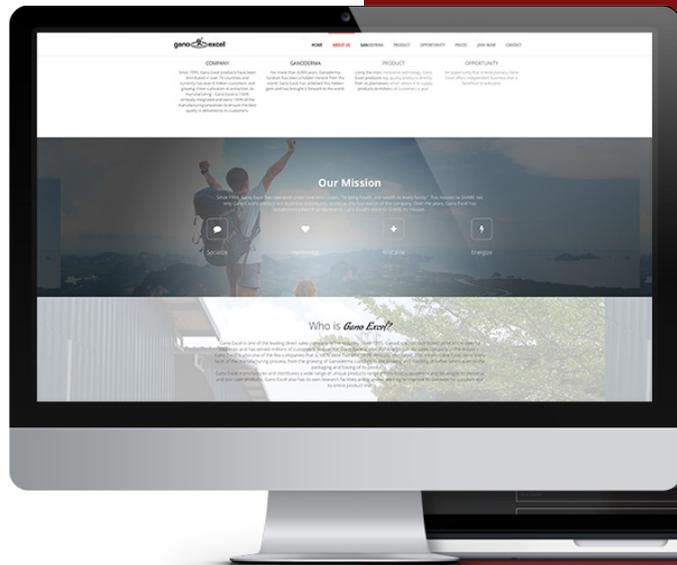
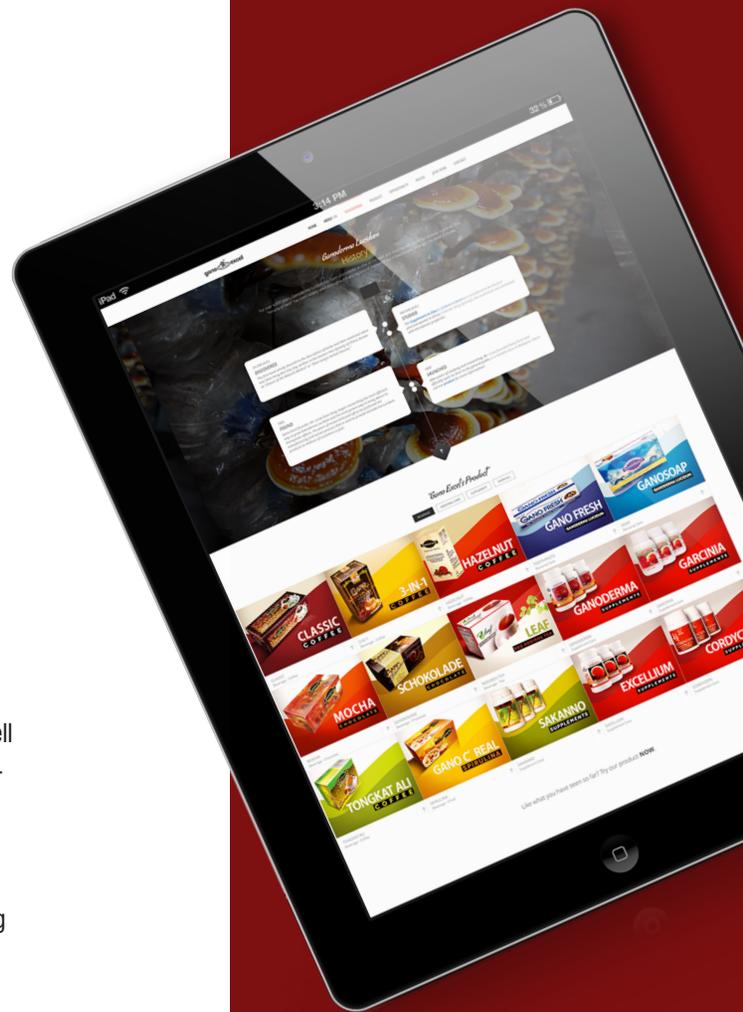
LEADERSHIP
SPOTLIGHT

Gano Excel ONLINE

Have you ever tried to introduce Gano Excel to someone new and just couldn't formulate the correct verbiage? Has it ever become difficult when trying to explain to someone the history of Ganoderma? Does it make your sign-up process harder having to ask a new customer for confidential information? Well the challenge is finally over! Gano Excel is proud to introduce our newest sign-up page, goganoexcel.com (vamosganoexcel.com).

Goganoexcel.com provides not only a new way of signing up, but also a place to discover different information about Gano Excel. The website has everything you need to share with your new guest or prospect! It is beautifully designed, simple to manage, and user-friendly. By quickly scrolling through the pages, you'll find the milestones of Gano Excel, history of Ganoderma Lucidum, variety of our products, opportunity presentation, and a sign-up form at the bottom of the site.

Instead of logging into your Back Office and going through multiple steps, our new landing page makes the sign-up process as easy as filling out the form at the bottom. It is important to provide your new guest or prospect with your Gano Excel Affiliate ID number. Once they sign up their Affiliate membership using your Gano Excel Affiliate ID, the new guest or prospect will automatically assign under your binary tree. In order for a new guest or prospect to be automatically assigned to the according binary position, the Affiliate must set up in the Back Office whether they want the new sign-up to fall under Left or Right. If you would like to find out more about this, don't be shy and attend one of our weekly meetings in your local area!



THE IMPORTANCE OF BEING RECOGNIZED RANK ADVANCEMENTS

Recognizing others is how we express our gratitude towards their hard work. Recognition communicates our satisfaction and approval of each other.

At Gano Excel, we know that when we focus on the positive and rewarding aspects of our business, it comes alive with the success of our Affiliates. In many instances, our Affiliates are very appreciative of their recognition. It makes them and their families happy and proud. This supportive and significant achievement encourages them to grow and believe in themselves.

Gano Excel would like to walk hand-in-hand with our Affiliates as they venture through the cycle of successes that catapult them from one rank to another. We congratulate the efforts of our Affiliates, and strive to express our appreciation of their dedication and development as they reach each new rank.

It is an honor, and gives us the greatest pleasure to present our most recent list of Affiliate Rank Advancement as follows:



PLATINUM



Victor Lopez
Rank: Platinum



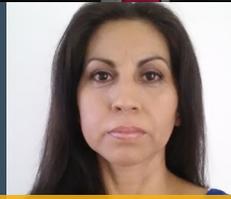
Sandra Estrada Morales
Rank: Platinum

Rene Marin
Rank: Platinum

GOLD



Fernando Ramos
Rank: Gold



Agueda Armida Garcia Enriquez
Rank: Gold



Maggie Cardenas
Rank: Gold



Celedonia Martinez
Rank: Gold



Ildivina Flores
Rank: Gold



Aaron Molina
Rank: Gold



Shayler Barnes
Rank: Gold



Carlos Lopez
Rank: Gold



Teodula Arreola
Rank: Gold



Jihan Marin de Villiers
Rank: Gold



Maria Arevalo
Rank: Gold



Leslie Sanchez
Rank: Gold



María García
Rank: Gold



Miguel Angel Valdez Figueroa
Rank: Gold



Bianca Flores Hernandez
Rank: Gold



Gloria Samudio
Rank: Gold



Melvin Ariel Tellez Ariza
Rank: Gold



Alma Lorena Orozco
Rank: Gold



Javiar Salazar
Rank: Gold



María Lopez
Rank: Gold



Ofelia Bonilla
Rank: Gold



Felipa Aguilar
Rank: Gold



SILVER



Guillermina Rodriguez
Rank: Silver



Paula Alvarado
Rank: Silver



Maria Faria Cabrera
Rank: Silver



Israel Gomez
Rank: Silver