

The *Pro-4-Max* Business Building Strategy

“The Quickest and Most Efficient Way to Build Your USANA Business.”

The USANA Cellular Compensation Plan is recognized as being among the fairest and most financially lucrative compensation plans in network marketing. The ***Pro-4-Max*** business building strategy has been designed to build on the inherent strengths of the USANA compensation plan to allow business builders to begin earning significant income quickly, while at the same time building a solid business base for long term residual income security.

The ***Pro-4-Max*** strategy can help you to:

1. Quickly maximize a Business Center (BC) which will advance you to the level of Silver Director and earn your first \$1,000.00US commission check and BC re-entry certificate.
2. Develop teamwork, motivation and a positive sense of urgency among your downline members
3. Maximize a BC on a weekly basis which will advance you to the level of Gold Director, earning \$1,000.00US, plus Leadership Bonus, every week that BC maximizes

Please Note: This strategy is not an income claim or guarantee of income. Your personal success will depend on your sponsoring efforts and your ability to train and lead others to duplicate the process. This document is for illustration and training purposes only and should not be used for advertising or prospecting purposes, and should not be used on, or linked to, any USANA web hosting site or any other USANA advertising or promotion materials.

Let's begin.....

The USANA Professional Pack

The basic building block of the ***Pro-4-Max*** strategy is the USANA **Professional Pack**, USANA Product Item # 404. The USANA **Professional Pack** is an Enrollment Package, which means that it is only available for purchase by Associates at the time of their USANA enrollment. The **Professional Pack** has a Sales Volume Point (SVP) value of 1,250 SVP and the Autoship Price is \$1,250.00US.

It is important that you are completely familiar with the USANA **Professional Pack**, its contents and the many benefits it offers. If you have not already done so, please take a moment to download and review the **Professional Pack** information from the USANA Today web site. The document can be found at the following links:

[USANA Enrollment Packs – USANA Professional Pack](#)

Please note that the above links are for the US Enrollment Packs. Links for other countries are available on the USANA Online Business Manager web site. Just click on: “Prospecting -> Tools -> USANA Business -> USANA Business Packs Flyer” to find the Enrollment Pack information for other countries.

Sponsoring

You will begin by sponsoring **one** new Associate with a **Professional Pack**. Let's call him Mike:



In this example, you now have 1,250 SVP in the left leg of your BC 002, which also flows up to the left leg of your BC 001.

Next, you and Mike will work together to sponsor his first new Associate with a **Professional Pack**. Let's call her Joan:



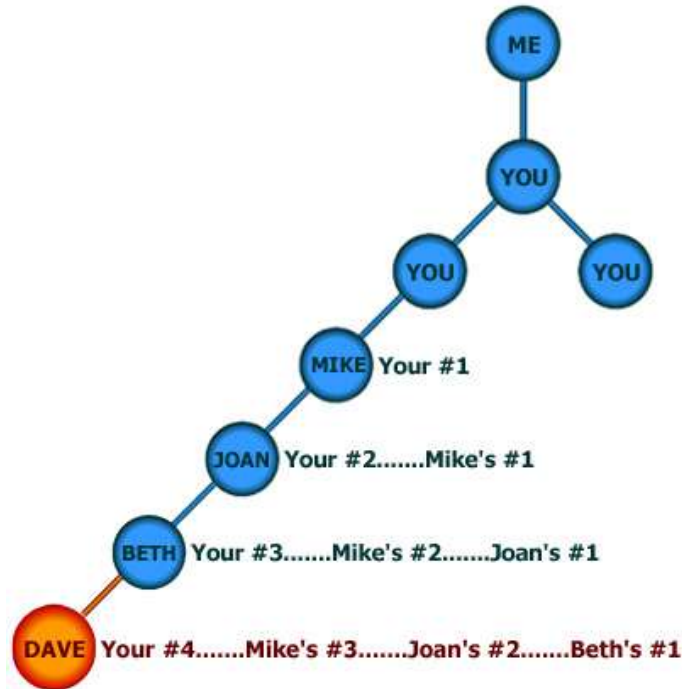
You now have 2,500 SVP in the left leg of your BC 002 and BC 001 as Mike begins to build his downline.

Next, you, Mike and Joan will work together to sponsor Joan's first new Associate with a **Professional Pack**. Let's call her Beth:



You now have 3,750 SVP in the left leg of your BC 002 and BC 001.

Finally, you, Mike, and Joan will all work together to help Beth sponsor her first new Associate with a **Professional Pack**. Let's call him Dave:



With four **Professional Pack** enrollments now in that leg of your business, you have 5,000 SVP of volume in that leg, which means that the left leg of your BC 002, and the left leg of your BC 001, are “maxed out”.

