Fast Start Guide: 3 Steps to Making Sales with Xp3

Our goal at GDI is to help you grow a successful business with Xp3. If you have a basic understanding of sales, fuels, fuel additives, Xp3, and engines – you will do well with Xp3. Recently a GDI rep said, "I wish there was a way to condense our training, so it is faster and easier." **Of course this is possible, but…**

We need to be clear that a person without the proper training will experience more sales rejection and will **"waste"** great potential clients because they said and did the wrong things. We suggest investing a few hours of your time to learn/practice the basics of selling Xp3, so you experience more success and make more sales. We have designed the GDI training to give you the best training and support, so you can make more money because of consistent, repeat orders from your clients. That being said…

This document is a "Fast Start Guide" to selling Xp3. Once a GDI rep. has the "basics" listed below, he/she could use the *three simple steps* explained below and use them to quickly start selling Xp3.

Basics You'll Need Before You Get Started:

- You will need your Xp3 demonstration kit and you will also need to get the following items:
    a. Fire extinguisher - *always have on hand when doing a demonstration*
    b. Protective gloves - *for use during demonstrations*
    c. At least 2 other fuel additives *(you will need to purchase)*
    - *Note: It is important to practice the demonstration until you are confident and comfortable doing the 3 demonstration steps explained below in this document.*
- You will need your Xp3 presentation binder – review and make sure you understand the docs!
    - Complete the GDI online training = knowledge of fuel, fuel problems, engines, Xp3, etc.
- 100% confidence that Xp3 solves fuel problems and that our clients actually get paid to use it!

Step 1: Quickly Qualify Potential Business Partners

1. Part of sales success is quickly identifying potential business partners *(a.k.a. customers)*
    a. No matter what product/service you are selling, if your potential business partner doesn't want or need your product – you will not (and should not) want to make a sale!
    b. Here are three main ways to identify a potential business partner
        i. **Show them a business card** - with the benefits of Xp3 listed on the back of business card and ask, "Which benefit would help your company the most?"



- > Note: There is no mention of Xp3, fuel additives, or pictures of Xp3 – so they can't give the "fuel additives don't work objection". (The pic above is a "proof")

ii. **Show them a survey** – that lists the benefits of Xp3, so you know the "hot buttons" to focus on when talking with them. *(See the attachment document)*

iii. **Ask a question like this** – "In order to be sure I'm not wasting your time, I have one important question. Which of the following three things would help your company the most?

1. ***Increasing your profits***
2. ***Decreasing your maintenance costs and down time***
3. ***Keeping your equipment running better and longer***

