

NUTRIFIL™ reNEW

SALES TRAINING HANDBOOK

#NoAgeLimit



THE RENEW SALES TRAINING HANDBOOK

Our **3-Step Guide** to Gain Nutrifii™
Renew Customers and Convert
Them into **Renew Influencers**

Are you ready to set **new goals** for your business? With our comprehensive training guide, you'll learn how to gain new Renew customers and then guide them through a **28-day journey** that will either convert them into lifelong consumers, new members of your team or both!

STEP 1

CREATE INTEREST IN RENEW + THE 28-DAY RENEW CHALLENGE



You can't generate interest for a product you haven't tried! Join the 28-day commitment to daily use of Renew so you can talk up your results and help guide your customers along their journey, too!

What it Is

Renew is a **patent-pending, anti-aging supplement** that helps trigger your body's natural human growth hormone (HGH) production and release.

This naturally occurring hormone helps regulate the cellular aging process so you can look and feel like your younger self.



How Does it Work?

Renew supports the **production and release of HGH**, which in turn helps:



IMPROVE
CELL
REGENERATION



SUPPORT
PHYSICAL
RESILIENCE



BOOST
ENERGY +
STAMINA



ENHANCE
LIBIDO + SEXUAL
FUNCTION



REDUCE
BODY
FAT



INCREASE
SKIN
ELASTICITY

The Measurable Benefits

There are **so many** benefits to Renew! At the end of the 28-Day Renew Challenge, most participants experience results for their:

1 Energy Levels

2 Quality of Sleep

3 Physical Recovery + Resilience





Say This, Not That

The **power** of Renew is **glowing testimonials** from countless customers around the world. We want you to tap into the power of your authentic Renew experience while avoiding some common regulatory no-no's that could put you at risk.



SAY THIS!

- Helps trigger your body's natural HGH production and release
- Helps you look and feel younger
- HGH supports physical resilience
- HGH helps reduce body fat
- HGH helps boost energy
- HGH improves the appearance of fine lines and wrinkles



NOT THAT!

- Increases HGH
- Makes you feel like you're in your 20s/30s or 20-30 years younger
- Renew gets rid of aches and pains
- Renew makes you thin
- Renew increases your energy
- Renew removes fine lines and wrinkles
- Refer to Renew as the "Fountain of Youth"
- Compare against any treatment or drug



Know Your People, Boost Your Sales

Each of your customers will respond to your sales pitch differently. They have different interests and communication styles, and they also **age differently** and have unique age-related problems that Renew can support. By knowing your audience and tailoring your approach, **you'll increase your sales.**



For Nutrifii + Noni Loyalists

One of the easiest ways to generate interest in Renew is to reach out to your loyal Nutrifii supplement customers. With a little push, they'll be ready to make a purchase.

Use the **NewAge Share™ app** to spread the word about the exciting new product and its amazing benefits. Make sure to share your story of how the product worked for you, and don't forget your Smart Link so they can easily tap to buy!

Pro Tip: Send a Smart Link so your customers can easily tap to buy! You can even create a personalized video in NewAge Share to pair with your Smart Link.

Play Up These Talking Points:

1

Renew features a scientifically tested formula – just like other Nutrifii best sellers like Vináli – which I know you love! But Renew also has patented technology and is **unlike anything on the market.**

2

You've gotten great results from Tahitian Noni®, so I'm sure you'll LOVE the natural qualities paired with the high science in Renew, PLUS they're the perfect pair, too! **My results have been unbelievable.**

3

Quality ingredients and safe manufacturing are everything in the world of supplements – I know that's why you're such a big Nutrifii fan. Guess what? A new product in the line stimulates your body's natural ability to produce HGH! It has the ideal combination of:

- Vitamins + Minerals
- Amino Acids
- Superfruit Tahitian Noni
- Botanical Extracts
- GABA (Gamma-Aminobutyric Acid)



For Friends of a Certain Age

With each passing year, our bodies need a little extra help to stay in peak condition. Whether it's bending to tie our shoes with ease or waking up feeling refreshed every day – **any customer over 30** is the perfect candidate to become a Renew customer.

Connect with friends and followers on social media first and, after they express interest, **follow up with a Smart Link** and one of our awesome tools in NewAge Share. And don't worry! We'll provide you with great conversation inspiration in Step 2!



Use These Talking Points:

1

Did you know that when you age, your HGH levels – that's the stuff that helps your body look and feel young – decline? Renew **helps trigger your natural HGH production** so you can take control of the way you age.

