

APRIL 2017

# SHARE

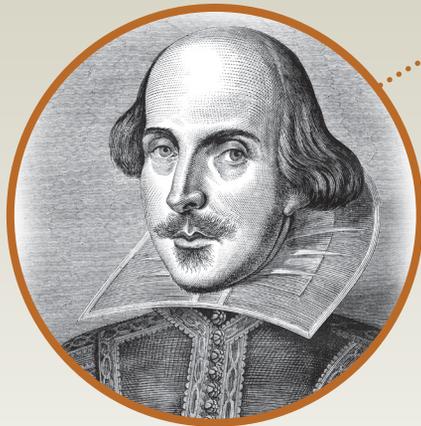


CULTIVATING RELATIONSHIPS  
FOR BUSINESS

GOOD PRIDE, BAD PRIDE

SOCIALIZE:  
3 TIPS FOR BEING OUTGOING IN BUSINESS





## REVEL IN THE CLASSICS



We've all admired the one to drive through the neighborhood in the '64 *Chevy Impala*. Or the one who's read all of *Charles Dickens* and can recite *Shakespearean* quotations. Or the one who drinks the smooth, black *GanoCafe Classic*. It's because we revel in the classics. We celebrate the car that still steals your *attention* after a half a century. We delight in stories that have withstood the test of time. And we revel in the *classic taste*, the sip that delivers hundreds of *nutrients* your body is craving.

That sip contains *Ganoderma lucidum*, which *releases antioxidants* and has been shown to *improve sleep*, *boost productivity*, and more. Revel in the classic, the GanoCafe Classic.



# CEO MESSAGE



Spring is finally here and you may start to notice what people call “Spring Fever.” It is a time at the beginning of the season as the weather starts to turn warm, when people become inspired to spend more time outdoors. They may even turn up enough energy to clean out the entire house, hold a massive yard sale or show interest in a new hobby. There is a surge of energy, optimism and enthusiasm that is associated with “Spring Fever.” And it is the perfect time for you to capture the most of that enthusiasm.

It's time to turn up your ears to hear these springtime changes happening in the lives of your prospects and customers. For instance, are they itching to get out of the house? Invite them to a Coffee Break. Are they ready to take on something new? It may be the perfect time to present the Gano Excel business opportunity. Listen for the cues that come with people ready to turn over a new leaf.

Remember that your energy will be contagious, too. Stay positive during times of fear and doubt and it will help your entire team stay focused and achieve their goals. Look for every opportunity to sow seeds of interest in Gano Excel with new prospects. You have the right medium, the right tools, now it's time to roll up those sleeves and cultivate!

Wishing everyone a happy spring and much success as you grow your Gano Excel business!

Sincerely,

Mr. Ooi Chin Aik,  
**Chief Executive Officer**, Gano Excel | North America



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**GanoExcel.us**



## CULTIVATING RELATIONSHIPS FOR BUSINESS

Experts in business are often commenting about how important **relationships** are to **success**. We couldn't agree more! Relationships are not only necessary – especially in network marketing – they are vital to the life of Gano Excel. It is important to take time to **cultivate relationships**, both with customers and with your team. Each relationship begins with sharing – **sharing the product**, the **Gano Excel opportunity**, or both. Don't stop there. Take time to grow your relationships, and you may be surprised at the success that follows.

Good, healthy relationships with your customers are proven to produce higher customer satisfaction, which in turn results in more **loyalty** and **longevity**. As you advance in your business, loyal, long-time customers will become **invaluable**. One tip is to know where you stand with your customers. How central to the customer's life is Gano Excel? For some, their healthy

cup of coffee will be a huge part of their overall wellness plan; for others, it may be a small part. Everyone is different, and knowing more about each customer's relationship with the product will help you to better fulfill your role as a Gano Excel Affiliate. Think of it as continually prospecting with your customers. You can also keep track of their purchasing patterns to better anticipate orders and make more personalized recommendations to them.

Better relationships with customers will also produce better referrals to **new prospects**. It is a human tendency to want to share what we like. Cultivating a relationship of **trust** with customers over time will make them more comfortable with sharing their love of Gano Excel with others. When checking in with customers, think about their situation. What do they need? How can you help? Help your customers to trust you have their satisfaction top of mind. We are all human, and mistakes are bound to happen, but that trust will carry you through.

