

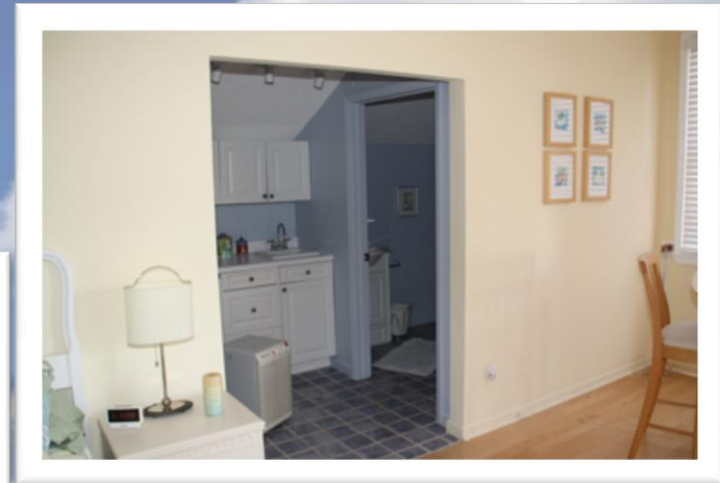


The Life's Abundance Concept

We Started As Trilogy

- Where did Life's Abundance start?
- Dennis and Carol Berardi
- What was their dream?
- To build a very different kind of Network Marketing company.
 - Fun to work for.
 - Fair to it's distributors.
 - Make quality products, purchased by real customers, not just distributors.

We Started Small...



And Grew Bigger...



So, Here We Are Today

- What does it mean to represent Life's Abundance?
 - Pride: Represent products you can believe in, and feel passionate about
 - Prosperity: Get paid as much as you are willing to work for
 - Power: The ability to take control of your life and your destiny
- I am going to explain the Life's Abundance concept, and how we are working to make it happen.
- If you understand how the company can help you with your business, you can be more effective.
- Since 87% of the company's revenue comes from customers, managing customers is a major factor in

So, Here We Are Today

- I am going to explain the Life's Abundance concept, and how we are working to make it happen.
- If you understand how the company can help you with your business, you can be more effective.
- To run an effective business, you have to manage both customer and Field Representative relationships.
- The Field Representatives are the sales engine that bring in the customers, so Field Representative relationships are paramount. That includes rep to rep relationships as well as between Corporate and the Field.
- Since 87% of the company's and the Field's revenue comes from customers, managing customer relationships critically important as well. Customer relationships are the focus of this presentation.

Life's Abundance – Customers For Life

- Our main goal is to build long term relationships with customers. If we can build those relationships, we will be able to monetize them over time.
- It requires teamwork between Corporate and the Field to nurture the customer relationship.
- For Corporate and the Field to be a truly great team, we each have to know our roles in building the customer relationship.
- Like any team, we are more effective when we are working a system, so we know HOW to fulfill our roles.

Step 1 - Customer Acquisition

- There are multiple ways into the household:
 - Clay parties with the Revitalizing Clay Mask
 - Fish oil.
 - We introduced the fish oil webinars
 - Coming out with fish oil brochures and white papers
- We believe best way into the customer's household is through their pet
 - Ease of engagement
 - Exceptionally high retention rate of pet food customers means you have a customer for longer
 - The pet products are highly consumable, which produces opportunities for continued interactions
 - You can build a solid, dependable autoship base
 - We are introducing new pet products to give you more options when trying to get pet customers

Customer Acquisition – Desired Outcome

- Get new customer, on autoship, buying multiple products.
 - Over 40% of customers go on autoship with their first order.
 - Over 70% of our revenue comes from autoship, so more customers eventually go on autoship.
 - If the new customer is a pet food customer, the second, higher CS item is even more important.

Improving Customer Relationship

- Build Brand Identity: we want the Life's Abundance name to stick with the customer.
 - Name on box.
 - Name on every product, including Fish Oil and Planet products.
 - Life's Abundance name on every email we send out.
 - Professional message on hold.
 - Done by a company that services Fortune 500 companies.
 - We now have 4 to 5 new on hold messages a year.
 - We are working on a new customer welcome email.

Improving Customer Relationship

- Build Brand Loyalty. It's all about creating value in the eyes of the customer. The more value a customer places on his/her relationship with Life's Abundance, the more loyal they will be.
 - The obvious: Create quality products that produce results
 - Blog
 - Creates real value for customers. They get well written, informative articles.
 - Builds credibility as we establish our expertise on a wide range of topics.
 - Foundation articles foster loyalty and appreciation from customers, and make them feel good about doing business with Life's Abundance
 - The blog converts casual newsletter subscribers into customers.
 - Gives customers a reason to come back to our website.
 - Noticeable uptick in sales for about 3 days after newsletter goes out

Improving Customer Relationship

- Build Brand Loyalty
 - The Foundation: Pet lovers like the idea that their purchases help to save pets. The Foundation's web presence will get a boost this year.
 - We will be introducing customer satisfaction surveys.
 - Let customers know their shopping experience matters to us.
 - Helps us identify a customer that may not have otherwise voiced their displeasure, or made their suggestion.
 - Help us prioritize what we need to work on.
 - Customers feel good when they see issues addressed.