2

I know you've been having trouble sticking to your workout routine because of the recovery time, but I think I have something that can help! Renew helps increase your mobility while also helping increase your endurance and stamina, maximizes fat-burning potential and facilitates recovery so that **you can be more active.**

3

If you remember moon boots and pet rocks, you should try Renew! 😊 I take it 30 minutes before bed and it helps me get **ridiculously restful sleep.** I wake up after my first alarm goes off, ready for the day.



Mini Social Campaign

It's a delicate balance to post things that are valuable for your followers and useful for your business. A good rule of thumb is to give something of value **a LOT** more often than you ask someone to check out your business, or products, hence our strategy: **give, give, give, ask.**

We've crafted a simple mini campaign that will help you lead with your **'gives'** and end with your **'ask'** to purchase Renew and join the Renew Challenge.

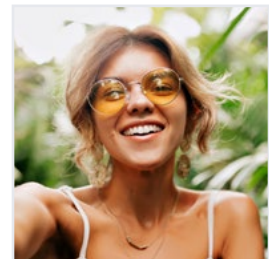
Don't forget to use the campaign hashtag **#NoAgeLimit** and tag **@newageincglobal** for your chance to be featured in global marketing materials!

Monday

Thanks to the Renew Challenge, what new healthful habit have you incorporated into your daily routine? **Snap a pic and share it.**

SAMPLE POST COPY:

Guys, life has #NoAgeLimit! 🏋️‍♀️💪 It's #MotivationMonday and I'm pumped to start walking every day, which I haven't done for two years! I'm posting this as a form of accountability to hopefully motivate you guys to take up the activities you dropped due to age. What are some things you stopped doing because you got older?



Tuesday

Share a link to our latest blog: **What is HGH?**

SAMPLE POST COPY:

We often think of transformations as pounds lost or skin rejuvenated, but have you ever thought of transformation as feeling like your younger self? Check out this blog post on the importance of HGH and let me know in the comments 🙋 if you knew any of this stuff. I didn't! 🍷
#TransformationTuesday #NoAgeLimit





Wednesday

Post social graphic from NewAge Share: **3 Tips for Better Sleep.**

SAMPLE POST COPY:

On a journey to catch some quality 😴 (it's SO important!) On this #WellnessWednesday, I wanted to share these tips for getting a better night's rest. Let me know in the comments if you have other tips that have helped you! #NoAgeLimit

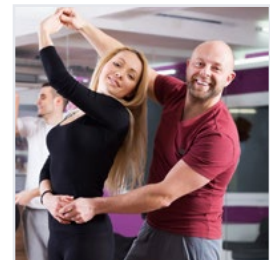


Thursday

Post a picture of an **activity** you used to do when you were younger.

SAMPLE POST COPY:

On this #ThrowbackThursday, I was thinking about the time that I took dance lessons! 💃 Age comes with aches and pains, but it doesn't have to be that way! I'm now on a journey to cut a rug once more. Who's with me? 🕺 Comment "I'm with you!" below 📌 if you're ready! #NoAgeLimit



Friday

Share a candid photo of you and some members of your team and **follow up with your 'ask!'**

SAMPLE POST COPY:

I've been part of a 28-Day Challenge that has helped me feel so full of energy ⚡ and even helped me sleep better! But it's so much better to do all of this with friends to cheer 📣 each other on. Hit me up in my DMs if you want to be in my Challenge group next round. I promise you'll LOVE the results! #FeelGoodFriday #FriendsFriday #NoAgeLimit



Pro Tip: Share our beautifully designed assets from NewAge Share in a one-on-one conversation when you customers ask questions about Renew. Then, you can use your social feed for your own original content and personal brand.

**STEP 2****HELP YOUR CUSTOMERS HAVE A POSITIVE EXPERIENCE WITH RENEW**

If you provide **consistent support**, your customers will have the best possible experience doing the 28-Day Renew Challenge. The ideal way to do this is through steady interactions with your customers. It's that simple!

First, ensure your customer has a NewAge account. They'll get timely emails to support them on their 28-day Renew journey, plus they'll be linked to your team in our global database, ensuring you earn commission from any future purchase they make. If your customer placed their order online, they already have a NewAge account. But if they ordered through you instead, they likely need to create one. Help them finalize their account by calling our helpful Customer Support team at **(801) 813-3000**.

Here Are Our Best Tips for the Ideal Challenge Check-ins:

Good**Text or Call Each Challenge Member Individually**

Ask them how they're feeling, if they're using the tracker or if there is anything you can do to help support them on their journey.