**Have more tips for our Gano Excel family?  
Share how you cultivate your business relationships at  
[facebook.com/ganoexcel.northamerica!](https://www.facebook.com/ganoexcel.northamerica/)**



# GOOD PRIDE, BAD PRIDE

Depending on your background, you may have differing ideas when it comes to pride. On the one hand, we experience pride in good experiences, such as cooking a delicious meal, finishing a home improvement project or watching a child walk across the graduation stage. However, pride can also be seen as holding us back or leading to negative consequences, such as not asking for help when we need it or sounding self-centered to others. So which one is it, good or bad? In business, pride can be either! That means it is important to know both types of pride well and apply that **knowledge wisely** in your business relationships.

Pride that results from an excessive self-esteem can be detrimental to business relationships, simply because it tends to push others away. One way to combat self-centered pride is to practice placing your focus on the other person. Ask questions and listen. Think about how the Gano product and opportunity can help the other person in his or her situation. You can also use the principle of **“less is more”** when introducing yourself to new people. Allow your points of pride to come up naturally in conversation instead.

Don't be afraid to use the **pride** in your **business** to your advantage also. It takes a certain level of confidence to **share** your **passion** for the Gano product and the business opportunity. Good pride comes from **self-respect** and **dignity**. It is a result of the passion you have for what you do, and leads to the confidence you need to share. Remember to take moments to recognize yourself for the actions you have taken to help yourself – such as using healthy products that are good for your body, and taking on an opportunity to improve your quality of life. Think about the ways you have helped others through your business as well.

When you have the confidence that a healthy pride in your work produces, the courage to forge and **foster new relationships** will follow. **Believe in yourself** and **be proud of your progress**. We are already so proud of you!

## COMPANY UPDATES



Main Speaker: Maria Marin



Guest Speaker: Elsa O'Farrill

### Women's Empowerment & Leadership Conference Gano Excel is hosting a Women's Empowerment & Leadership Conference

Saturday, April 15, 2017  
9 a.m. - 2 p.m.  
Doubletree by Hilton  
924 W Huntington Dr.  
Monrovia, CA 91016

All female Affiliates are invited to attend this conference to learn more about your professional image and becoming a leader in the business.

**Ticket price is \$50.**



### Gano Excel Points Excel Points are Here!

Earn yourself Excel Points during Gano Excel promotions, then YOU choose how you want to redeem them. Earn Points for trips to places like New York and Malaysia, or redeem them for cash! Trip point values will be announced in advance, and you can always redeem 10 points to \$1 in cash.

**To find out more call Customer Service at (626) 338-8081.  
[excelpoints.ganoexcel.us](http://excelpoints.ganoexcel.us)**



### Fantastic Four Fantastic Four is ON!

Get in on the action with Gano Excel's latest promotion. Tackle challenges in 4 categories, up to 4 times each, earning more each time! Challenges include rank advancement, Fast Start bonuses, MVP bonuses and valid enrollments.

Can you reach the Fantastic Four?

**Call to learn more: (626) 338-8081**

"Great salespeople are relationship builders who provide value and help their customers win."

- Jeffrey Gitomer



## SOCIALIZE

### 3 TIPS FOR **BEING OUTGOING IN BUSINESS**

There is no doubt that building a successful business requires you to be outgoing. Making introductions to new people becomes a way of life!

For those who need a little help, here are some tips to make meeting new people come easier.

