

HealthsFreedom Playbook:

Let's get one thing straight: you didn't join our team to just scrape by. You're here to crush it, build something you're proud of, and make great money. Our simple training is your road map. Follow it, and success isn't just possible, it's inevitable. Just don't forget...

STICK TO THE PITCH BOOK!

It works...like REALLY well. You are definitely going to see some other reps not using it. They are stubborn and stuck in their ways. Don't be like them...just happy with making some sales and having their bills covered. Decide to make the MOST sales. Top performers use the book and it's unwise not to. Invest some time upfront and it pays. Sloppy, conversational, lazy selling is the alternative. It won't be you!

4 RIGHT NOW Steps to Go from Rookie to Rockstar (Seriously, do them now)

1. Gear Up Like a Pro

If you don't have one already, head to the store and grab a half-inch binder, some paper protectors, and print out the pitchbook.

Pitchbook Link:

<https://www.dropbox.com/scl/fi/gx57v5xk0zj0xwyrgev8h/V8-book.pdf?rlkey=bjkjbexup3ag1dx9ins2ls1zu&st=1ffbq9n&dl=0>

Yes, we'll reimburse you with a receipt.

2. Watch, Rinse, Repeat

Watch the full pitch training video **three times**. Why three? Once is introduction, twice is familiarity and three times is mastery. Watch the rest of trainings beforehand (they are under **20 min**)

3. Record, Review, Refine

Record your pitch and send it to myself (Bryan). Try to match the tone, follow the flow, and don't skip pages unless you love losing sales. Add personality LATER.

4. Be That Kid with All the Questions

Remember the annoying kid in class who asked 500 questions? Be that kid. Ask me everything and anything because every answer gets you closer to a close. You're not bugging me! We picked every word of the presentation very carefully and with reason.

The Sales Code:

- **“Do you have the keys?”**
Translation: “I’m working a special deal—keep pricing talk on the down-low.”
 - **“I like those shoes!”**
Code for “This is my customer—let me handle it.” It’s polite, clear, and avoids an awkward showdown.
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Speak Like a Boss

To sell like a pro, you need to sound like one. Customers trust confidence, and confidence comes from knowledge. Here’s your cheat sheet:

Osteoporosis

The most severe form of bone brittleness requires a targeted solution. While traditional exercise might help maintain overall health, vibration plates directly stimulate bone-building cells (osteoblasts) through mechanical vibrations, offering a scientifically supported way to strengthen bones effectively.

Osteopenia (Peen-Ya)

The early stage of bone loss is a critical time to intervene. Conventional exercise often lacks the specificity needed to combat bone density decline. Vibration plates directly activate the bone-strengthening process by stimulating growth factors and improving circulation to the skeletal system.

Rebounding

Bouncing on a mini trampoline offers some benefits for circulation and lymphatic flow, but it doesn’t address bone health or muscular activation as effectively as vibration plates. Vibration therapy provides deeper, systemic stimulation, promoting both musculoskeletal and circulatory health.

Chi Machine

While relaxing and occasionally helpful for circulation, the Chi Machine lacks any scientific backing for tangible health benefits. In contrast, vibration plates have well-documented effects on bone density, muscle activation, and overall health.

Inversion Table

Inversion tables provide temporary relief for spinal decompression but do little to strengthen muscles or improve circulation over time. Vibration plates not only help alleviate back pain but also promote long-term spinal stability and muscular strength.

Peloton

Cycling is excellent cardio, but it doesn't target bone density or enhance musculoskeletal strength. Vibration plates stimulate bone-building, improve circulation, and engage stabilizing muscles, offering a more comprehensive approach to fitness.

Elliptical

Ellipticals provide a low-impact cardio workout, but they lack the ability to improve bone health or activate deep muscle groups. Vibration plates excel in these areas, offering significant benefits for both skeletal and muscular health.

Total Gym

The Total Gym is a versatile tool for strength training, but it focuses on resistance exercises without targeting bone health or circulation. Vibration plates provide these additional benefits, making them a more well-rounded option for overall wellness.

Osteoblasts

These bone-building cells are essential for maintaining bone density and strength. Vibration plates uniquely stimulate osteoblast activity through mechanical vibrations, promoting new bone formation and enhancing skeletal health—a benefit traditional equipment can't replicate.

Osteoclasts

Osteoclasts break down old bone tissue, which, when unbalanced, can lead to bone density loss. Vibration plates help regulate this process by activating osteoblasts and enhancing bone remodeling, unlike standard exercise equipment that doesn't directly address this balance.

