

Quantum Facial Products

Corporate Sales Techniques Summary

The purpose of this document is to suggest how to conduct a training sales demo leading to a sale at a salon, medical office or med spa.

WE ARE NOT MLM

6 minute read

Our "perceived" market major competitors: EMPHASIS on perceived. All higher end, all absolutely not even close in efficacy

Plexaderm
Genucel
ROC
Neutrogena
Estee Lauder
Sephora
Chanel

Only **BTB** acts as a topically induced FDA registered neurotransmitter block to stop wrinkles just like injectable "Ona Botulinum Toxin A".

We know our products are not easy to use, that's one of our biggest advantages as you will see. I assure you that the much higher efficacy that our somewhat more complex systems that we employ is a small price to pay for our unmatched results. It's also your assurance that there is no possibility any big competitor is going to enter our unique system approach, it's just too complicated for them and they don't have the time or money to train every rep. This is your logical guarantee of a lifetime relationship with Quantum facial Products

I like to open with the line "I'm not here to sell you anything today". This is a training day and since even if they do buy products there is zero risk and no startup requirements beyond proving they understand why we're the best and most profitable product line in our market they aren't really buying they're merely borrowing our products to sell with a security deposit in case they do sell. Just like the products you purchased to demo are fully refundable for any reason, they're also never stuck with product. Just keep the seal intact for instant full Zelle refund up to 3 years.

TIP: The patient client should never feel pressured and should be very clear that they are under no risk. Explain that due to the fact that most of our products require a full month dose to deliver the best results we do not have samples. We can't fix much with a one day sample. This is why we have a no condition full money back guarantee. If they're not satisfied for any reason (yes we mean ANY) we all stay friends and do whatever you decide is best with them. It could be exchanging products, it could be replacing a defective container or just money back. You're job is to make sure they're happy with no bad feelings. I don't ever want to get a call or see a post that says they were ripped off, EVER.

TIP: Make sure all potential salons are clear that we are not an MLM operation. We don't need their uplines, sidelines, downlines, all we need is their bottom line to stay black.

Explain that our social media director Jacinta and Sami are ready to work with them to team up on promotion at our cost.

When selling **BTB** you may hear mention of our "false" competitors. Look at the other companies. You'll see plenty of before and after pictures, most are Photoshopped. We have all those products on our website with their ingredients list. Why are we a better option?

Clinically proven, see results in 4 weeks

unretouched photos

Why you need an eye cream:

- The skin around the eyes is thinner and tends to be more sensitive and prone to issues like puffiness, discoloration and especially lines and wrinkles.
- There are fewer oil glands around the eyes which leads to dryness and rough texture.

You can't expect a face cream to do an eye cream's job. Only eye creams are specially formulated to give this delicate skin what it needs to be its healthy best.

after cleanser

before serum and/or moisturizer

strengthen. supercharge.

with the smart molecule **NIA-114™**

StrVectin is powered by NIA-114™. Our patented, optimized form of Niacin/Vitamin B3 is clinically proven to strengthen the skin barrier and supercharge the performance of other ingredients for visibly transformed, more youthful skin.

The fact is our ingredients are unique to **BTB**. No other company manufactures what we make. That's easy to prove by simply looking over ingredients lists. You can look at the box for the ingredients list or download the Federal Government MSDS Report at the FDA section of the website to see all ingredients and their percentages.

the appearance of fine lines by 50% in 12 weeks

- Powered by pure RoC® Retinol and our exclusive mineral complex
- Designed for dramatic results, but gentle enough for daily use around the delicate eye area

BEFORE

AFTER 4 WEEKS

This non-greasy, moisturizing cream is specifically formulated for

The other products contain little if any of the most effective

greasy, moisturizing cream is specifically formulated for the delicate eye area:

ergenic • Clinically proven

HOW TO USE:
Apply small dots around the eye area and gently smooth until thoroughly absorbed. Use alone or under makeup in the morning and/or in the evening.