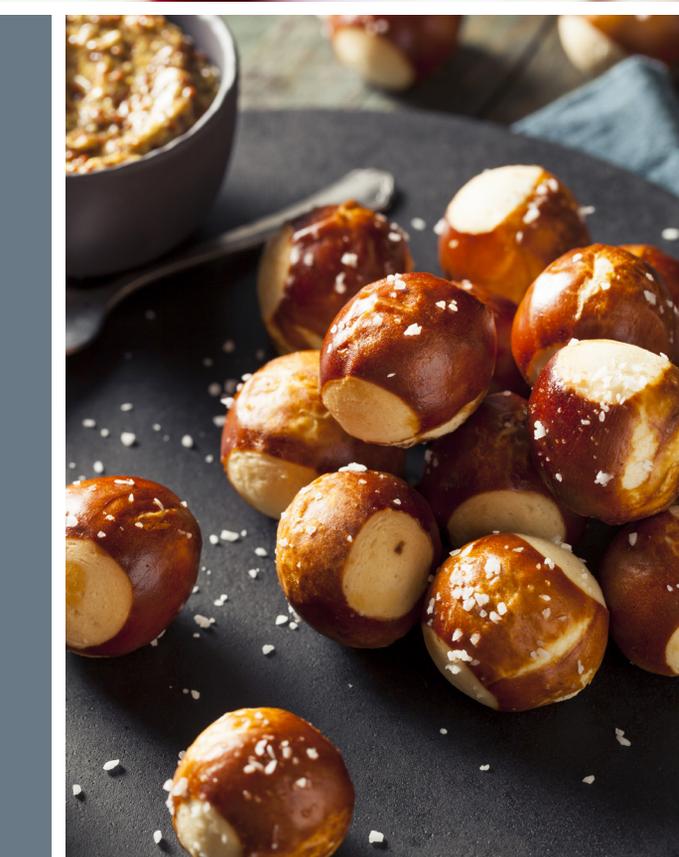
- 1. Tap into your passion.** Was it the delicious coffee that delivered on both health and flavor? Was it the opportunity to be your own boss and provide for your family? Remembering what got you from thinking about change to making that change with Gano Excel will fuel your energy for sharing. An extra tip? Enjoy a cup of your favorite coffee before meetings to give yourself a little boost of social energy.
- 2. Tell your story. Rehearse it. Share it often.** It takes practice to grow and overcome obstacles in life. Your story is what helps prospects to see that the opportunity with Gano Excel is real. Practice telling that story, on social media or blog, with your upline, and with your customers. The more practice you have in telling your story, the easier it will become.
- 3. Ask questions.** Be curious about the other person, and tap into your desire to help. Getting the focus off of you will take the pressure off of being perfect. Just be you!



## PRETZEL BITES & COFFEE CREAM CHEESE DIP



*Perfect for your next Coffee Break! These savory little bites are a hit at every social event. With a coffee cream cheese dip that is pure heaven, your guests' taste buds will be shouting for more!*



### Ingredients:

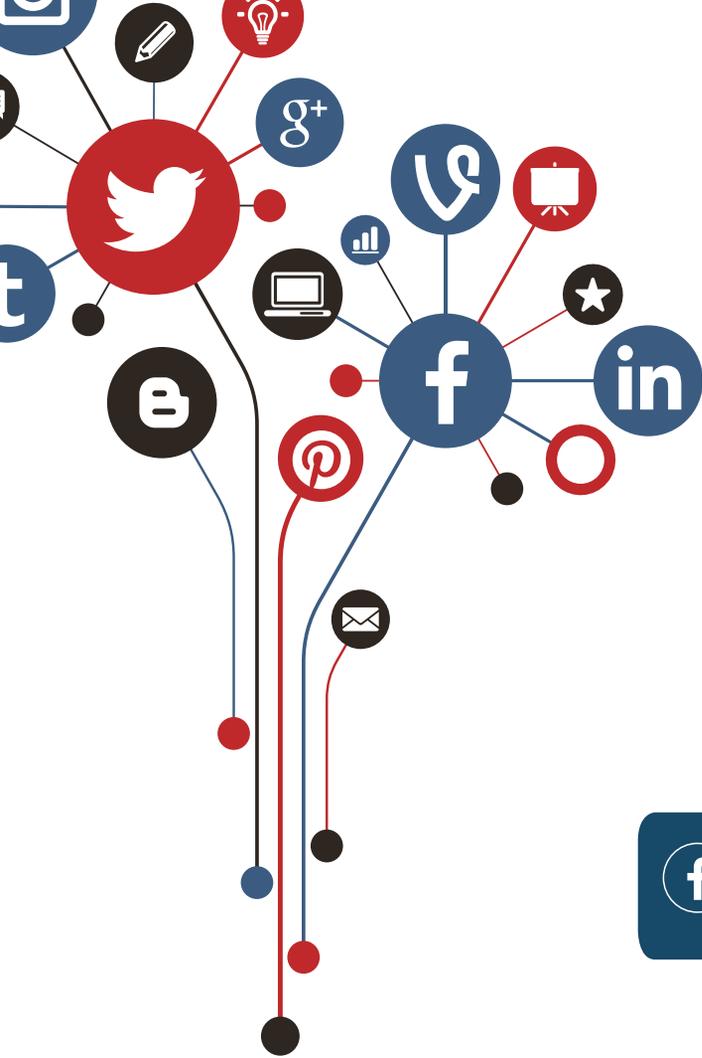
1	can refrigerated biscuit dough
4	cups water
¼	cup baking soda
1	large egg, beaten
1	pinch of salt
6	ounces cream cheese
¼	cup confectioner's sugar
1½	tsp GanoCafé Classic
1½	tsp hot water