Improving Customer Relationship

- Build Brand Loyalty
 - Superior shipping speed and accuracy.
 - We exceed our shipping guarantee every day. Orders taken before 1 PM Eastern usually go out the same day.
 - Our warehouses made 7 mistakes in first 30,000 shipments of 2011.
 - Overall, we received calls about issues with less than 0.2% of all shipments, including UPS and USPS issues out of our control (like losing packages).
 - UPS: We average 2.5 days in transit so far this year, including weekends (even with the winter storms). We will be implementing measures that will increase delivery speed this year.
 - Standard shipping speed and accuracy will also be enhanced in 2011.

Improving Customer Relationship

- Build Brand Loyalty
 - Continue to invest in improving customer service
 - Dialer (purchased in 2010)
 - Help eliminate expiring credit cards causing auto ship declines
 - Better outreach to the west coast
 - Help save credit card declines
 - Free up contact center employees to do other things. As a result, hold times are down, and support emails are turned around faster
 - New Phone System (purchased in 2010)
 - Better reporting and visibility
 - All contact center calls recorded for training purposes. We listen to random calls every month and use them to help our contact center employees improve.
 - We can now listen to any call we receive a complaint about, and address the issue

Improving Customer Relationship

- Build Brand Loyalty
 - Continue to invest in improving customer service
 - Contact Center Certification tests
 - We have experienced a lot of growth. We need to ensure all contact center employees have the level of product and company knowledge we expect them to have
 - Software improvements
 - View order history, track packages
 - Limited autoship management
 - Numerous internal improvements. 25 new versions in last 10 months.
 - Improved Autoship Declines Handling
 - Added the ability for customers to manage their declines online
 - Added dialer
 - Added “last minute” reminder email
 - Entering into a partnership with American Express in March that will **EVENTUALLY** mean that no autoship paid with an AMEX card will **EVER DECLINE AGAIN** because of an expired card.

Improving Customer Relationship

- Intelligent Product Recommendations
 - We have 12 years worth of data, which gives us a lot of information about the buying habits of our customers.
 - Based on that data, we can predict what products a customer is likely to be interested in purchasing, and make recommendations.

Intelligent Product Recommendations

- We will reach out to customers 4 ways:
 1. Autoship Reminder Emails .
 2. Contact Center.
 3. Website.
 4. Giveaway campaigns with tickler campaigns.
- With just the Autoship Reminder Emails and the Contact Center, we were able to increase sales at least 30% in the 2 campaigns we ran last year.
- At the end of the day, the Field is still going to be more effective at product recommendations because of face to face contact, personal knowledge of the customer, and experience making sales.

Intelligent Product Recommendations

- The issue for distributors is time management. You only have so many hours every week to work your business.
- As your customer base grows, it becomes a full time job for you to
 - Search your customer list, looking to see what products you can try to upsell each customer.
 - Actually make contact with the customer and convince them to buy. Our dialer takes 5 calls to make 1 contact.
 - Contact Customer Service to get the order placed or autoship changed.
 - Contact all your customers when new products are released.
- The time you would spend managing your existing customers, would prevent you from supporting your downline the way you would like to, as well as prospecting for new customers and new distributors.
- With this product recommendation system in place and field tested, field representatives can concentrate on getting new customers and new reps, knowing that the existing customers are going to be introduced to products they are not currently buying.
- We have plans to make the system even more effective down the road.

Increasing the Average Autoship

Basic Pet
Autoship
\$57

Introduce other
Pet Products
\$75

Add People & Planet
Products
\$125

Expand the Product Lines

- We will round out the pet line, which will increase the average autoship.
 - Introduce pet products that open up new market segments to us.
 - Every product a pet parent can buy from us is one less reason they need to go to PetSmart. More value for the customer in their relationship with Life's Abundance, and greater customer retention for us.
- We also plan to introduce more products for people.

Conclusion

- Knowing the Life's Abundance concept and the roles of corporate and the Field is crucial to building a better, more profitable business.
- Turning the promise of Life's Abundance into a reality is something that we are committed to doing with your help.
- When you get home, please share what you learn here with those distributors that are not here, so they can grow it too.
- Let's go make it happen – together!