

 gano excel

My Gano System

A Guide To Running
Your Gano Excel Business



Start
your own
coffee
business



CONGRATULATIONS!

To Our Newest Excellent Affiliate,

You're a Gano Excel Affiliate! You've been sponsored, you've purchased an ESP package, and now you're wondering, "How do I get started?"

I want to start off by letting you know how grateful I am that you've made the decision to not only enjoy the benefits of the Gano Excel products, but also to learn more about building a Gano Excel business.

I know with all of the things pulling at your time and efforts, the decision you've made is important for me. You see, I know firsthand how busy life can become and how many things can distract you from the important things in life. I appreciate the time you're about to invest to build your Gano Excel business and I want to do everything I can to help you achieve the level of success you desire.

What you're holding in your hands or reading online right now is the **ONLY** official company-endorsed way for you to build a successful Gano Excel business. Many years of leadership and experience by some of the most successful Affiliates have been condensed into seven action steps.

Whether you're looking for part-time work or a full-time career, you will start exactly where every other Excellent Affiliate starts — as an Independent Gano Excel Affiliate selling Ganoderma

lucidum enriched products. You see, your initial success with Gano Excel depends first and foremost on your ability to **SHARE** Gano Excel products.

When you sell Gano Excel products, you are sharing your confidence in their performance and quality. You are sharing products that you know have been carefully produced to work with nature to improve health and nutrition on a daily basis and help people feel their best with the finest in personal care products.

Gano Excel has combined the best of nature and the best of man to create products that truly benefit everyone. All you have to do to get started is **SHARE** those benefits with everyone you meet. But first, you're going to need a little preparation. Let's get started!

In faith and prosperity,



Mr. Aik Chin Ooi, CEO
Gano Excel | North America

MYEXCELLENT MISSION

Gano Excel is a progressive wellness company with 20 years of success in the network marketing industry. It started with one man's vision, then with the support of the people around him, Gano Excel became a global leader of providing, quite possibly, the most powerful Ganoderma lucidum and premium line of Ganoderma-enriched products. Developed by celebrated humanitarian, Mr. Leow Soon Seng, Gano Excel has extended to more than 70 countries with 3 million customers and growing. It continues to do so by simply following the basic principle of sharing the products and opportunities with those who need it. Sharing health and wealth with the world starts with one person... that person is you.



MYEXCELLENT PROMISE

BE RESPECTFUL of each and every person I meet while building MyGano Business.

BE COURTEOUS and treat everyone I encounter the way I want to be treated.

BE TRUTHFUL in my representation of Gano Excel products and will make no product claim that is not contained in and supported by official Company publications. Correctly represent the Compensation Plan and the income potential represented therein.

BE ETHICAL, conduct myself and my business in a moral, legal and financially sound manner and will not engage in any deceptive or illegal practice.

BE POSITIVE, not communicate disparaging comments about competitors' products to others.

BE LOYAL and not engage in activities that would bring disrepute to Gano Excel, other Affiliates or myself.

BE CONSISTENT, every day do something positive to move my business forward.

BE A TEAM PLAYER. When Gano Excel does well, everyone benefits.

BE THOUGHTFUL. Care about people and have fun building your Gano Excel business.

As a Gano Excel Affiliate, I promise to be an Excellent Affiliate and follow these principles:

AFFILIATE ID #

PRINT NAME

SIGNATURE

DATE

ARE YOU **READY?**

Check the boxes below to ensure your best success when reading My Gano System:



DID YOU ENROLL?

First, it's easy to join Gano Excel by choosing one of the specially-designed packages - Smart Start, Smart Start Plus, ESP-1, ESP-2, and ESP-3. Now, as a Gano Excel Affiliate, you get a FREE lifetime membership to the interactive software system to help manage your Gano Excel Business - as long as you maintain a minimum 50 PV order per month. So, did you enroll?



YES!



DO YOU KNOW YOUR AFFILIATE ID NUMBER?

Your Affiliate ID number is your key to running your business. You will need it to order product, sign people up, earn in promotions, attend events and trips. Be sure to carry your Affiliate ID card with you at all times. A good tip is to take a picture of it, and keep it in your phone. ***So, do you know your***

ID number:



YES!



DID YOU LOG IN TO YOUR VIRTUAL BACK OFFICE?

It's important to know how to access your Virtual Back Office. It's where you can monitor, measure and maintain the growth of your Gano Business anytime, 24-hours a day, 7-days a week. You can log in simply by clicking on "BACK OFFICE LOG IN" found in the top right corner of: ***www.GanoExcel.us*** — Then simply log in and explore what's available. ***So, have you logged into your Virtual Back Office?***



YES!



HAVE YOU ACTIVATED?

The best way to Activate is to set it and forget it; it's called your monthly AutoShip. An AutoShip is an automatically recurring order with a minimum 50 PV order monthly. Our system automatically bills your account and then sends you the product selected based on a preferred date each month. You don't have to do anything else. OR, you can also just make sure you place a monthly order when you want to (just don't forget). ***So, have you activated and on your way to earning with Gano Excel?***



YES!

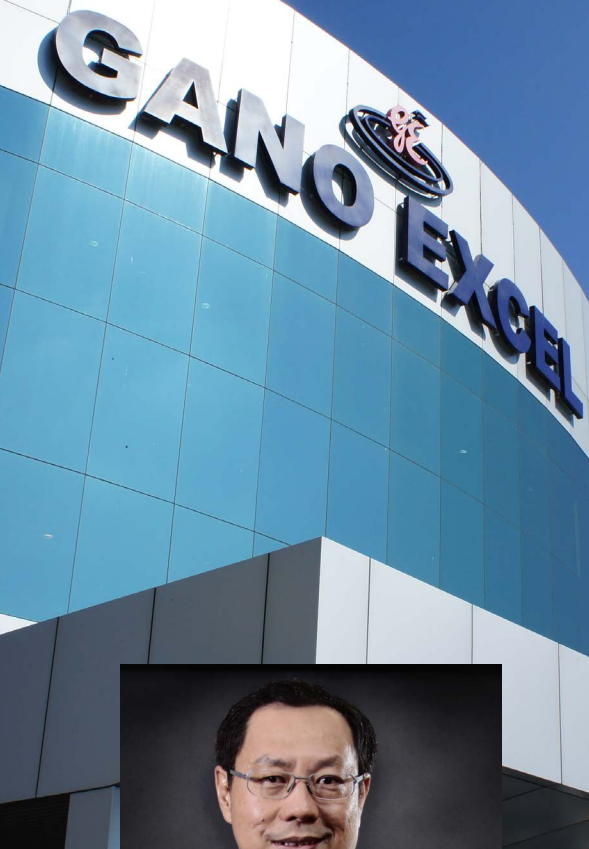


DO YOU KNOW WHO YOUR UPLINE IS AND HOW TO CONTACT THEM?

When you enrolled, your Upline was the person that believed this was a great opportunity for you. Trust the advice of your Enroller and Upline. It is in their best interest to help you. Be sure to contact them whenever you need support and guidance in growing your Gano Excel Business. ***So, do you know who Upline is and how to contact them?***



YES!



" Everyone is born with the ability to share. Whether we do it or not determines if we will live an excellent life.