Better**Bring Other Challengers Together in a Group Chat**

Whether you use a texting group, WhatsApp, Messenger, or something else, bring people together into one chat. Bringing in more people to the chat adds another layer of support and accountability. Periodically send motivational content and ask questions to keep the conversation flowing!

Best!**Add Your Challengers to an Add-Tag-Message (ATM) Group**

First, check with your upline to ensure they don't already have a group set up for you and your customers to join. ATM groups are our BEST way to show support because they give real faces to point to for Renew social proof. Plus, they offer continual support that will assure your customers complete the Challenge.



Keep Up The Support

However you decide to run your challenge, don't worry! We'll provide timely content that will keep you and your Challengers connected and on track.

Week 1

To kick things off, set the expectation of daily consumption and help your Challengers recognize the results they will have.

WHAT TO POST:

- Post a welcome to the challenge message
- Post or send the [Renew video](#) found in NewAge Share
- Talk about the results they can expect: Energy Levels, Quality of Sleep and Physical Recovery + Resilience
- Encourage them to download the [Challenge Guide](#)
- Share the Week One Shareable



Week 2

This week is all about giving your Challengers guidance on maximizing their results. By now, they will start to feel the impacts of Renew, and you can help them recognize those results by encouraging them to pick their Challenge activity: one healthy habit or activity they want to conquer by the end of the Challenge. Make sure to promote the use of the daily tracker.

WHAT TO POST:

- Share additional activities that can help maximize their results
- Post challenge testimonials
- Tell them to download the [Challenge Tracker](#) found in the 28-Day Renew Challenge Guide
- Share the Week Two Shareable



Pro Tip: Find and share powerful testimonials from real Renew users in [NewAge Share](#)

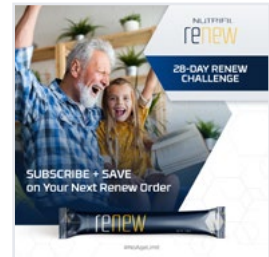


Week 3

By this week, you want your Challengers to think about using Renew after the Challenge ends for better, lasting results. You'll also establish the **value** of a **product Subscription**.

WHAT TO POST:

- Share the value of consistent usage
- Share the value of the Subscription model
- Share the Week Three Shareable



Week 4

During the last week, show your Challengers how to share their experience using our **digital form** – it'll inspire more users to join the Challenge! Remind them of the cost savings in setting up their Subscription.

WHAT TO POST:

- Ask them to share their results
- Remind them of the value of a product Subscription
- Encourage them to invite others to participate with them on the next 28 days
- Remind them to set up your Renew Subscription
- Share the Week Four Shareable



Close the Sale

Remember, your goal is to help your customers have the absolute best experience with Renew. They'll achieve greater results, **and you'll close more sales!**

**STEP 3****FOLLOW UP INDIVIDUALLY WITH YOUR CUSTOMERS**

Once your customer completes the 28-Day Renew Challenge, adding them to your team or **making them a life-long customer is as simple as 1-2-3!**

1 Identify Their Level of Interest in Becoming a Brand Partner

- Ask your customer if they're interested in making extra cash while promoting Renew.

2 Present Their Two Solutions According to Their Answer

- If yes, they are ready to sign up as a Brand Partner with a Renew Challenge Influencer Pack.
- If no, promote Renew and the packs that feature Renew with other powerful product pairings according to what they hoped to improve throughout the Challenge – Energy, Sleep, or Physical Resilience + Recovery.

3 Close the Sale

- Set up some time to chat about the NewAge opportunity. Remind them of all the awesome perks that come with being a Brand Partner!
- Send a Smart Link through NewAge Share for their ideal Renew pack.

With these three steps, we've made it easy to share the feel-good, look-good Renew benefits with your team, friends and family **AND** make money while doing it! Get started today by sharing the Renew Challenge and our amazing marketing materials that are one tap away in **NewAge Share.**

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

NewAge offers a 30-day, 100% money-back guarantee. If, for any reason, you're not satisfied with your first Renew purchase, you may receive a full refund, less original shipping. Products returned 31-180 days after purchase are also eligible for a 90% refund, less original shipping.

Brand Partners certify when ordering the Renew Influencer Pack that they have sold, consumed, or used at least 70% of all products from their previous Renew order. No Brand Partner may order products without complying with the 70% rule. NewAge does not require or encourage a Brand Partner to purchase inventory in an amount which unreasonably exceeds that which can be expected to be resold or consumed within a reasonable period of time.