



healthy energy mints

One Mint = One Energy Drink + Antioxidants

Healthy Energy Herald

SUMMER EVENTS ARE HEATING UP!

Summer is almost here, people are out-and-about more than ever and you should be too! Take advantage of the season that draws people outside by participating in events to promote and sample Revive® Energy Mints in your area. Festivals, expos, parades, sporting events, concerts and more overflow summer season calendars across the country so surf the web, browse local newspapers and talk to neighbors to find out what events have your community buzzing. Long days featuring lively activities are typical of summer weekend events and attendees demand long-lasting, effective energy. Revive® Energy Mints are the solution that won't let the summer heat slow down attendees from having a good time.

As an alternative to directly sponsoring a large event in your area, you can also take advantage of the crowds that a big name event may draw by promoting Revive® Energy Mints at one of your retail stores situated close to the action. Not only will the product promotion drive brand awareness and educate consumers as all event coordinated promotions do, but also the store directly benefits from the extra attention and benefits that valued consumers receive as a result of your presence. Distributing samples, coupons and information demonstrates your commitment to moving product and boosting sales, a top priority for store owners and managers. Speak with a retail store representative and explain your plan to do on-site promotion in conjunction with nearby, outdoor summer events to strengthen product sales at the store or even to initiate presence of Revive® Energy Mints on store shelves. For more tips and explanation regarding on-site product promotions at retail locations, visit the distributor resource site and listen to the [Intro to Sampling](#) and [Sampling Strategies](#) audio podcasts.

BE FEATURED ON THE REVIVE® BLOG

Are you lining up summer sampling and promotion dates to support your retail accounts and create brand awareness in your area? If you want to spread the word about an event, a series of events or a series of on-site store promotion dates this summer, let us know. We'll feature your planned event on the official [Revive® Energy Mints blog](#) with a fun description and important event details. After the promotional event, we'll even post pictures and a follow-up blog about how healthy energy mints revved up event crowds. The Revive® blog is not just for bloggers either, all posts are also shared with Revive® Energy Mints friends and followers on Facebook and Twitter. Send sampling dates and/or promotional event details to your coach, and Revive® bloggers will do the rest to spread the word about your upcoming events!



NEW REVIVE OVERVIEW PRESENTATION

The Revive Product & Marketing Overview is a brand new presentation now accessible through the distributor resource site in PDF and PowerPoint file formats. The presentation covers both general attributes as well as technical descriptions of the product, breaks down the benefits of the product to both retailers and consumers and outlines a marketing overview for growing the Revive brand. Well organized and easy to follow, the overview is perfect for introducing the product to prospective buyers. Deliver an impressive presentation with ease by utilizing this well-structured and focused piece in a face-to-face pitch situation. Or, simply let the informative and attractive presentation speak for itself by sending it off in an email to a pre-established buyer contact.

The presentation is editable, so we recommend customizing pricing specifics as you see fit. Because this piece has been carefully designed to effectively convey product facts, benefits and display options, we ask that you focus editing efforts only on pricing and maintain the rest of the presentation. Remember that this overview is an in-depth introduction of Revive® Energy Mints and therefore should only be sent to prospective buyers that have expressed interest in the product and the opportunity it presents. To obtain a clean hard copy of the overview presentation, print the PDF version.

Make a strong first impression on prospective buyers with this professional presentation or check out the overview to brush up on your knowledge of Revive® Energy Mints and get ideas for how to perfect your product introduction to others.



CHECK-UP ON YOUR ACCOUNTS

Supporting your retail accounts by checking up on them periodically can make a big difference in sales growth. Here are a few tips and reminders for what to ask and what to look for when checking up on a pre-established retail account.

WHERE IS THE PRODUCT?

The first thing to do when checking up on a retail account is to identify where the product is in the store and specifically, make sure the product is out for sale and evaluate the product's location. Typically, after selling product to a retail store, the product is not placed for sale in the store right away. A lack of communication between store employees may leave the product neglected in a back office. Visit the store to check that the product is out for sale within a week of your product transaction. If the product is not visibly out for sale in the store, approach the store clerk, manager or whoever is available at the time of your visit to discuss getting the product placed.

When you find that the product is placed on sale in the store, assess the product placement and if necessary, consider requesting a more suitable home for the product. Remember that desired in-store placement for Revive® Energy Mints is next to similar energy products and by other impulse purchase items. Be aware that some store managers and owners may not have control over where items are located in their store even though they have the ability to accept or reject those items for sale. In many 7-Eleven stores for example, corporate policies dictate whether certain items should be shelved or hung, and what specific items can be featured on counter space. Remember the golden rule: location, location, location!

IS THE PRODUCT PRICED?

When you locate Revive® Energy Mints in the store check to see whether or not they are priced. Just as the product may be forgotten and not placed out in the store, it is not uncommon for the product to be missing a price tag. Lack of a price can sway consumer purchase decisions in the same way that a too high or too low price tag can. Moreover, one of the most appealing aspects of Revive® Energy Mints to consumers is a low price point that most other energy products cannot compete with.