—

Mr. Leow Soon Seng

WHAT MAKES GANO EXCEL **EXCELLENT?**

The secret to what makes Gano Excel products Excellent is our proprietary method to grow, quite possibly, the best and most powerful Ganoderma lucidum in the world. Ganoderma lucidum has been crowned "King of all Herbs" more than five thousand years ago and is globally recognized today as one of the most beneficial mushrooms ever discovered.

Mr. Leow Soon Seng founded Gano Excel in 1995 after years of researching and developing the cultivation of Ganoderma Lucidum for its therapeutic properties. Gano Excel flourished and quickly became an international operation. In 2002, Gano Excel was introduced to the United States for the first time, and a headquarters was established in Southern California. From there, Gano Excel began to win over the hearts of families in the U.S. by sharing its health and wealth mission. More and more people began to see the "magic" in the Gano Excel opportunity. In 2013, Gano began to plan and construct satellite opportunity centers for communities away from its headquarters in Southern California. To this day, Opportunity Centers continue to open with the growing numbers of Affiliates and customers across the United States.

Mounting research documenting Ganoderma lucidum's rise to stardom in the health and wellness industry has deemed it as one of the most potent adaptogens available. Plus, with more than 150 phytonutrients and 200 antioxidants, it was perfect for enriching our signature GanoCafé and GanoDaily products. The GanoCafé line includes instant coffees, and other beverages such as hot chocolate and tea. The GanoDaily line consists of personal care products such as soap and toothpaste, as well as a variety of health supplements.

Gano Excel is 100% debt free and 100% vertically integrated, helping to make the Gano Excel business opportunity accessible to more people. The company continues under the guidance of Mr. Leow, who has been true to his vision since starting Gano Excel more than 20 years ago.

INTERNATIONAL CERTIFICATIONS



WHY NETWORK MARKETING?



Networking is defined as connecting two people with common interests to share a piece of information or an idea. This concept is very different from sales. Networking means asking questions, listening and offering a solution rather than selling or convincing. Network marketing is all about building the relationship between you and your prospect. The health and wellness industry is very personal; the best support comes from word-of-mouth referrals and personal advertising as told by tens of thousands of people like you every day. We made the decision to take the millions of dollars typical companies spend on traditional advertising to promote their products and divert them to a better form of advertising, YOU! This critical decision has fueled Gano Excel's growth for over 20 years.

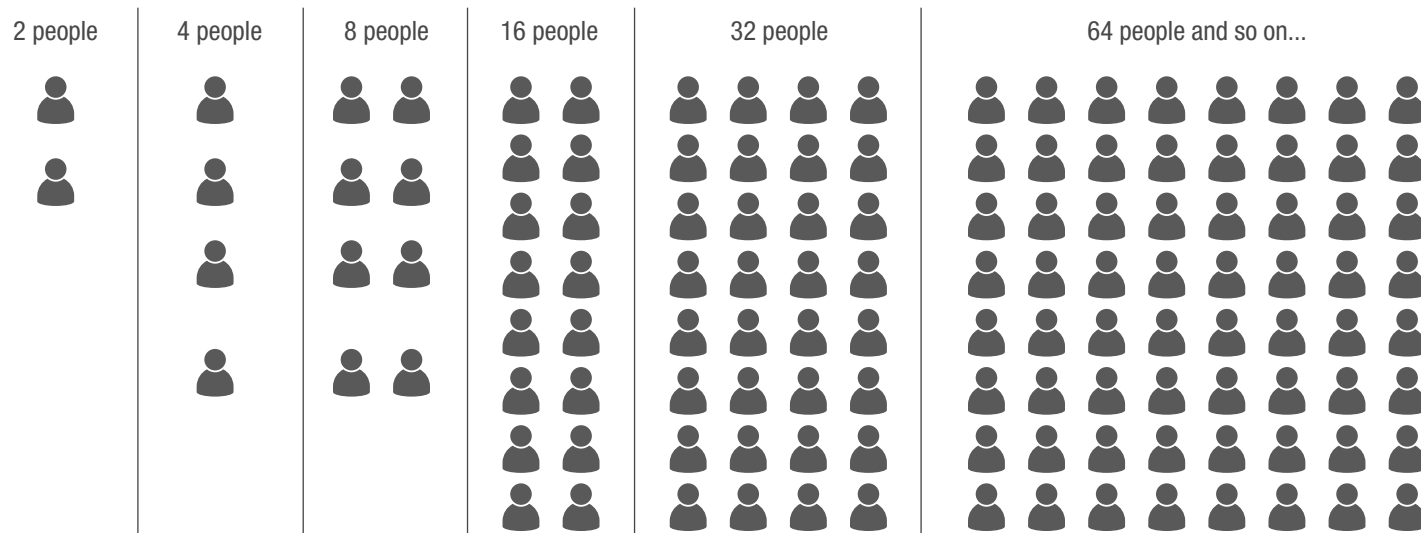
THE POWER OF DUPLICATION

THE POWER OF BINARY, STARTS WITH YOU.

Imagine if you started by sharing with two people, and those two people continued to share in the same way. If you share with two people, and they share it with two, over time you could have up to 510 Excellent Affiliates on AutoShip!

Imagine what your Residual Income would be, by simply sharing this with two people. Imagine this same concept with a penny.

- 1) Of all the people you know, could you find two to share Gano Excel with?
- 2) What kind of volume do you think they could produce?
- 3) Do you think sharing this would be worth it?
- 4) How fast did it take you to come up with your first two people to share this with?





WELCOME TO MYGANO SYSTEM: YOUR ACTION PLAN TO A SUCCESSFUL GANO EXCEL BUSINESS



You have what it takes to SHARE Gano Excel!

It's more than selling coffee. It's earning money by simply making connections and following a simple system. *Drink it. Share it.*

Gano Excel combines premium nutritional products with a lucrative compensation plan, exceptional support, training and committed leadership to create the perfect window of opportunity for you! With unparalleled products and a credible company, you have all the ingredients required to create success and begin building the foundation for a strong Gano Excel business.

1. DEFINE YOUR WHY
2. BE A PRODUCT OF THE PRODUCT
3. MAKE YOUR CONTACT LIST
4. SHARE! SHARE! SHARE!
5. USE YOUR TOOLS
6. EVOLVE PERSONAL GROWTH
7. INSPIRE YOUR TEAM & DUPLICATE

DEFINE YOUR WHY

DEFINE YOUR WHY. FIND YOUR MOTIVATION.

WHY ARE YOU STARTING YOUR OWN GANO EXCEL BUSINESS?

WHAT IS YOUR DREAM?

☐ IMMEDIACY

- Quickly
- Long Term
- Short Term

WHAT DOES YOUR FAMILY NEED OR WANT?

- | | | |
|------------------------------------|-------------------------------------|------------------------------------|
| <input type="checkbox"/> NEW CAR | <input type="checkbox"/> NEW HOME | <input type="checkbox"/> VACATION |
| <input type="checkbox"/> EDUCATION | <input type="checkbox"/> RETIREMENT | <input type="checkbox"/> MORE TIME |
| <input type="checkbox"/> OTHER | <hr/> | |

TIME FREEDOM

- What will you do with more time?
- Would you like to work from home to be with your children?

FINANCIAL FREEDOM

- How much money do you want to make?
- What will you do with the extra income?

WHAT IS IMPORTANT TO YOU?