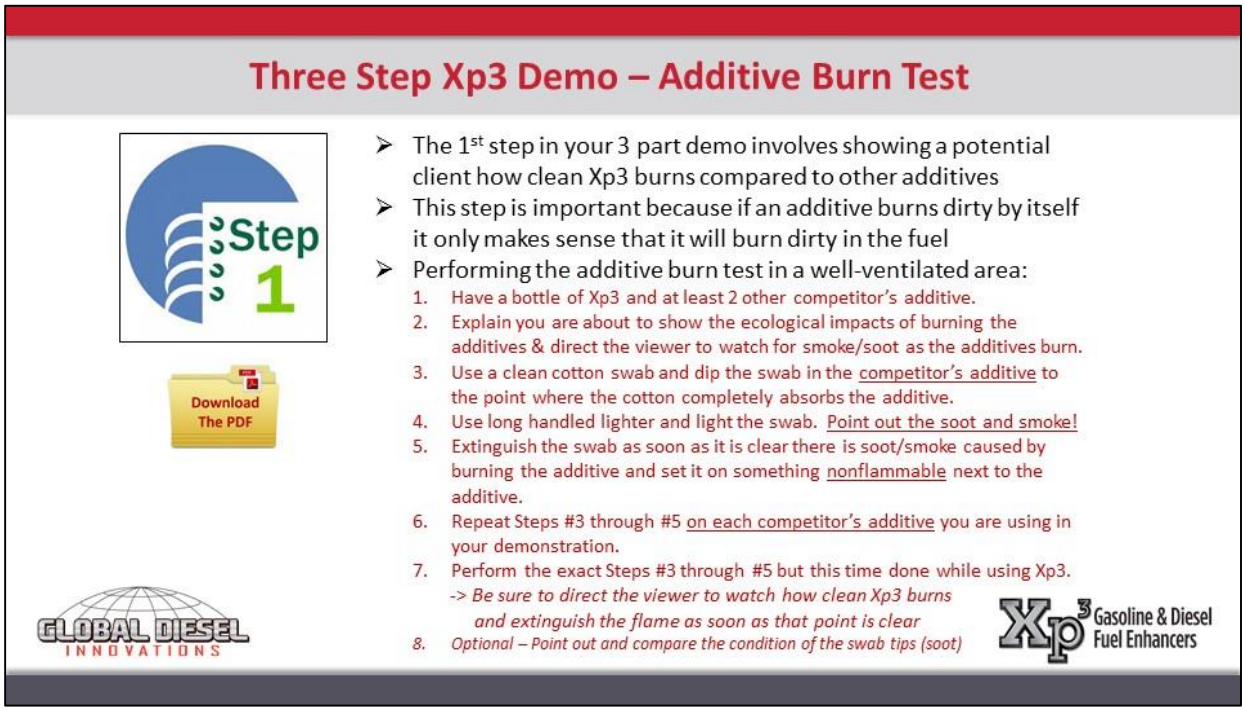
- **Handling Objections:** If a potential business partner comes back with a question like "So what are you selling?" or "Is it an additive?" Say something like this, "That's a great question and I'll be happy to explain more in a moment. Because I value your time and mine, it is important to know which of the three benefits you're most interested? Otherwise, I would be offering a solution that you might not want or need, which would be wasting both of our time." Then wait for the answer or repeat the three choices! Maintain posture here – **don't give in** and don't talk about Xp3 until you know what they want/need.
- **Start at the top:** *It is important to identify decision makers as quickly as possible. Start at the top (Owner, CEO, CFO, COO, Head of Maintenance, etc.). If you are talking with one of those people and they aren't interested in any of the benefits you listed above, **do not waste your time or theirs**. These people care about time and working efficiently. Our goal is to quickly identify companies who are interested in solving problems because you get paid to help them do that!*
    a. *If they say, "You have to talk with Bob Smith – head of maintenance", say something like "Thank you and I'll be happy to talk with Bob. Before I do, if Bob believes that the solution I am sharing would benefit your company, does he have the authority to make a decision to partner with us or are there others decision makers that would be involved?"*