Sciatica (Sigh-at-icka)

Shooting Sciatica pain down your leg, caused by nerve irritation or compression, benefits from improved circulation and muscle activation. Vibration plates excel here, targeting the lower back and surrounding muscles, reducing inflammation, and promoting spinal health—far beyond what traditional equipment offers.

Neuropathy (Noor-ah-pathy)

Nerve damage can lead to pain, numbness, or tingling, which standard exercise machines fail to address directly. Vibration plates improve blood flow to the affected areas, stimulate nerve function, and enhance muscle strength, reducing symptoms and preventing complications like falls.

Plantar Fasciitis (Plant-ar-fashy-itis)

Inflammation in the foot requires targeted therapy for healing. Unlike conventional exercise, which can exacerbate the issue, vibration plates improve circulation, break up scar tissue, and promote flexibility, directly supporting recovery.

Hypertension

Cardio machines like treadmills or bikes may lower blood pressure over time but don't address endothelial function or reduce stress effectively. Vibration plates improve vascular function, reduce sympathetic nervous system activity, and lower blood pressure more efficiently.

Spinal Stenosis

This is a narrowing spinal column. While inversion tables provide temporary decompression, they don't strengthen muscles or improve blood flow. Vibration plates help reduce nerve

pressure, stabilize the spine, and enhance circulation for longer-lasting relief and improved mobility.

Herniated/Slipped Disc

Slipped discs require more than stretching or core exercises to heal. Vibration plates strengthen spinal muscles, improve circulation, and help reduce inflammation, providing a well-rounded approach to recovery.

Lymphatic Drainage

While activities like running can help stimulate lymph flow, they don't provide the consistent, targeted activation that vibration plates offer. Vibration therapy enhances lymphatic drainage, reduces inflammation, and supports detoxification, promoting overall health

Advanced Sales Hacks: Winning at Every Level

1. **Confidence Pays the Bills**
If you sound unsure, customers will be too. Speak like you KNOW this product will change their lives because it will. Just starting you know more than 99% of the world on WBV.
 2. **Create Urgency Like a Pro**
If they leave, they're not coming back. Let them know this is the moment.
 3. **Win Over the Harder Spouse**
There's always one spouse who's tougher to crack. Focus on the harder one and the easy one will follow like clockwork.
 4. **Use the "Takeaway" if there is tangible pressure**
"If this doesn't feel like a fit, no pressure, don't do it." Nothing makes people want something more than the fear of missing out.
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Policies: The Rules You Don't Ignore

- **Financing:** Two cards on file, \$600 down minimum. Anything less, and it's \$100 out of your commission. In house financing is \$600 down and then the rest rolled over 1-8 months. If you get less than \$600 down it's a \$100 deduction. \$250 is the lowest deposit allowed.

- **Team Breaks:** We usually have 3-4 salespeople on the floor. If one person starts eating, it can trigger others to want a break too. Only one person should leave the booth at a time.
- **Dress to Impress:** Navy scrubs are preferred. Business casual is accepted.
- **Customer Photos:** Always take a picture of your customer with their receipt. Forget this, and it's a \$100 fine.
- **Prices:** Massage gun retails for \$550- can discount down to \$75. Tens unit is \$299 discount down to \$75
VibraTec Platform is \$3800- can discount down to \$800 with a free massage gun. Anything below that comes dollar for dollar out of your commission.
- **Shipping:** We don't ship to P.O. boxes unless it's a deal breaker. When shipping always tell the customer it takes a week and a half to arrive. It is usually less than that but if there is a delay they don't need to be calling.
- **Card reader:** If there is a problem with a card reader, always take a picture of the card and run it later manually. If the person walks away they will never come back.
- **Tax:** If a customer asks for a custom tax rate for where they live we can easily adjust it.

Mistake Lottery: Accountability with a Twist

There are no fines until you've done your third show. They rarely happen. The fines go into a pot that gets redistributed to the team at the end of the year. So do it right and you may get rewarded.

- **Messy Receipts:** \$50 fine per line left blank or not clear.
- **Missing Customer image:** \$100 Fine
- **In-House Financing:** Must Have 2 Cards or \$100 Fine
- **PayTomorrow:** Missing ID Picture: \$100 Fine
- **No Customer Photos:** \$100 fine
- **Unclear Photo:** \$50 fine
- **Skipping Setup:** \$75 fine. Don't be *that* teammate. That is paid to the other reps split amongst them. They can choose to let it slide if you come late. If you do not fly in until later and miss setup fee will be paid to the other reps.