### Directions:

1. Preheat oven to 425 degrees F. Line a baking sheet with parchment paper and spray with cooking spray.
2. Remove biscuit dough from can; quarter each biscuit and roll into round balls.
3. In a saucepan, combine water and baking soda; bring to a boil then reduce heat to simmer.
4. Add the biscuit balls and cook for 1 minute; transfer to baking sheet.
5. Brush beaten egg over each pretzel ball and sprinkle with salt.
6. Bake for 10-15 minutes or until golden brown. Let cool for 10 minutes before serving.
7. Meanwhile, combine cream cheese and confectioner's sugar in a mixing bowl; beat together until smooth.
8. Mix GanoCafé Classic with hot water; beat into the cream cheese mixture until light and fluffy.
9. Serve pretzel bites with dip and watch them disappear!

### NUTRITIONAL FACT:

*Coffee contains very large amounts of antioxidants, including polyphenols and hydrocinnamic acids. Studies have shown these antioxidants may improve health and help reduce the risk of several diseases. Ganoderma lucidum also contains a high amount of antioxidants — 150 in every cup! That makes your GanoCafé Classic black cup of coffee a super free-radical-fighting machine!*



# TIME TO SHARE

## Gano Excel's Social Media Stars of the Month: Veronica Carbajal, Victor Bautista and Lupita Mendoza!

*Congratulations and thank you, Veronica, Victor and Lupita for using social media as an important tool to leverage your Gano Excel business!*

### Do you want to be next month's Social Media Star?

*Make sure to use #ganoexcelusa and #ganoexcelnorthamerica and tag us in all of your Facebook, Instagram and Twitter posts!*

### CUSTOMER SERVICE CORNER



#### Let Us Connect

Your Customer Service team knows how important it is as an entrepreneur to build relationships, because we see you do this day in and day out. Retention is achieved by solid relationships and these are gained by how well we can communicate and deliver.

Keep your network strong and enthusiastic by helping your downline duplicate, providing mentorship, and answering important questions. This gives your team a higher likelihood of achieving the success you all want. Remember, Customer Service is here to help answer any questions you have.



**Facebook: Veronica Carbajal**

*"It's not about money, it's about freedom!  
100% Gano Excel"*



**Instagram: Victor Bautista (@vicbizfit)**

*"Let's take this day!  
Ganoexcelusa"*



**Instagram: Lupita Mendoza (@lupita.gano)**

*"When you work  
from home."*





GOLD

## JOE PAGE, JR.



Joe Page, Jr. has been with Gano Excel since 2009. His goal for 2017 is to achieve the rank of Diamond. He trains regularly with Serafin Martinez on the Gano system, napkin presentation and the compensation plan. He also watches Primeros Pasos both on his own and with others. Joe works hard to train his team. He allows them to learn from his mistakes and exposes his team to the Gano system multiple times a week. Rosy Licon has been his mentor. She has taught him to always keep a positive attitude no matter what the outcome. She also has taught Joe how important it is to work as a team; you can't do it by yourself.