        i. *If the person says, "Bob can make the decision!" – ask to be introduced to Bob.*
        ii. *If the person says, "Bob and I make those decisions" – then say something like "Fantastic, Mr. Smith I value your time, so is now a good time for the three of us to meet so everyone involved can hear this important information together?"*
        iii. *If they say no, offer something like this, "I understand – I am available (day and time) or (day and time)." Give them two choices and if they say those don't work – then ask them to pull your phone or planner and ask them to look at their calendar and schedule a day/time that works for both of you.*

Step 2: Proving that Xp3 will Solve Their Fuel Related Problems

Once the potential business partner (a.k.a. customer) has identified which benefit(s) of Xp3 they are most interested in, the next step is to share stories, testimonials, case studies, and/or demonstrations to back up the claims you are making about Xp3.

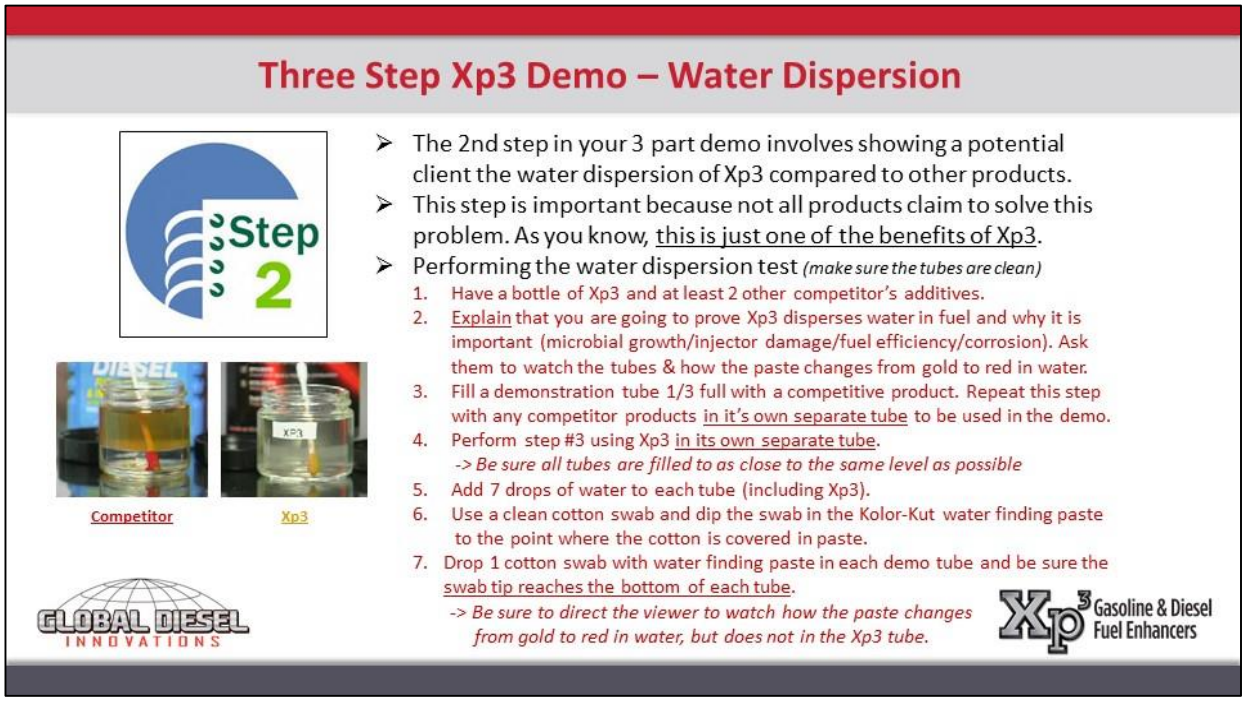
1. **Using your GDI presentation binder** – which contains case studies, lab tests, or resources to prove that **Xp3 is a multi-functional problem solver**. You can literally flip through the binder (printed slides) and use our testimonials (GDI folders, brochures, or website) to share proof.