- ☐ FREEDOM & FLEXIBILITY
- ☐ SPENDING TIME WITH FAMILY
- ☐ HELPING OTHERS
- ☐ VACATION AND TRAVEL
- ☐ BEING DEBT-FREE
- ☐ RETIREMENT SAVINGS
- ☐ FINANCIAL FREEDOM
- ☐ OTHER
- ☐ ALL OF THE ABOVE

Most of us as children were natural dreamers. One day we

we wanted to be an actor and so on. Anything was possible and there were no limitations. Reality was never in our vocabulary. Sadly, most people lose their desire and ability to dream and settle for mediocrity. Fortunately, it doesn't have to be this way. Thanks to the Gano Excel business opportunity you don't have to settle for mediocrity. Allow yourself to dream again...

Where would you like to be in three years? Describe your perfect day/life in detail. How big would you dream if you knew you could not fail? Where would you live? How would you live? How would you spend your time? Who would you spend your time with? Where would you travel? What charities and philanthropic causes would you support with your time, money and resources?

Once you've completed this initial dreaming exercise, remember to keep this in a handy place and add to it as you begin achieving your dreams.

[illegible]

WHAT IS YOUR WHY?

WHY DID YOU CHOOSE THE GANO EXCEL OPPORTUNITY?

It's a fact that stories sell and facts just tell. Having a compelling story to share that illustrates how and why you decided to build a business with Gano Excel, will help you grow your business to new levels of success. You've already determined your why for doing this business — it's time to turn your why into your Gano Excellent story. It also will give you a meaningful story to share with the people on your Contact List (see page 18-19).

Your Gano Excel story must be relatable, passionate and include an opportunity testimonial. It's important to speak to what people can relate to and appeal to a broad audience — for example, more time with family, achieving your financial goals or improving the quality of your life. Your story tells why you have chosen to build your own Gano Excel business. To the right, is an example of a story from Ana and how she turned her why into her very own Excellent story to share with prospects. Read it then identify your why.

MY WHY FOR STARTING A GANO EXCEL BUSINESS IS...

It is said that the journey of a thousand miles begins with the first step. You've just completed Step 1 in starting your Gano Excel business; now let's build on that foundation to achieve your dreams!

ANA'S STORY

"Things weren't going great at work and I had a lot of responsibilities at home that were falling through the cracks. All my time was spent trying to catch up, so I never was able to take care of myself very well, let alone treat myself to a vacation. The stress was taking its toll on my body, too. Then a friend told me about Gano Excel and invited me to an event they were having that week. It turned out to be a presentation about the business, but I thought it sounded too good to be true. Nevertheless, my friend convinced me to try some of the coffee out. It turns out the coffee was actually really good! I thought, 'Maybe there is something to this.' Now that I look back, I am amazed at what I was able to do those first few months while still working full-time. I just committed myself to finding time where I could and had a lot of help from my mentor. With the help of my Upline, I followed the 7 Steps to Success, and now I am able to work completely from home. I don't have to worry about catching up around the house or spending time with my family because I have control over my schedule. Best of all, we are all taking a family vacation this summer to Hawaii — my first vacation I have ever taken! I couldn't be more excited, and so grateful to Gano Excel for giving me the freedom I never had before."

INDIVIDUAL RESULTS VARY BASED ON THE AMOUNT OF EFFORT.

BE A PRODUCT OF THE PRODUCT

KNOW IT, DRINK IT, AND SHARE IT!

KNOW THE PRODUCT

If you want to increase your chances of selling product and making retail profits, you must know what you are selling. Let's use 'watching a movie' as an example. Would you suggest someone to watch a movie that you have never watched? What would you say? What could you say? Probably not much. The point is, if you know what you are talking about, you will be more believable, be able to answer their questions, and most importantly... you'll increase your sales.

DRINK THE PRODUCT

You are not selling an idea. You are selling amazing, consumable, enriched products that are loved all around the world. Why wouldn't you want to use these products on a daily-basis if you are selling daily use products? As a business owner, it is important that you try all the products so that you can better make suggestions and recommendations to your prospective customers. You could actually find your own personal testimonials from using the products yourself. Just think how powerful that is when talking to someone you know, or don't know. Find the products you love, and work them into your daily schedule. This shouldn't be difficult especially if you drink coffee or tea, use soap or brush your teeth.

Another reason to purchase the product is that it helps you to stay "Active." "Active" means that you and your retail customers generate a total of at least 50 Personal Volume (PV) within a month, which equates to about three boxes of product. By staying Active, you are eligible as a business owner of Gano Excel to earn commissions and other bonuses. You are also eligible to enjoy a variety of perks including purchasing products at wholesale pricing as well as collecting Rewards Points to redeem free product. A good way to ensure that you always remain Active is by participating in our AutoShip program.



PRODUCT OF THE PRODUCT



Try Gano Excel products and then share them with others!

WHY AUTOSHIP?

Get the products you love when you need them.

AutoShip is a monthly subscription that automates your order for you. Select your favorite enriched products and we will ensure that you'll never run out of them.

HERE'S HOW IT WORKS:

1. Pick Your Items: Choose the best combination of products that fits your business goals!
2. Set Your Schedule: Set the perfect timing for growing your business. You can always change the timing, shipping address & quantities.
3. Enjoy the Benefits: Ensure your earning potential while racking up GE Rewards Points for free product, merchandise and other rewards.

PLUS!

Once you start your **AutoShip Program of 50PV or more**, your status becomes 'Active.' By duplicating this commitment in your group, you are developing solid 'Qualified' legs in your team; creating the perfect equation to generate commissions!

If commissions are not generated because you are not 'Qualified,' you will still be able to continue to accumulate and bank carryover volumes, as long as you maintain your AutoShip! But remember to maintain higher PV to bank more CV.

SHARE THE PRODUCT

If you know and drink the product, you have optimized your ability to sell Gano Excel's signature line of enriched products and receive retail bonuses! A great way to share the product is through sampling. Don't be shy about handing out a sachet or two, or even better... give the gift of Gano by providing one of Gano Excel's Evolution Sample Packs to the customers you find that seem interested in the business side of things. It's easier to sell a product, or have someone join your business if they also fall in love with the product.

Remember, this business is supposed to be simple, fun and rewarding. Getting people to try the product is simple. Earning bonuses for selling the product and building your team is fun. Watching your business grow from YOU to TWO, to Twenty-Two and so on... that's rewarding!





At Gano Excel, we've developed our line of premium products with one simple philosophy: identify products that people consume for comfort and enjoyment each and every day, and improve them. All of our products are infused with Ganoderma lucidum in its most powerful form. This provides 100% of the power of Ganoderma without losing any of its benefits. From a wide selection of coffeehouse beverages to top-quality personal care items, there is truly something for everyone at Gano Excel.



An Industry Leader Since 1995

Gano Excel provides a variety of products infused with our proprietary blend of Ganoderma lucidum. Gano Excel is vertically integrated, owning and operating every facet of the manufacturing process — from growing and harvesting the most powerful Ganoderma and roasting coffee beans to packaging products and furthering expansion efforts with over eight million customers and growing.

Why a Mushroom?

With more than 150 antioxidants and 200 phytonutrients, Ganoderma lucidum is known for its nutritional, therapeutic and healing properties. A centuries-old herbal remedy traditionally used in Chinese medicine and across Asian cultures, Ganoderma lucidum, or Reishi, helps regulate the immune system, contains anti-inflammatory properties, supports cardiovascular health and more.