We partner with a company called TrueMed that allows us to accept FSA/HSA payments. Often health insurances give people a tax free card called a health savings account.

The website for HSA IS onevibratec.com

The way to check the customer out is to go to our website and add the product to cart. Enter the discount code to your price. You may need a calculator because it's the amount off of 3800. Every code is made between 100-3000. \$100 increments Discount3000, Discount1900, Discount2100 Discount100, etc

After entering the code the customer must checkout with TrueMed from our website. It will redirect them and ask them questions about their health. Make sure you explain to the customer that it's any ailment they have in their entire household. We had someone just put back pain and did not get approved but clicked a few more problems and then did get approved.

No tax is charged for HSA or FSA

Make sure to click in store. Write the correct address to ship in the receipt.

Paytomorrow Financing

Paytomorrow is an AWESOME financing company that extends up to 36 months. Often it's nothing down.

IMPORTANT- the first time you do Pay tomorrow it's awkward and can be finicky. It's a soft pull on your credit. **DO AN APPLICATION ON YOURSELF TO LEARN.** You can go through the whole thing, fill everything out and just don't hit "ready to settle" rather hit cancel. It's like nothing happened.

1. Paytomorrow.com
2. Merchant login (top right corner)
3. Login
 - a. Username bryanochsconsulting@gmail.com
 - b. Admin2024@@
4. Create Application
5. Always click NO for instore
6. Initiate pre approve
7. Ref ID: Put full customer name + Location ie. "Greg Locke Miami FL"
8. Item des.: VibraTec + Heated Massage gun (Be specific)
9. Fill out * areas
10. Click ADD
11. Scroll down to SEND TO CUST.
12. IMPORTANT: Try to take the customers phone and fill out the rest.

13. It isn't finished until it says *ready to settle*

Golden Rules for Merchants:

1. It doesn't hit their credit
2. Always take a pic of ID for paytomorrow clients
3. ALL "Ready for Settle" orders will expire in 45 days if they are not settled.
4. Our partner lender "UOWN_V2" will not fund sales tax, it is added to the customers lease and UOWN pays the state. For Ecommerce orders that are funded by UOWN and have sales tax included, UOWN will not fund the sales tax.

Reimbursements:

- \$100 reimbursement is only for groceries. It does not cover restaurants, lotions, gift cards.
- Immediately send routing + account number to our reimbursement email to ensure timely payments
- Need to send receipts directly after the show to get your cash the next week.

Reimbursement system

Email OchsPs133@gmail.com

(This format)

EXPENSE REPORT: John Anderson

Week of 12/17 - 12/23

ARIZONA HOME SHOW

\$44.00 Gas

\$145.00 Hotel

\$77.12 Home Depot Booth Lights

\$14.50 Lunch

\$25.15 UBER to Show

TOTAL: \$305.77

(Receipts attached)

Two absolute MUSTS after the sale:

1. Explain the competitor comparison to the customer. Show them the page

And say "you can buy these for a few hundred dollars online but often they don't work you out, you are paying for the motor that actually works you out!"

2. Take a picture with them holding the receipt

Splits

3 times a sale will be split between reps:

1. Anytime someone stops a person who was not planning on stepping on
 2. Anytime someone closes the sale
 3. Anytime someone heavily contributes to the person buying...ie not just asking a few questions but doing a majority of the sales process
- A smart move before the show is to connect with other sales reps and agree on some teamwork. Ask them to write up a deal for you if one of your customers returns while you're unavailable, like when you're in the bathroom or busy with another customer. Without this arrangement, you could spend significant time with someone, only for them to return ready to buy and have another rep close the sale, which counts as a split.
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Housekeeping:

- Don't let things look sloppy on the table or showroom floor
 - Hide personal items under the table. Make the booth like it's a \$4000 product.
 - Get rid of brown boxes before the show if there's not room to store them away from the booth
 - Follow bnb host instructions to keep us from having to stay in cheap hotels in the future
 - No tinder "sleepovers" at the airbnb
 - If you break anything at the BNB your responsible to pay for it
 - No drugs/ Alcohol while on the floor
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Flights:

- You will be booked a basic flight without a bag. All airlines let you have a duffle as a personal item which is more than enough space. If you want to add a bag or upgrade your seat that is your responsibility.