Before moving to another leg of your organization, you must first insure that each new member of your downline (Mike, Joan, Beth and Dave) completely understand the **Pro-4-Max** strategy and are committed to identically duplicating the process that you initiated. In other words, Mike, Joan, Beth and Dave must continue to work with each other and their downlines until each of them has the first four positions filled in one leg of their downline. If just one or two of them continue to follow the **Pro-4-Max** strategy and train their downline to do the same, that leg of your organization will soon be maxing out every week with 5,000 SVP of new volume from **Professional Pack** enrollments, and from the Autoship volumes of all the qualified Associates in that leg. In other words, the momentum that you initiated is now self-sustaining.

The next step is for you to move to another leg of your organization (i.e., 003 Right), and repeat the process outlined above to fill the first four positions in that leg with **Professional Pack** enrollments.



If you are fortunate enough to fill all four positions in the right leg during the week immediately after you completed building the left leg, you will advance to the level of Silver Director, receive a commission check for \$1,000.00US for that BC, and earn your first BC Re-Entry certificate.

If you do not fill all four positions during that week, don't worry. That right leg will begin maxing out on a weekly basis shortly after you have completed it, and you will soon be earning \$1,000.00US weekly from that BC.

RECAP AND REVIEW

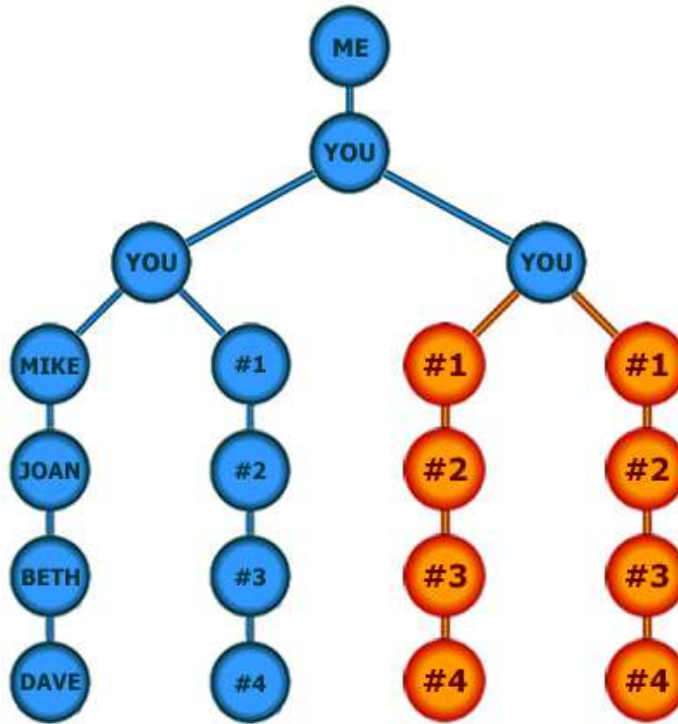
Let's review what you have done, and what you have accomplished, so far, by implementing the ***Pro-4-Max*** strategy:

- . You sponsored one new Associate with a **Professional Pack**, and placed them at the top of the left leg of your BC 002.
- . You worked with three of your new downline members in the left leg of your BC 002 to help them each sponsor their first new Associate with a **Professional Pack**
- . You trained your new Associates on how to use the ***Pro-4-Max*** strategy to build their USANA businesses as quickly as possible.
- . You repeated the above three steps in the right leg of your BC 003
- . You are now on your way to becoming a Gold Director with a BC that is maxing out every week and producing weekly commissions of \$1,000.00US

In other words, **you have just built a USANA business producing an annual residual income of \$52,000US by sponsoring just two people with Professional Packs, and helping six other people do the same.**

INCREASING YOUR INCOME

Now that you are maxing out your BC 001 on a weekly basis, you can increase your weekly income by building **Pro-4-Max** teams in the remaining legs of BC 002 and BC 003, specifically, 002 Right, and 003 Left:

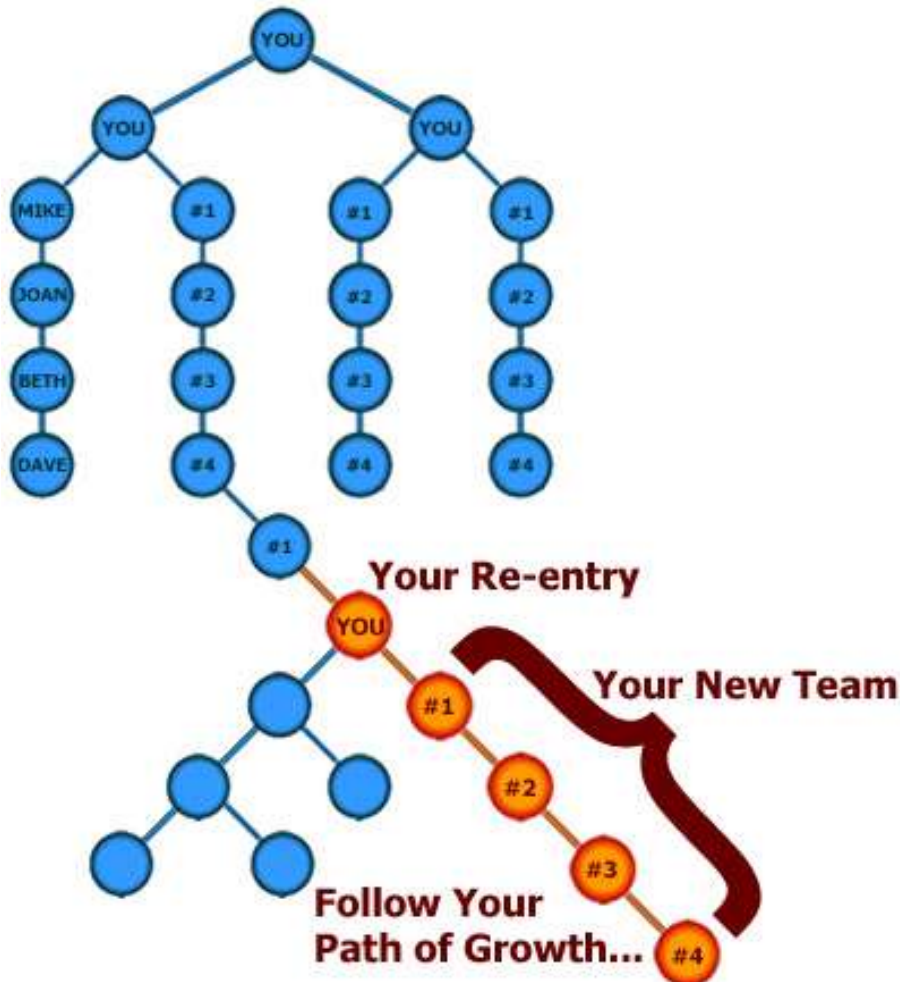


Once you have solid **Pro-4-Max** teams in all four legs of your business, you will be maxing out three BCs weekly, earning \$3,000.00US per week in commissions. Once you have maxed out three BCs for four consecutive weeks, you will advance to the level of Emerald Director, and will also receive 6 shares of the Leadership Bonus Pool, which is worth approximately \$1,200.00US per week in addition to your base CVP commissions.

BUSINESS CENTER RE-ENTRIES

We mentioned earlier that you will earn a Business Center Re-Entry the first time you max out a BC. In fact, you will receive a Re-Entry the first TWO times you max out a BC. In other words, each BC can generate two more BCs, and each of them can generate two more, and so on. Therefore, there is no limit to the number of BCs that you can have over time.

The beauty of Business Center Re-Entries, in addition to the fact that they can produce more income for you, is that they are very often easier to max out than your first three BCs. Your strategy should be to find a strong business builder in your downline and offer to place one of your Re-Entries in their downline if they agree to build one leg of your Re-Entry for you. All you need to do is build the other leg of your Re-Entry with another **Pro-4-Max** team until that BC is maxing out on a weekly basis. It is a real “win-win” situation for you and the person that you place your Re-Entry under:



SUMMARY

You have now learned how to put the **Pro-4-Max Business Building Strategy** to work for you to help you maximize your commissions as quickly and efficiently as possible.

We think you will agree that the strategy is simple, yet powerful, and extremely easy to explain to your team members to allow them to duplicate your success.

We hope that you will find this information helpful in helping you to reach all of your personal and financial goals in your USANA business, and urge you to share it with others to help them do the same.

Income Disclaimer: The earnings of the associates in this document are not necessarily representative of the income, if any, that an Associate can or will earn through his or her participation in the Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success is possible only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you exercise these qualities.

US income disclaimer

\$76,000 is the average yearly income for an established, full-time USANA Associate. **\$25,000** is the annual average of those who earned as little as one commission check each month. Total earnings include commissions, Leadership Bonus, Matching Bonus, contests, and incentive compensation. The number of full-time Associates who have maxed at least 1 Business Center during the year equals less than 1% of all Associates. Those Associates earning as little as one check a month and associated with USANA for more than six months equals 3% of all ordering Associates. If you include all 135,590 ordering Associates, which includes: Associates not actively building a business (acting as wholesale buyers), Associates who just joined (as little as one day), and those who are just beginning to build their customer base, the average yearly income is still \$616.72 with nearly one in three earning a check. To date, USANA has had more than 200 global Associates become lifetime Million Dollar Club members.

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