Our Products

From the beginning, our mission has been to share health and wealth with every family. Our range of beneficial supplements, beverages and personal care products are steeped in history, supported by research and artfully crafted with nutrition and taste in mind.

GANOCAFÉ

Our retail brand of comfort beverages, from premium-tasting wellness coffee and tea to silky, enriched hot chocolate, each chockfull of 150+ antioxidants, 200+ phytonutrients and the power of Ganoderma lucidum.

GANODAILY

Our daily-use line of enriched products include personal care products such as toothpaste and soap, and are complimented by a wide range of legendary body balance supplements.

DISCLAIMER: Under U.S. FDA law, it is illegal for a manufacturer to make any medical claims for health supplements. All statements made by Gano Excel are intended for informational purposes only. These statements have not been evaluated or approved by the FDA, and our products are not intended to diagnose, treat, cure, mitigate or prevent any disease.



Product Price List

enriched products **made to be shared**

GANOCAFÉ



3-in-1
#501



classic
#505



tongkat ali
#506



schokolade
#502



mocha
#503



rooibos tea
#504



hazelnut
#508



c'real
#507

GANODAILY



Gano Fresh
#302



Gano Soap
#301



Ganoderma
#801



Cordyceps
#808



Excellium
#803

SHARE

WHO WHAT WHEN WHERE

It is important to know who and what you are working with. Gano Excel is a global company that pioneered Ganoderma lucidum into the daily product market. Since 'mushroom' coffee might be hard to swallow at first, Founder Mr. Leow Soon Seng knew that traditional retail distribution would be difficult for the mainstream commerce to accept. He found the power of 1-on-1 direct selling was key to spread his mission of health and wealth. Below, are important facts about Gano Excel and Ganoderma lucidum you should know:

Who is Gano Excel?

1. Gano Excel is a Ganoderma lucidum company that started in Malaysia in 1995
2. Experts in Ganoderma lucidum, with 30+ years of experience and study
3. Present in more than 65 countries in only 20 years
4. Gano Excel has only just begun sharing its product in the U.S.
5. 100% debt free and 100% vertically integrated. This means it owns its own greenhouse, plantation, storage, and distribution – providing complete control from concept to cup
6. \$800 million in annual global sales
7. Six distribution centers in the U.S. alone, with plans to expand into new U.S. markets
8. Largest 100% organic Ganoderma lucidum plantation in the world
9. More than 7 million satisfied customers every year
10. Gano Excel grows 100,000 Ganoderma mushroom caps per greenhouse
11. Gano Excel has over 650 Ganoderma greenhouses in the most optimal part of the world for natural development
12. That equals 65 million Ganoderma caps in only 3 months
13. That supports retail sales of over \$3 billion dollars

What is Ganoderma lucidum?

1. Ganoderma lucidum is also known as Reishi and Lingzi
2. Ganoderma is a red, fleshy mushroom grown predominately in the East
3. There have been hundreds of government, medical and private studies showing various degrees of how Ganoderma is helpful to maintain a healthy lifestyle
4. The media has also made Ganoderma a hero including the Discovery Channel, USA Today, Dr. Oz and Newsweek
5. The world's first and best Ganoderma-enriched, premium products
6. Each cup of enriched coffee contains more than 200 phytonutrients and 150 antioxidants
7. Ganoderma studies have shown it to support the immune system and cellular rejuvenation
8. Enriched product line consists of 15 daily use products including coffee, tea, hot chocolate, oatmeal, soap, toothpaste and a range of five daily supplements

Why Network Marketing?

1. Network marketing industry has been around for more than 60 years
2. Network marketing offers an unique and low-cost business opportunity
3. It offers a simple education and duplication to build a strong organization
4. Flexible schedule that is suitable for anyone
5. Allows you to earn additional income and potentially build a financial freedom

DISCLAIMER: Under U.S. FDA law, it is illegal for a manufacturer to make any medical claims for health supplements. All statements made by Gano Excel are intended for informational purposes only. These statements have not been evaluated or approved by the FDA, and our products are not intended to diagnose, treat, cure, mitigate or prevent any disease.

CREATE YOUR LIST

3

Build Your Network

It all starts with your Hot List. This is a list of 10 people you know who you can talk to about your new business. These names should come to mind easily and include immediate family members and close friends. Keep things conversational and show your enthusiasm by sharing your Why — the reason you started this business — along with Evolution Packs filled with our delicious GanoCafé samples.

Once you've worked through your Hot List, it's time to get down to business. Now you'll start compiling your Business Builder List, a more extensive list of 100 names of people you can approach about Gano Excel's unique business opportunity. See the Business Builder List in Appendix A.



It may sound like a lot at first, but this is just the brainstorming phase of prospecting. All you need to commit to at this point is putting names down on paper. The difference between your Hot List and Business Builder List is that the latter includes people who are not just in your most inner circle. You'll want to stretch your imagination and think of people who are friends of friends, co-workers, gym buddies and more.



Find Your Customers

When you are ready to share Gano Excel products, you're going to need people to share them with — your customers. And as an independent business owner, you are free to sell to anyone you choose. If you stop and think about it, your potential customers belong to three basic groups:

- ☐ People you know (HOT - Your smallest group)
- ☐ People they know (WARM - Your larger group)
- ☐ People you don't know (COLD - Your largest group)

People You Know

It is likely that people you know personally will be your first customers. It's a good idea to begin sharing the products with these people, because you're already comfortable with them. "Practice" your sales presentation and develop your self-confidence by sharing Gano Excel with people you know.

Keep in mind that when you share Gano Excel products, you're not just selling. You're passing on good news about products you believe in to people you care about.

Now, take out a pencil and make a list of people you know; you'll be surprised how long it will be. This list is your first source of potential Gano Excel customers.

PEOPLE YOU KNOW

- From your present job?
- From your old job?
- From high school?
- From college?
- Through sports or hobbies?
- From your church?
- From civic activities?
- From your lodge or club?
- Through your children?
- From places you've lived in the past?
- Through your wife, husband?
- Who sells you your meat?
- Who sells you your groceries?
- Who runs your local delicatessen, drugstore?
- Who is your letter carrier?
- Who does your hair?
- Who sold you your car?
- Who did you buy or rent your home/apartment from?
- Who is your dentist?
- Who does your plumbing?
- Who is your florist?
- Who is your pharmacist?
- Who gives your child music lessons?
- Who is your child's scoutmaster?
- Who is your veterinarian?

THE LIST

NAME	CONTACT INFO	OCCUPATION	NOTES
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Prospecting is the art of seeking out and starting new relationships

People They Know (Referrals)

After you've begun sharing products with people you know, you can add to your list of prospects by asking customers for the names of people they know.

When you can call on a potential customer and say that she was recommended by her friend Mrs. Satisfied Customer, your sale is practically made!

By asking for "referrals" this way, you can turn every personal contact into a potential sale.

Many Gano Excel Family Members who share Gano Excel products at home parties use referrals to locate party guests. If the Family Member is holding a Gano Excel party at a friend's house, for example, she may ask her friend to invite several of her friends. This Family Member is making use of referrals to locate potential customers.

People You don't Know

You'll probably want to tap this final source of customers after you acquire more experience with Gano Excel. Most Gano Excel Affiliates prefer to first develop their customers from people they know and from referrals. Then when they gain more confidence, they may choose to expand their group of prospects by contacting people they don't know.

