

The Customer Qualified Business

In the Juice Plus+ business model, one feature towers over all others.

Building a Qualified Business.

It signifies a level of commitment and focus few people have.

That's why we recognize those individuals who have qualified their businesses and have effectively taught others to do the same. For some it means an invitation to the Elton's in the Fall, and for others, it means a trip to the 39 Club Retreat in the Spring.

But it all starts with a single rep building his or her own Qualified Business.

A Qualified Business means that your own personal business consistently produces 1,000 pvc points in a month. These points come from one's own Preferred Customers, and *may include* the pvc points from her frontline dealers and direct distributors to reach the required 1,000 points.

Having said that, I think you would all agree that it's wiser for us to have the strongest, most consistent Qualified Business possible, as opposed to limping toward the end of the month, stressed out and scrambling to make sure we're going to have a Qualified Business.

That's why some of us have talked about having a Self Qualifying Business. That's what we mean by Customer Qualified Business. They are the same thing.

In fact, when we teach that a Qualified Business averages \$500 per month, we are talking specifically about a Sales Coordinator with a Customer Qualified Business.

In a nutshell it simply means this: Qualify your business with 1000 pvc points—**points which come from just your own personal Preferred Customers**. In another words, if the points from your dealers and your direct distributor's customers went away, you would still have a Qualified Business because your own customer base is so strong and solid.

I recently had the chance to study and look inside the businesses of two very successful National Marketing Directors—each with the exact same number of Qualified Businesses.

What stood out most was that one NMD's monthly income was \$3,000 more than the other.

What was the difference?

For the rep earning the larger amount, I discovered that he had a large number of Customer Qualified Businesses, while the rep earning the smaller amount had only 1 Customer Qualified Business on his whole team.

What we're seeing here, though, is simple. When there's a higher density or concentration of raving fan customers in our individual distributorships, everything gets stronger, we set a better example for those on our teams, we duplicate more qualifiers and our income is bigger and more stable.

Here's a challenge for all of us: Let's look at the next 90 days and decide that **we will have a Customer Qualified Business**. Our commitment will become infectious, and in no time, we will see an epidemic of Customer Qualified Businesses.