What first attracted Joe to Gano Excel was the business opportunity, specifically the opportunity to make residual income for himself. His current plans include expanding his Gano Excel business into the English market. He sees this expansion as important to his and Gano Excel's success. He tries his best to attend all corporate events, because he draws inspiration from the Diamonds and always learns something new. To Joe, a great leader tries to make things interesting to people. Fear, he says, is an obstacle in this industry. Great leaders overcome that fear by providing their teams with what they need, allowing their people to grow, and staying positive. He believes these qualities can be taught through example. Joe sees leadership in everyone, but he believes you can only really know if a person is a leader by their actions.

Joe's first teacher and inspiration was his mother. As a professional teacher, she taught English to Spanish speakers. However, his mom's ability to teach extended beyond that classroom. All her life she was teaching people. She even kept teaching as a volunteer after she retired. All Affiliates that share their success and testimonials continue to really inspire Joe. He doesn't want to see anyone suffering financially and so he continues focused with sharing Gano Excel's products and business opportunity with all.

## AIDA GARCIA

PHOENIX, AZ



Aida is originally from El Salvador and currently resides in Phoenix, Arizona. She started with Gano Excel as a consumer in 2011, along with all her family. Her current goal is to become a solid Platinum by December of 2017. On Coffee Breaks and 1-on-1s, she trains how to share the business opportunity with consumers and the importance of becoming a “product of the product.” She has watched Primeros Pasos in the Phoenix area with her team. The napkin presentation is her favorite tool to use. She likes to keep it simple. She also uses the Evolution packs to share the product with her prospects.

Her mentor is Walter Garcia, who has taught her discipline, persistence and to be transparent at all times as a leader with your team. He has taught her the importance of having your goals defined, and to keep focused by being confident in your decisions. She has also learned the lesson of credibility from Walter. She sees the concept of her Gano Excel business as very different from her previous work. The network marketing business model is what attracted her to Gano Excel. She depends on her network, regardless if she works or not. She sees this as a different style of living. Aida’s vision of success is the explosion of the Arizona market, as well as expanding Gano Excel’s reach across the United States and throughout other countries.

## CARLOS CORTEZ

IRVING, TX



Carlos has been with Gano Excel five years, since September 2011. His goal is to reach Diamond by December 2017. He trains with the tools provided by Gano Excel and believes that training is the foundation for his business. He gives priority to setting the example as a leader. He has three trainings a week, two of which are on delivering the opportunity presentation. His third training, on Sundays, spends one hour on the compensation plan, how to correctly fill out the application, prospecting and how to have successful 1-on-1s and Coffee Breaks. He also regularly watches Primeros Pasos in Irving, TX. Additionally, Carlos takes time to train his own team on the basics of the business.

Milo Sanchez has been his mentor. He has taught him that you first must set the example for your team. He’s also learned to teach with clarity and the importance of professionalism in this business. The business opportunity attracted him to the business. He was inspired by Mr. Leow Soon Seng at an event he attended. Carlos knew then that he was with the right company. Carlos sees Gano Excel having a stronger presence in all of the Americas. At the Night of the Stars in December of 2016, he told Lucy Melbon that he would open up a center in Irving, TX and, in less than three months, he did.



# LIVING UP TO OUR FULL POTENTIAL RANK ADVANCEMENTS

You may have noticed at Gano Excel we are all about sharing — and appropriately so! Mr. Leow’s vision and our Gano Excel mission is to SHARE the product!

**When we SHARE, the impossible becomes possible. Here are a few examples:**

When we SHARE our laughter, there is twice the fun. When we SHARE our success, we surpass what we have done. In SHARE-ing our dreams, they become more real. SHARE-ing our experiences as a team reveals our interest in each other’s growth. SHARE-ing brings us all closer and makes us care. It is not what we have, but rather, the things that we SHARE.

**So let’s SHARE the great news of growth and rank advancement! Let us applaud each other for the great job that we do. Let us recognize those who’ve SHARED and risen to new ranks! They are:**

## SILVER



Alma Gonzalez  
Rank: Silver



Ana Joana Hoyos  
Rank: Silver



Carmen Espinoza  
Rank: Silver



Diana Cadavid  
Rank: Silver



Emelith Alvarez  
Rank: Silver



Maria Wechsler  
Rank: Silver



Noemi Aguilar  
Rank: Silver