Gano Excel Family Members who want to get in touch with this group of potential Gano Excel customers use advertising and other well-known selling approaches, such as door-to-door sales.

With advertising, you can reach many more people at one time than you can with personal contact. Advertising helps you call attention to your Gano Excel business, but it can never replace the most effective way to sell Gano Excel products: through person-to-person sharing.

If you should decide to advertise, your Sales Leader can provide you with the proper guidelines for Gano Excel advertising and help you place your ads.

Remember, it's not necessary for you to advertise to be successful in Gano Excel. It simply allows you to get in touch with people you don't know and prepares them for your personal call.

Think about it... If you add just two people to your list five days a week for a year, you'll have 520 new contacts



SHARE!
SHARE!
SHARE!

4

Sharing Gano Excel Products Successfully

The foundation of every successful Gano Excel business is built on the sale of Gano Excel products. Your ultimate growth in Gano Excel depends on how successfully you develop your sharing ability and later, how well you can teach others to do the same.

The following principles for building a successful sharing business have worked for thousands of Gano Excel Affiliate Leaders, so use them. They'll work for you!

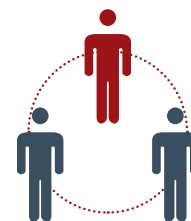
SHARE Gano Excel Every Day

Even if you start out with Gano Excel part time, you should take advantage of those otherwise wasted moments during the day to talk to someone you meet about Gano Excel products. As you use the products each day, think about how well they perform. Keep Gano Excel thoughts in your mind as often as you can and you will always be prepared to SHARE.



Duplicate What Others Do

This principle makes good sense because after 20 years, thousands of successful Gano Excel people have developed ways of sharing Gano Excel that work. They've already experienced the trial and error of building their businesses and what they've learned can save you hours of work and help you build your business that much faster.



Never Do Anything Others Can't Copy

Along the same lines, while you are developing your own sharing techniques and ideas, always remember to keep it simple. Your career in Gano Excel will depend on how easily others can follow in your footsteps.



Plan Your Time and Your Work

A little initial effort and planning now will pay off with big dividends later by increasing your available time, increasing your sales and increasing your income. Here are some suggestions:

- Set up appointments in advance.
- Before you make a call, find out as much as possible about your prospect so you'll be prepared to meet his product needs.
- Practice your sharing presentation.
- Make sure that you have all the materials you need to complete your calls before you leave the house each day to avoid doubling back.
- Develop a good system for filing customer and product information.



Cultivate an Attitude of Success

Nothing succeeds like success. If your potential customer perceives your confidence, then he is more apt to buy because he can tell that you really believe in the products, the company and yourself. Remember, what you think, you look; what you think, you do; what you think, you are!



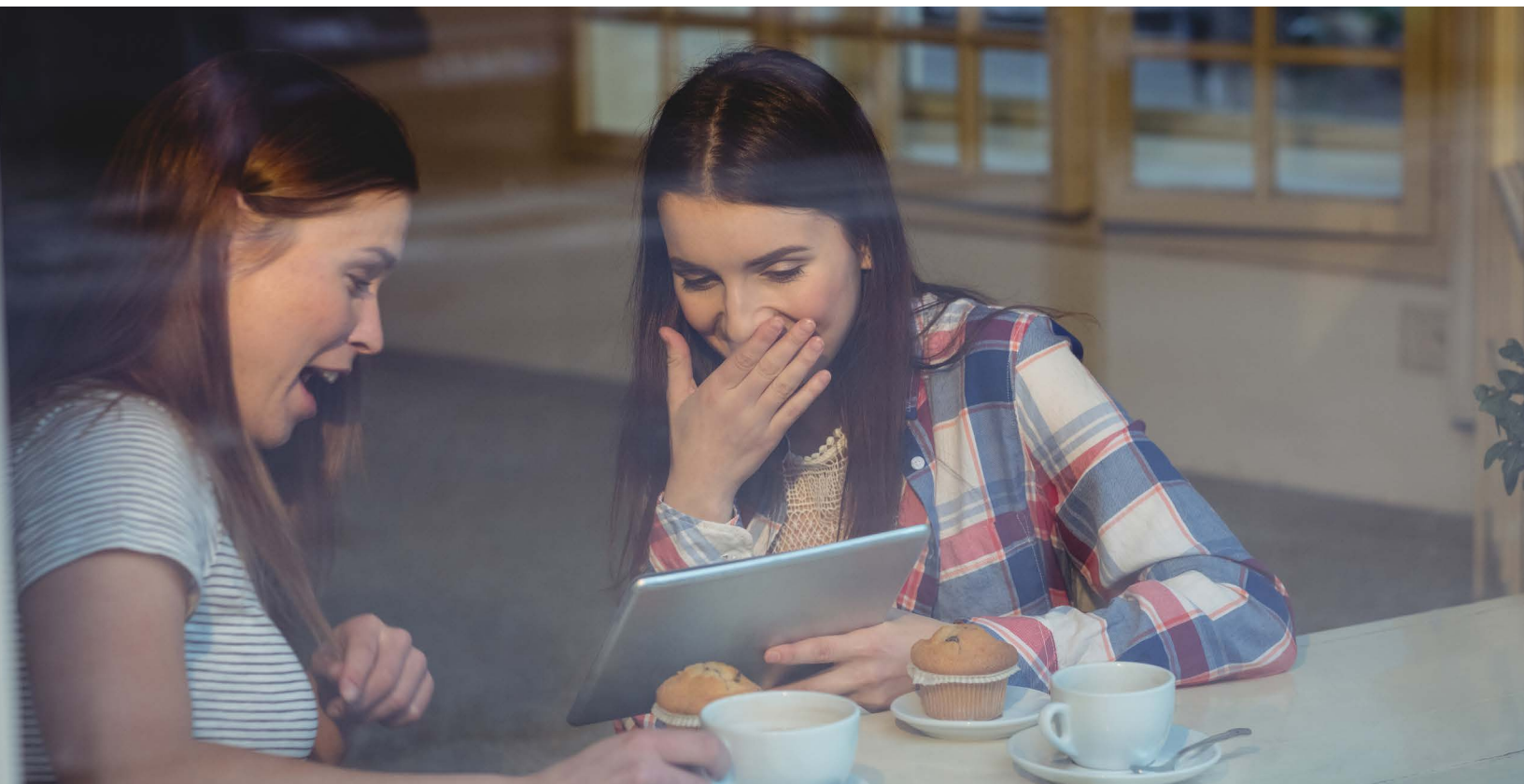
WHAT YOU NEED

"What does it taste like?" That's the number-one question people ask when they hear about Gano Excel products; make sure you have samples to hand out. Gano Excel encourages Affiliates to purchase ESPs during their first 90 days at a special savings, so they may experience the products for themselves and share the benefits with others. ESPs come fully equipped to get you started with both products and literature. Visit your Back Office for complete details.

In addition to the ESPs, Gano Excel has created a variety of business tools made to build professional confidence and do the heavy lifting for you. These valuable tools and marketing materials will help you present Gano Excel products and the opportunity to those you know and those you meet! The most popular business building tools include:

- The Gano Excel Opportunity Presentation
- Product Catalog & Mini Brochure
- Evolution (Sample) Pack™





OVERCOMING OBJECTIONS

Think of an objection as a request for more information. The key to helping prospects is to LISTEN.