Inform a clerk or store manager if the product is not priced so that consumers can make a direct cost comparison that will identify Revive® Energy Mints as the most economical energy product option.

WHAT'S SELLING?

During your store checkup, make sure to review and document the movement of product by type and quantity. Count how many 2-packs and/or 8-packs and/or single packs have sold in the store and record the date and time of your check-in. After multiple visits over the course of a month, your records will tell you what is and what is not selling. It is very important to review the information that you have gathered and then determine the reasons for either successful movement or less than expected movement. If you find that the product is successfully moving, you need to build upon the success by continuing or increasing the activities related to the success. If you find that the product is not moving as expected, you will need to review some of the aforementioned factors such as poor product placement or lack of pricing. Other issues could stem from display boxes being overlooked or damaged, or a pricing strategy that is outside of the SRP range. In these cases, consider changing out display boxes for attractive combination racks, and/or negotiate with the store owner to agree upon a more suitable retail price for the product. In proposing and making changes to the point of sale environment to improve product movement, utilize observations taken from other successful accounts where product sales have been above average. Draw conclusions about steps to take to promote product sales and present a convincing proposal to the store owner citing success stories at your other accounts.

WHO KNOWS ABOUT IT?

In addition to reviewing the presentation and movement of product in the store, check in with store employees and clerks to see if they know anything about our product. Education of store employees is a simple way to support your retail accounts and initiate word-of-mouth advertising from store clerks directly to the consumers. Speak with whoever is available at the time of your visit and gauge the extent of their product knowledge. Discuss the benefits of Revive® Energy Mints that distinguish it as a better energy solution than all the rest and leave behind a handful of samples as well as informative print materials. Knowledge of and experience with the product will make employees more inclined to endorse the healthy energy mints to regular energy product buffs that respect the word of store representatives. As you periodically return to check-up on what's selling, continue to build upon relationships with store employees and introduce yourself and the product to unfamiliar staff. Learn more about how to turn a retail store employee into an advocate for Revive® Energy Mints and therefore drive in-store sales for you by listening to the audio podcast, [Education and Utilization of Sales Clerks](#).



LIVE BAND KARAOKE WITH JAMMIN 101.5

This month Revive® joined Denver's Old School Jammin 101.5 radio station for another lively event. Adored Jammin DJs, the Revive® team, and musical guest Chadzilla and the Asteroids collaborated for the Friday night of fun hosted by Aloft Hotel and the trendy W XYZ bar. Guests enjoyed all the fixings of a classic, outdoor patio bar party including drinks, BBQ, and prize giveaways. What really got the crowd going, besides the healthy, long-lasting energy of Revive® Energy Mints of course, was the opportunity to sing karaoke with a live band performing as backup. Brave ones bared it all on stage singing to the likes of Michael Jackson, Bon Jovi, Guns N' Roses and so many

more, while other party-goers demonstrated their support from the dance floor with groovy moves and enthusiastic cheers. At night's end, a final round of crowd applause determined which lucky karaoke finalists would go home with an all-expenses paid vacation. There were no winners or losers that night because whether they touted their pipes on stage or sang along in the crowd, flaunted their dance moves floor center, or bobbed their heads at the bar didn't matter to the Revive® team. Everyone took home Revive® Energy Mint samples to keep their Friday night alive or to power up for an active spring weekend.



WELCOMED FRANCHISEES OF THE MONTH : DAVID AND STACEY



In May we welcomed David and Stacey of Billings, MT to the Revive franchise team. David and Stacey are no strangers to ground-up ventures as the two have established and owned other businesses together. David's background is in Real Estate Appraisal and home construction while Stacey is a former financial advisor. Having devoted the past three years to direct sales in various capacities, David and Stacey are well-versed in working with others and understanding the challenges one faces in starting and growing a new business. Differing professional backgrounds give them each special strengths and skills while the pair's recent success with other business endeavors has proven that such strengths together form a well-balanced and experienced team.

What attracted these business partners and direct sales buffs to the Revive franchisee opportunity? Stacey stated that they, "were looking for a business that was new and innovative and becoming Revive franchisees fit with [their] vision of being able to build something from the ground floor and benefit by being one of the first distributors in [their] area." Together this team is excited to learn and master a new trade and according to Stacey, they are most looking forward to "developing Revive as a recognized name in the energy product industry" and "having the opportunity to introduce people to a healthy alternative that doesn't cost an arm and a leg!"

The Revive business presents so many opportunities for growth that the pair is having a difficult time prioritizing which opportunities to tackle first. We aren't worried at all about David and Stacey getting started though, as this Montana team is so busy placing machines and initiating retail presence that we had a hard time catching up with them! Having already found success on the road traveling to neighboring states, the pair is mapping out plans for future expansion. If their past success as partners is any indication of what they can accomplish with Revive, this unstoppable team will undoubtedly reach their goal of being among the top Revive distributors.