

# revive



## healthy energy mints

One Mint = One Energy Drink + Antioxidants

# Healthy Energy Herald

## UPDATES & ADDITIONS TO THE DISTRIBUTOR RESOURCE SITE



Closely following the launch of the new mint formulation and packaging, the team at Revive® began a renovation initiative to update and improve upon the resources that assist you, Revive® distributors, in both daily business operations as well as long-term growth. In an effort to synchronize the new formulation and branding with support systems currently in place, Revive® has redesigned and updated familiar tools found on the distributor resource site as well as developed new resources for you to explore and utilize in growing your business.

### Frequently Asked Questions

The list of 'FAQ's', a subsection of 'Questions & Common Objections,' has been updated with new product formulation information as well as extended to include some of the questions you need answered instantly. Additions and improvements include everything from a list of case and price options for product orders, to answers to all of your shipping questions and basic machine maintenance/servicing instructions. All your new formulation inquiries are answered here!

### Common Objections & Responses

Also a subsection of 'Questions & Common Objections,' the 'Common Objections & Responses' section has been updated with more current information found in recently released studies and publications and is a major tool for both well-versed distributors and newly brought on franchisees. This subsection not only explores a list of objections and questions that you need to be aware of but also provides a potential response and explanation, with up-to-date supporting data, to those objections that will assist you in turning skeptics into advocates.

### Vending Script

The Revive® team has also revamped and added to the 'Vending Approach Script' found in the 'Sales Scripts' tab on the distributor resource site. This script encompasses a number of informational, instructional sections that make up an important overview of how to approach a vending account prospect. The first new addition to the vending approach outline is a guide for distributors and franchisees to preparing for the approach that lists out twelve important 'Things to remember...' Detailing the break down of the vending approach process, the outline includes short scripts that correspond to different steps in the approach, such as the initial introduction, distribution of samples and closing presentations, followed by in-depth informative sections on the benefits of the product and the service to a location. The design of the outline is meant to act as a preparatory guide, an informational overview of benefits and a resource of step-specific scripts that together will help you perfect your approach and negotiate machine placements successfully.

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# UPDATES & ADDITIONS CONTINUED

## Pricing Help Sheets & Matrices

The Revive® 'Pricing Help Sheets' as well as the associated 'Plug It In' sheet with profit and margin calculator are now updated with new formulation pricing that reflect updated suggested retail prices, purchase prices and corresponding profit margins. Use these excel help sheets as tools for pricing product and properly negotiating retail accounts today!

## Market Study Survey

In addition to the recent updates to the distributor resource site, we have also made new helpful materials available to you. Under the 'Sales Scripts' tab, you will now see a link to the 'Revive® Market Study Survey.' This survey is designed to enhance the effectiveness of a market research study performed by distributing samples and information about the product in a prospective account location. The Revive® Market Study Survey will extract concrete, specific feedback from participating consumers for you to analyze and later make adjustments to location choices and approaches accordingly. Utilize this survey to bring credibility to your presentation and approach as well as to place greater emphasis on the market study you are conducting in a location. Remember, you are not there to sell something that no one needs; you are there to conduct a market study that will identify whether or not there is a demand for the product.

## Product Reviews

A brand new addition to the distributor resource site, the 'Product Reviews' section is comprised of multiple reviews of Revive® energy mints by some of the most well known energy product connoisseurs in the business. Each review breaks down their rating of Revive® energy mints into separate categories such as packaging, claims, taste and effectiveness, and combines results from the categories to present an overall rating. Use these reviews as selling tools, credible testimonials or share them with current Revive® retailers and enthusiasts. Revive® energy mints fared very well with the experts, but don't take our word for it, see for yourself on the distributor resource site!

Whether you are an experienced distributor or just joining the Revive® energy mints team, the newly updated, extended and added sections are resources that will help you in every-day operations of the business. So check them out today!



## REVIVE® SUPPORT TICKET SYSTEM

The Revive® online support ticket system is your primary communication interface with your coach and the Revive® team. Since the program's launch last month, this support system has serviced countless distributor/franchisee inquiries. In order to effectively utilize this tool, there are a couple of key things to remember. Once you have submitted a support ticket, be sure that you are checking back on the support ticket site for a response as all tickets will be responded to via the support ticket site rather than through email or telephone correspondence. Also, remember to review the extensive list of Frequently Asked Questions found on the distributor resource site before submitting a support ticket if you have not done so recently, as your question may be instantly answered with the click of a mouse!