- Listen, always listen to your prospect to understand their question(s) / concern(s).
- Identify and validate their feelings. Right or wrong, they feel this way and need clarification from you.
- Solve misunderstandings by asking questions to help clarify their question(s)/concern(s). Repeat their question(s) /concern(s) to assess your response and ensure you understood them.
- Take action. Ask lots of questions and seek your Upline's advice to obtain additional support.
- Empathize with your prospect by showing them that you understand their question(s)/concern(s) and share your personal Gano Excel experience.
- Needs. Confirm that your prospect's question(s) and concern(s) have been resolved. If not, repeat and LISTEN.

Remember, if you get a “no,” you are one step closer to a “yes.” No’s are a part of this business. Keep in mind they are not saying “no” to you, but to their own ability to create success in this type of marketing. You have an Upline of people who have been where you are, prepared to coach you through this. Get connected to calls that help keep you positive while looking for your next Gano Excel teammate.



HOW TO PRESENT THE BUSINESS

Gano Excel is perfect for everybody, but not everybody is perfect for Gano Excel. Some people are not looking for a business opportunity right now. Others want the opportunity, but are not willing to do the work to achieve success.

Some will become consumers of the products, but they will not be interested in building the business. Everyone you share the opportunity with is free to choose what is best for them and we recommend that you allow them to get started however they see fit. We simply have the wonderful privilege of exposing this opportunity to all the people that we know. For fast growth, plan on sharing this opportunity with as many people as possible in your first 30 days.

Once you have shared this business with 100 people, you will have a committed group of people on your team and you will create great momentum. It is unrealistic to expect your business to flourish if you have not exposed the opportunity to at least 100 people. Get with your Enroller or Upline leader to develop the best plan and strategy.

1-ON-1 OR A COFFEE BREAK

Organize your first 1-on-1 or Coffee Break. In these informal meetings you invite key people that you would like to have on your team. It can be done in your living room, at the mall, in a restaurant, etc. They are very simple to do. Simply play our presentation video, or have your Enroller or Upline leader conduct the presentation in an informal way. It is fast and fun. It is important to create a positive ambiance in the meeting. Organize your agenda and determine how much time you are going to dedicate to your new business; meet with your Enroller or Upline leader so you can coordinate your schedules and do the presentations.



RECOMMENDATIONS TO CARRY OUT A 1-ON-1

- Check your list and determine which people you are going to invite to a 1-on-1 presentation.
- Make sure to invite people who you know are very good prospects and it's better to meet them one on one.
- When you make a phone call, edify the person (Enroller or Upline) that will help you in the presentation.
- You must give a great sense of urgency and importance to the meeting.
- Choose a neutral space, neither in the prospect's office or the prospect's house.
- Give the prospect a complimentary box of products.

RECOMMENDATIONS TO CARRY OUT A SUCCESSFUL COFFEE BREAK

- Invite at least 15 people.
- Send a text as reminder.
- Do three Coffee Breaks in the first eight to 10 days during the launch of your new business.
- Invitation needs to be made with passion, intensity and urgency.

The fact that five or six people assure you they will come to your Coffee Break does not mean that you should stop inviting. Make sure to confirm at least 15 people. Some of them will have last-minute things to do and some of them might forget about it. The larger the group, the better the energy in the meeting. For every 10 people that promise to come, on average only six to eight will show up. Of those that attend, typically three or four of them will enroll, which can represent an approximate income of \$450 or \$600 as an initial bonus. Not bad for about one hour of inviting and another couple hours of hosting the Coffee Break.

The more people you invite, the better the results!

GUIDELINES TO KEEP IN MIND TO MAKE A PRODUCTIVE COFFEE BREAK:

- Review your list of candidates to determine which are the best for this environment and invite them.
- Invite them by phone whenever possible, and let them know you're going to have the "Grand Opening" of your new business and you want them to see what you're doing.
- Don't get sidetracked by their questions. Simply say, "How about this, (name), since I'm sure you have a lot of questions, why don't we plan to get together so you can try the product and I can give you more information?"
- Explain that you are new to the business, but the presentation will give them all the answers that they are looking for.
- Avoid all distractions before the presentation (cellphones, pets, children, etc.).
- Do not prepare your house for a meeting. Keep everything looking normal. It is ok to move chairs, but only if absolutely necessary.
- Only offer Gano Excel products. It is up to you if you want to serve cookies, but nothing else. Those who attend and get started will also be having parties in their home and you don't want them to feel like it is too much or too costly to host one.
- It is not a social meeting; it is exclusively a business meeting.



Introduce your guests to one another and start a friendly social conversation. Begin on time! Do not talk about or mention the people who are late or do not show up. Concentrate on those who are there.

At the beginning of the presentation, welcome everyone and let them know you are glad they came. (Do NOT thank them for coming! Your goal is to have them thanking you for inviting them). Present and edify the leader that is with you to conduct the parts (usually your Enroller or Upline Leader). Don't walk around the house during the presentation. Keep seated and observe the presentation along with your guests. Don't interrupt your leader. If some people show up late, don't start over. Let them know that you will inform them of what they missed later.

Presentation Order:

1. Industry

2. Company

3. Product

4. Business

When it is your turn to share, do so with a lot of passion and enthusiasm; share your “why” and the reason you started this business. Now it is the time to ask questions regarding “closing” the prospects (applicable for any business presentation).

1. What did you like the best?

2. Are you a 1, 2, or 3?

Whether your Enroller is physically present or by phone, he or she will respond to any questions your guests may have. If he or she is not available, use the tools for the answers. Example: If they have questions regarding the Compensation Plan, refer your guests to Gano Excel's Wealth Plan. If the questions are regarding the company or products, make use of the video The Evolution of Coffee.

When you find someone who is truly interested in the business, ask them if they have grasped the potential of working with Gano Excel. If they respond positively, say, “Great! Let's get you started.” Immediately enroll those who are ready to start.

A few tips on creating a successful experience...

- Start on time and be brief.
- Don't talk too much.
- Be professional and dress according to the occasion.
- Have pens and paper available for your guests to use.
- Have your tools ready: forms, DVD, product samples, etc...
- Remember to invite them to the upcoming events, Open, Super Saturdays, Regionals.
- Remind them that time is of the essence and that they should review any and all remaining information so that they can make a decision as quickly as possible.



REHEARSE YOUR 10-SECOND GANO EXCEL INTRODUCTION

Write a 10-second script about Gano Excel and practice it until you feel comfortable. During these fast-paced, hectic times, time is money. Be prepared with a 10-second introduction to Gano Excel that may be shared with everyone you come in contact with. Now that you've learned about the products, this will be a breeze!

Your 10-Second Gano Excel Introduction is to intrigue others into wanting to hear more. See the examples below to write yours. Make yours sound like you.

Examples:

“Do you ever feel like you just can’t get ahead? I felt the same way until I found this great company called Gano Excel. They found a way to make a better cup of coffee, that’s better for you! The products and the business opportunity have really made a huge difference in my life. I feel so much better, plus I have the opportunity to earn extra money. Can I give you a free sample to try?”*

“My family has a super crazy schedule. We’re always going, going, going — so we don’t always eat like we should. I just found this great nutritional supplement from Gano Excel. It might sound crazy, but it’s from a herbal mushroom called Ganoderma lucidum. It’s fantastic! Let me give you a sample, you’re going to love the way it tastes! It’s made such a difference in the way my family feels, plus I have the opportunity to earn a little extra cash on the side.”*

“I just heard you mention that you wish you had more time in the day. I can totally relate. I was in your shoes not too long ago, before I started my own business. I’m involved in the health and wellness industry. You know...you can do the same thing, too, and I can show you how to get started! Would you be interested?”*

Key Points to Remember:

- 1) Present a brief introduction to Gano Excel.
- 2) Provide a brief description with three parts: health benefits, reason to believe and dramatic difference. Remember: as a precaution, be careful not to make any health or medical claims!
- 3) Request a third-party referral.