INGREDIENTS:
Water, Glycerin, Lactose, C12-15 Alkyl Benzoate, Cetearyl Ethylhexanoate, PEG-100 Stearate, Glyceryl Stearate, PEG-8, Stearyl Alcohol, Tromethamine, Panthenol, Carbomer, Isopropyl Myristate, Methylparaben, Disodium EDTA, BHT, Propylparaben, Magnesium Aspartate, Zinc Gluconate, Chlorhexidine Digluconate, Retinol, Polysorbate 20, Copper Gluconate

WARNINGS:
When using this product, avoid getting into eyes. If contact occurs, rinse thoroughly with water.

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ingredients because they're very expensive. In some cases they're selling formulas that are almost TWENTY years old. They do not contain our unique formula, we stand alone. They're also not cheap, ranging from \$49 to \$299. None contain the unique ingredients of **BTB** that can and does provide our unique long term 3 month neurotransmitter blocking treatment.

Highlights

The only eye serum with BOTH an instant short term 24 hour treatment and a longer 3 month treatment. Other common instant wrinkle treatments that are advertised on TV only last a few hours....at most, we spared no expense making sure that part of our treatment was better than "theirs"

BTB utilizes a proprietary blend of Hexapeptides 3, 8 and 9, a version of the popular anti wrinkle treatment utilizing "Ona Botulinum Toxin A". Our proprietary blend is absorbed gradually into the Orbis Oculi Lower over a period of 30 days to block the synaptic cleft which in turn allows an anti wrinkle treatment similar to "Ona Botulinum Toxin A" BUT WITHOUT THE NEEDLES for much less cost.

Ideally we know that everybody wants a non chemical, natural solution, until they demand results. We're not even sure how to define natural. When it comes to wrinkles and aging skin, our body is assaulted 24/7 with a very harsh environment from antibacterial soap, to water and air pollution. The truth is if you're going to try to affect wrinkles, you're going to need much more than moisturizing serum to do it. That doesn't stop hundreds of companies, big and small from trying to sell a lot of multi syllable botanicals with extravagant promises and few if any results.

BTB has taken a different approach. Yes we use a few minor botanicals, such as Chamomile and Ivy extracts but they're not there for much more than smell, binding and colour. Magnesium and Sodium Silicates that form the crystalline matrix to treat temporary wrinkle relief is our fast but impressive part 1 of 2 parts. This is an integral part of the sales process. In the initial presentation we want to have the client/model experience an example of what they are going to look like after a full 1 month does is complete. Our proprietary hexapeptide 3, 8 and (9 added recently) combination are part of the longer term ingredients that work for a long lasting result. Long names, great science, beautiful, effective and FDA safe results.

Obviously most people won't want to get into chemistry too much but if they do you can start by discussing the ingredients and why our unique serum blend is so much more effective, after you convince them that Avocado oil and Cayenne pepper are not going to make your skin wrinkle free.

There are a lot of buzzwords that plague our industry. Almost all of which are decoy words designed to hide the fact that the moisturizer they just paid \$300 for is just H₂O, water.

For example you'll hear a lot about an old skin treatment called Retinol which used to be called Vitamin A until they couldn't sell anymore overpriced Vitamin A. It's harsh and if you have fair skin you can expect sun sensitivity, burning sensation, peeling, thinning of the skin and at best a very modest improvement nowhere near what Better Than Botox™ can achieve. Ask yourself how on earth is burning off a layer of your skin going to be a good plan for skin rejuvenation.

Here's a typical retail sale structure
Sales Information background

The absolute best way to impress a sale is with an "in person" demonstration. Seeing is believing. Since a demo only takes 5 minutes you can discuss **BTB** while squeezing out a small amount for the client to apply to the affected area(s). It's usually best to do one eye first so they can more easily see the difference.