# UPDATE YOUR REVIVE® CONTACT INFORMATION

Revive® corporate receives countless calls from consumers and buyers around the world wondering where they can purchase Revive® energy mints in their area and if there is a representative for them to contact directly. To ensure that these inquiries are directed to your store or vending location, we need your most recent contact information. Distributors and franchisees should also provide updated information such as a current email address to take advantage of email updates on what's new in Revive® promotions and sales, marketing materials and more. Please either reach out to your coach or submit a support ticket providing updated information that we can pass on to consumer and buyer prospects in your area.

## REVIVE® ONLINE STORE LOCATOR

The Revive® corporate website is now home to a fully functioning store locator for Revive® energy mints. Revive® energy mints enthusiasts and curious consumers alike can use this tool from the comfort of their home to determine what Revive® carrier location is closest to them. "Where can I buy Revive® energy mints in my area?" is by far the most frequent inquiry submitted to the Revive® corporate website and the online store locator is the simplest and most effective solution that will drive excited consumers in your region to your Revive® affiliated stores. Directing consumers to Revive® carrier locations, the online store locator acts as a virtual advertisement for a particular retail location and thus can be utilized as an additional selling point to location owners representing prospective accounts. So add your locations to the store locator today to drive Revive®-craving consumers to your locations and accelerate product sales!

## REVIVE® COMMERCIAL ADVERTISING



Revive® corporate is proud to announce the first nationwide commercial launch to showcase the new product formulation, branding and packaging. The commercial launch comes at one of the most exciting times of year for television advertising. New and familiar fall programming is debuting in homes across the country and sports fans are tuning in as baseball season concludes and football season kicks off. Demographics of all kinds will be fixated on their televisions as the Revive® energy mint commercial intrigues prospective consumers and buyers alike. While the commercial file is adapted to a format suitable for Revive® distributors and franchisees to view, you can watch for the live version from your

own home television. The commercial airs at random times throughout the week on Comedy Central, E! Entertainment Television, ESPN networks, Fox networks, MTV, USA network and many more channels. The Revive® commercial has been viewed in over 4 million homes. Tune in today to see it yourself!

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# NEW REVIVE® MARKETING ITEMS

After months of developing and fine-tuning an assorted group of marketing materials, Revive® has created a starting line of point of purchase products that will drive consumers to vending machines and boost retail product sales as well as accommodate a number of different marketing budgets. Look for the following items to become available through the Revive® online ordering site in the next two weeks.

Revive® Window Cling/ Door Decal

Revive® Register Call Out Sign

Revive® 2-Pack Merchandiser Strip

Revive® Floor Display



Revive® custom 12 hook merchandiser strip and double-sided window cling.

## REVIVE® DISTRIBUTOR PROFILE: REUBEN SCHWARTZ



I chose Revive to compliment my full time job as a regional manager of a group of big box stores up here in Canada. I was looking for something that was new, innovative and exciting. I was looking for something that I could slowly build. I found this with Revive from my initial research and in dealing with Revive before my decision I sensed a very positive and robust energy which really sealed the deal for me. I'm excited to be part of the Revive team. With solid coaching and an innovative product and concept I have begun to build my vending business. The products, the vision and the mission of the company are destined to make Revive a household name and I'm proud and excited to be a part of it.

Thanks Revive!

Reuben S. -

## SEND US YOUR PHOTOS

Distributors and franchisees are sponsoring and participating in events across the nation and internationally to build the Revive® brand and drive product recognition in their region. If you're sampling at events, retail locations or tradeshows, we want to hear about it and showcase your pictures. So if you want to share your photos with other distributors & franchisees, see your photos on the distributor resource site or in next month's newsletter, send them to your Revive® coach today!

## TOP DISTRIBUTOR CONTEST

Revive® will be acknowledging and rewarding an exceptional distributor who exhibits outstanding performance in a variety of elements of the business. Specifically the contest winner will be chosen based on a combination of coach recommendations, product orders and success stories. The winner of the Revive® Top Distributor Contest will be the featured distributor in the next newsletter and will receive 25 call-out signs, designed for retail, vending or a combination personalized to fit the distributor's business, for free! Look out for other Revive® contests and promotions in upcoming newsletters.

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