- 4) Close: “Do you know anyone who would be interested in learning about Gano Excel?” or “If there was one thing you could change about your health, what would it be?” or “What would you do with an extra \$_____ per month?”

*RESULTS NOT TYPICAL.

5 Daily Activities to Ensure Success!

1-1's/Meet with Individual and Share Product

This is where you start. Think of what you need to do and the things you need to get. Get a cell phone. Sign up for an email. Start a Facebook page. Contact your warm market and start meeting people for coffee. If they seem interested, give them an Evolution Pack and follow-up with them in a week.



Host A Coffee Break/Share with Larger Group

Ensure you have product. TIP: if you purchase an ESP-3, you will not only have a good supply of product to host a few Coffee Breaks, but you will also get an automatic rank advancement. Plan to have at least one Coffee Break a week with 5-10 people.



Help Your Team Succeed/Share Tips and Ideas

By now, you should be comfortable doing 1-on-1's and hosting Coffee Breaks. You should feel confident answering all of the questions that might be asked of you. Stay in daily contact with your team and start helping them do 1-on-1's and Coffee Breaks.



Network, Network, Network.

By now, you should have retained a lot from hearing your Upline speak at at least 25 coffee breaks. You should feel great about your business, and want to SHARE your success. So, get out there! Attend events... and network, network, network.



Recognition

It's important to celebrate your success, and more important to celebrate your team members' successes. Be sure to recognize your team's efforts and make them the super stars. Don't worry, your sponsor should be doing the same thing for you. Remember we're a family.



YOUR TOOLS

Gano Excel Business Tools

Gano Excel business tools are made for those building a business and setting goals for success. Find a list of available tools online in your Back Office.

Some recommended tools are:

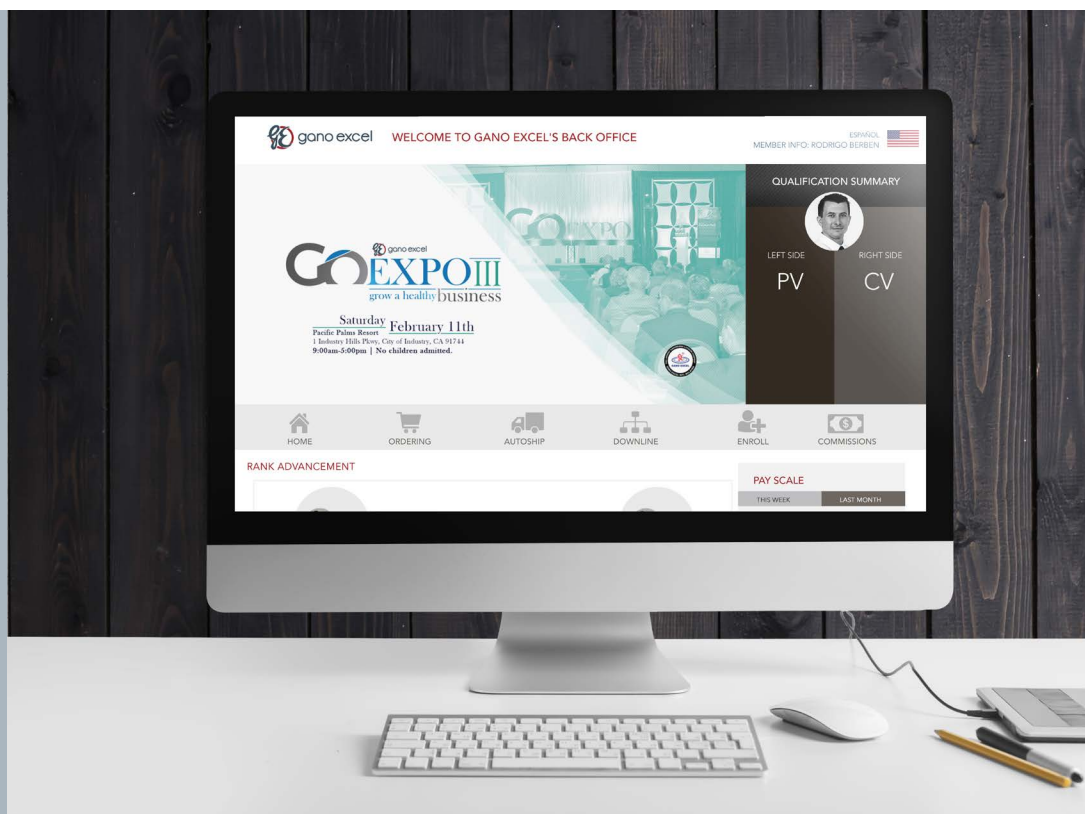
- The Gano Excel Opportunity Presentation
- Product Catalog and Mini Brochures
- Coffee Break Game

Don't forget to visit Your Back Office to access additional tools and information.

us.ganoexcel.com/login.asp

My Username

My Password





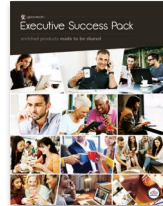
SHARE     

WEALTH PLAN



For your reference, and to share with prospects, a wealth plan outlining all the different ways to earn with Gano Excel is included in the ESP. You can use this to determine what the best comp plan for your prospect may be.

ESP BROCHURE



You have a brochure dedicated to presenting the benefits of starting a business with the Executive Success Pack. Use this brochure to enroll another ESP for your fast start bonus.

PRODUCT CATALOG



Take a look at this booklet containing detailed information about GanoCafé and GanoDaily products, including pricing and nutritional information. Use this catalog to answer questions that customers may have about a product.

WELCOME ENVELOPE



Also included is an official Gano Excel envelope for sending correspondence with a professional look. Use this to send information to other potential executives.

SHARE MAGAZINE



Gano Excel USA's monthly magazine contains tips, recipes and recognition for all our Affiliates. Look forward to getting this in your mailbox!

GANO SYSTEM



ESPs receive an in-depth guide to the ins and outs of running your Gano Excel business, such as accessing your online back office, tools for presenting the business and tips to get started.

MINI BROCHURE



Small enough to fit in your pocket, carry this mini catalog with you for opportunities that may come up at any time.

SERVING CUPS



Enjoy complimentary Evolution of Coffee serving cups for your first Coffee Break. Use these to allow your guests to sample each of your GanoCafé hot beverages in style. One less thing to worry about!

Personal DEVELOPMENT

Personal Development

Our goal with this step is to build your confidence and skills in leading with the opportunity. We want you to be as successful with the business opportunity as you will be with the Gano Excel products.