Any sales professional knows you must have a time limit for action. As of now there are no contracts to sign. For our part we're going to continue give each new salon a chance to prove they earn the right to not have us license any other nearby salons. If they're doing reasonably well and they want to continue we'll offer an exclusive region license to guarantee exclusivity to protect their region.

Is the cost high? We are not the cheapest but given we are using variations of some of the most expensive ingredients on earth we can never afford a cheap product. Ona Botulinum toxin A is the most expensive commodity on earth. \$150 BILLION a pound!

The eye serum sell for Quantum Facial Products is the starting point because only the eye serum has the temporary instant portion added to impress and set up the sell for the entire line.

The subject of wrinkles is gently brought up with the client/patient. This step may be made much faster if you run a store or med clinic and have some of our marketing materials on display. If you're lucky enough to have asked Bobbi, Canada Operations or Maytor, USA Operations for a large rollup banner your clients will see these massive billboards and likely ask you for more information without you even bringing it up. They will typically ask you what BTB is and if they can try it.

Of course you have an open sample. Give the patient the sample box, let THEM open it and show them the product. It's important to let them handle the products

Explain to the patient that they are about to dramatically change their look with the application of the temporary stage 1 treatment of eye serum. Apply for the patient to one eye only. Take a picture. 10 minutes of low key small talk, answering questions. The patient should be VERY clear that everything we sell comes with an unconditional money back guarantee.

They should know the the stage 2 process is starting to work immediately. They may ask about a possible minor temporary "tingling" feeling in the applied area. Explain that this is normal and is additional bioactivity evidence.

Give them a magnifying mirror. They will see a massive change. You should offer to complete the other eye. They are typically at a 50/50 buy at that stage. remind them that they are fully protected because the 30 day dose supply is fully guaranteed to work as promised with a 90 day result after completing the initial 30 day dose so there's little to no risk. if you have have a few test models they will all reinforce the sale and will all buy!

This is what I call the Israeli Mall Cart experience. Many people have tried this and been left less than pleased. This is why it is vital that you deflate the client excitement by deemphasizing the gimmicky temporary effect by saying the Quantum Facial only puts this in to give an idea of what you can expect to look like once the 2 part neurotransmitter block starts to kick after they complete their initial treatment.

The more demo models at your training the more likely you'll make a sale. Do not make this into a sales presentation, You are their to train only, trust me they will ask to buy. Prior to your training session you will of course have had discussions with the salon owner. You will explain the training process. Pictures, explaining why Quantum is different, joking around. Sometimes i call the models "victims" and apologize that they're the first human we've tested on, hahaha. Break the ice. Now that they look so much younger are they officially become Cougars etc. Whatever your style. 100% of all models will see a remarkable difference I promise or you

down; t do it correctly. You do the first eye and let the trainees do the rest under your close examination. By prior arrangement you will defer all pricing and purchase requests to the salon owner. Once one buys they'll all buy the salon owner is closing in serious money at \$200 to \$300 profit per unit. After the event is over you are in a very good position to sell at least \$2,000 to \$5,000 since they likely took i in \$2,000 to \$3,000 at that one session alone.

Add in that there's zero risk with a full money back guarantee and why would they risk not having enough product on hand to continue their sales run.

I've personally never walked away without a sale after any demo.

In conclusion I think it's good to remember that we're selling a solution, a solution that works well and works safely. We're not selling what customers think they want to see and hear with a bunch of nice sounding plants and fragrances. Your customers want results and you have the best results possible in your hands right now, Quantum Facial Products™, are the only ones that work better than anybody has ever experienced.

Want to sell and sell big? In the words of Percy's generation song by Marvin Gaye "Lets Get it On". Reach out to our rock stars and ask them for advice, meet them at Face Reality 2023, Lake Las Vegas Hilton resort Spa

Present it, explain it, watch it and sell it in 10 minutes every time!

Percy Lipinski
President and CEO