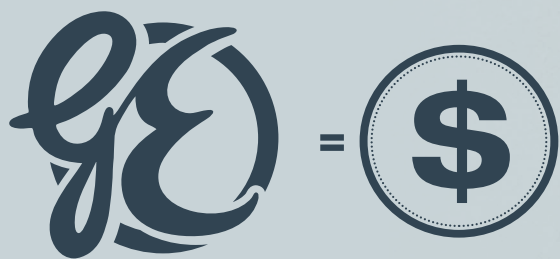
A Balance of Effort and Reward

The Gano Excel Wealth Plan is one of the most dynamic in the network marketing industry. From your first day with your own Gano Excel business, you have the opportunity to earn money. Whether your goal is to use and share the products, develop a list of contacts, build and train an extensive network of Affiliate teammates, or a combination of all, Gano Excel offers you valuable rewards. The rewards include cash bonuses, travel and much more.

No matter what your dream is, everyone begins with the same goals: Offset the cost of the product, create a part-time income or a full-time income.

Be sure to familiarize yourself with the Gano Excel Wealth Plan and focus on the ways to earn the suit you best.

For detailed information about the Gano Excel Wealth Plan, please visit your Virtual Back Office and download your copy, or refer to your Gano Excel USB Card for a digital copy.



**Keep it simple in the beginning.
Here's what you need to know:**

- Gano Excel pays a variety of bonuses.
- Most pay weekly — pay day is Wednesday.
Sign up for AutoShip to maximize your bonuses.
- The bonus structure directs a goal-setting system
that walks you through three goals that offer the opportunity to:

— offset the cost of the product

— create a part-time income

— create a full-time income



Personal Development Resources

Personal development is key when taking your Gano Excel business to a new level of success. In order for it to grow, you need to grow. Always be learning, and growing yourself. If you do, your team will follow in your footsteps. Below is a list of ways you can grow yourself on your own time:

- Books (e.g., Awaken the Giant Within, Think and Grow Rich, Rich Dad Poor Dad)
- Seminars (e.g., GoExpo, GoPro)
- Videos (e.g., Tony Robbins, TEDx)
- Meet with your Upline regularly
- Training / Presentations (e.g., Primeros Pasos, Getting Started, etc.)





Your Business Mentor

Your Gano Excel business is a team sport and counseling with the person who enrolled you and your Upline is an important key to your success. Success leaves clues, so tap into the experience and wisdom of those who have gone before you.

You will want to review your time commitments, priorities, activities and most importantly results and progress. This is also the time to get help with any questions or challenges you may be experiencing. Identify an Upline ranked at Gold (or above) as your Success Mentor.

Meet with your mentor regularly to form a game plan for training on how to conduct a Coffee Break based on the method of your choice. Your Enroller or Upline has a vested interest in your success and will assist you with scheduling your first few activities the week you launch your business. This will give you several opportunities to get comfortable presenting the Gano Excel products and opportunity.

As you build and grow your business, you will find that your success is determined by how many people you can help and influence to become successful. Zig Ziglar says, "You can have anything you want in life if you will help enough people get what they want." This powerful principle sums up what it takes to be successful with Gano Excel. You can build a winning team by attracting people who have a sincere desire for positive change and are willing to do something about it.

Your Enroller is: _____

Your Upline Mentor is: _____

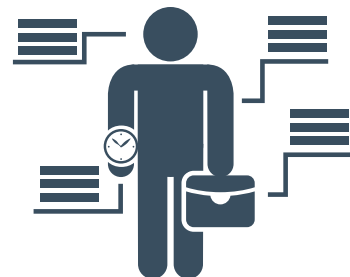


How Many Hours Do You Want to Dedicate to Your New Gano Excel Business?

With a number in mind, you'll be able to create a personalized Action Plan to suit your needs. The great thing about Gano Excel is that your effort pays you, not someone else. Write down the number of hours you want to devote to your Gano Excel business and put it where you'll see it every day. Schedule those hours into your calendar! This is an important part of creating your Action Plan. Remember, the more time you dedicate to your business, the quicker your business will grow! Never let fear freeze your business-building efforts. You can be just as successful leading with the opportunity as with the Gano Excel products.

Success with Gano Excel involves a simple method:

It consists of personally using the products, sharing the products, enrolling people you know, like and trust, and teaching them to do the same.



INSPIRE

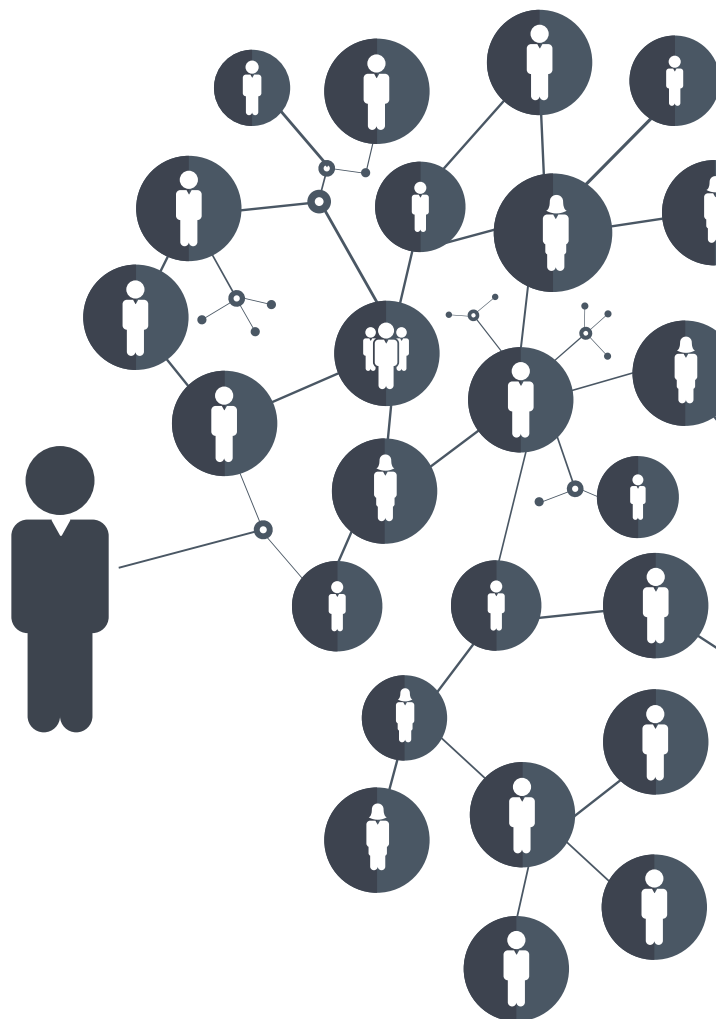
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Inspire Your Team to Duplicate

Keep in mind, this business is all about duplication. No matter what you do, those you bring into Gano Excel will duplicate your habits and commitments. Make sure you are setting the right example.

Keep your business simple and recognize that you will build a team where everyone does a little bit. Through time and duplication, amazing things will happen! Build something extraordinary together!

Congratulations, you've now completed all the steps in the Gano Excel System. You're on your way to starting and building a successful Gano Excel business. Best of luck! Remember, the Gano Excel Corporate team is here for you every step of the way. We look forward to meeting you at the next Corporate event.



My Gano System

A Guide To Running
Your Gano Excel Business



SOCIALIZE - Make the Difference
Our Sharing Model and Network Marketing



HARMONIZE - Be the Difference
Our Global and Local Vision



ACTUALIZE - Feel the Difference
Our Personal Development and Business Training



REVITALIZE - Taste the Difference
Our Premium, Ganoderma Lucidum
Enriched Products



ENERGIZE - Inspire the Difference
Our Team Building Approach to Success

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