2. **Doing the Xp3 Demonstration** – use the simple 3 step demonstration – see training Module 2.
    a. **Demo Step 1** – Ecological Impact of Using Xp3 – See pic below for how to do Step 1.



Important point to say – *"Notice how clean Xp3 burns. Does it make sense to put a product that burns dirty into fuel and say that it's going to help the fuel burn cleaner? By using Xp3, you start with a clean burning product, which helps your engine to stay cleaner!"*

    b. **Demo Step 2** – Water Dispersion – See pic below and attached "Water Dispersion" doc.

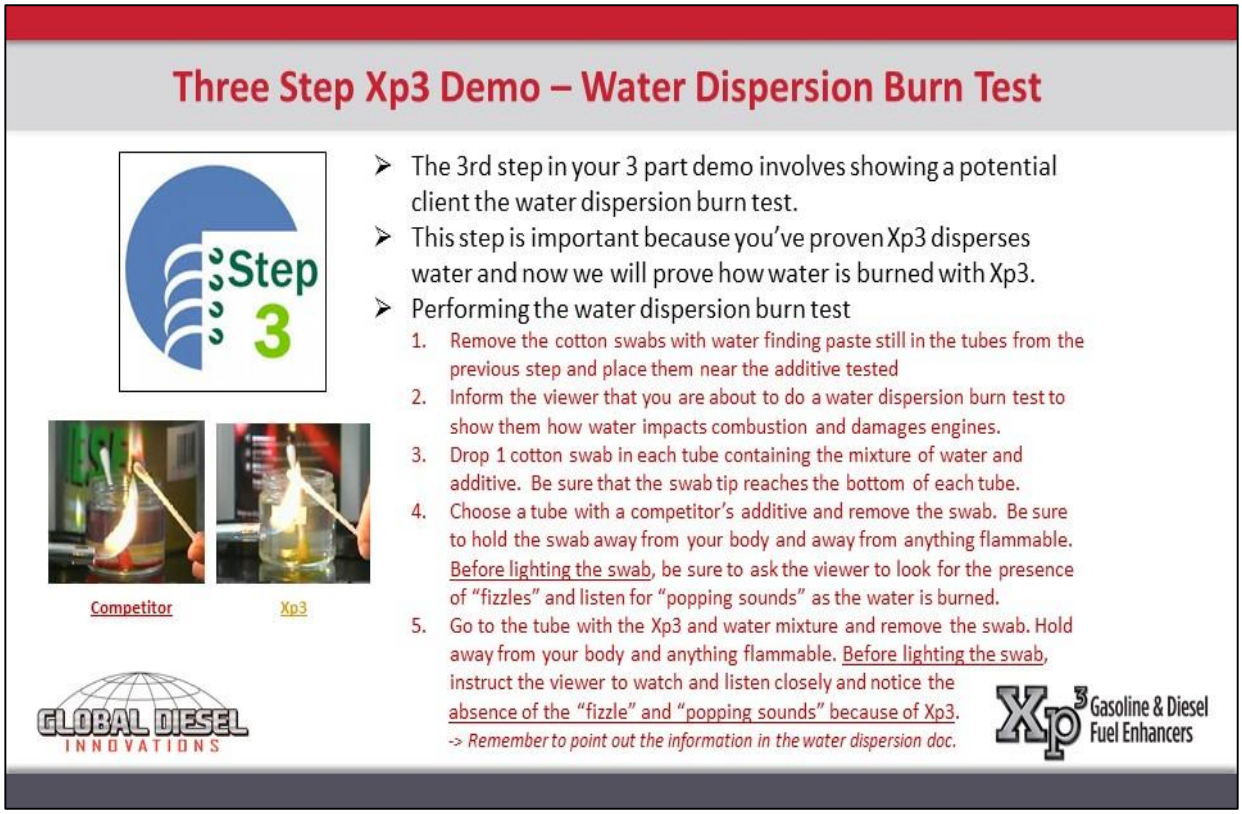


i. This part of the demo proves that Xp3 disperses water. Tell the customer Xp3 helps to prevent microbial contamination that happens from water in diesel fuel. Water gets into fuel because of things like condensation, leaky tanks, raining during fueling, etc. Left untreated, the "diesel bug" (microbial contamination) will plug filters, corrode fuel tanks, and lead to poor performance. Also, water suspended in fuel will lead to engine damage. Water hitting injectors can blow off injector tips, lead to injector corrosion, and decreases lubricity.

Note: Xp3 does not remove water – it disperses water molecules and prevents them from "grouping together" and causing damage. We are really focusing on water that is suspended in the fuel because that is water that actual gets past fuel/water separators and causes damage.

When someone gives you the water dispersion objection – Someone will likely say, *"Now all that water that was out of suspension is now mixed in my fuel – that just means more water is carried in my fuel and getting into my engine."* Remind them about the "Water Dispersion" doc and then say, "That's a great point. Rather than explaining it – let me me show you proof of the effectiveness and power of Xp3 by eliminating the damage caused by water suspended in fuel in the next part of my demo!" Most people don't trust sales people, so the Xp3 demo proves this!

c. **Demo Step 3** – Water Dispersion Burn Test –
   i. The purpose of this test is show the customer the mini "explosions" that happen when water is burned. Remember that the water suspended in fuel is our biggest concern!



Note: *Remind the customer to listen and look for the effects of water being burned by other products compared to Xp3. This is a powerful part of the demo.*

Demo objections: *(Whenever possible, try to take away objections before they come up)*

b. **Demo objection 1:** "You're using way more Xp3 than normally used for that amount of fuel."
    i. **Answer** – Before you start the demo, you can tell the customer that you are using more Xp3 than is normally required to treat fuel to clearly show the benefits of Xp3 compared to other products.
c. **Demo objection 2:** "You're burning additives and Xp3 without testing in diesel fuel." What's this going to do when actually tested in my fuel?"
    i. **Answer** – Tell the customer that diesel is burned under extreme pressure inside the engine. We're not claiming to eliminate all particulate matter or that we will make the fuel burn 100% clean, but we are claiming that we will make it burn more completely which reduces emissions, particulate, and decreases fuel consumption, down time, and maintenance problems/costs.
d. **Demo objection 3**: "This all looks great, but sales people do magic shows all the time. In my experiences, additives don't work."
    i. **Answer** – Never argue with a customer! Say something like, "I can certainly appreciate that point and many of our best customers used to feel the same way. Mr. Smith when we first started talking today, you told me you wanted to save money and keep your equipment running better and longer. I don't want you to trust the experiences of our global fortune 500 partners like PepsiCo, or the 25+ years of protecting engines in 27 countries, or all the independent lab testing I have to share – I want to help you to create your own Xp3 savings story so you know that you're being paid to partner with us by using Xp3." This leads to final step in the Xp3 sales process listed below.

Step 3: Proving Xp3 works in their equipment and asking for the sale

If you did the work in Step 1 to identify the needs/wants of your customer, everything you say and do is focused on helping them solve those problems. It is critical that we help our clients prove the benefits of using Xp3 in their equipment, so they know they need/want to use Xp3 in every tank of fuel. Consistent and repeat sales helps companies and results in more money for you. It may seem easier to just "sell Xp3" without tracking/proving the benefits, but this creates several long term problems like:

- **People saying things like "It didn't work"** which damages your reputation and the Xp3 brand
- **People saying things like "I think it worked**" which leads to inconsistent sales and lack of belief
- **Losing sales** when the company is sold or the person who you have been working with is fired or retired. Proving results means you keep clients – even when these things happen.

Identify the problem(s), establish a baseline, and test/track Xp3:
Our goal is to establish a baseline for a before-and-after comparison of the problem(s) we are looking to solve. We can do things like before-and-after MPG comparisons, used oil analysis, DPF filter cleanings, frequency of SCR system regenerations or EGR valve replacements, DEF fluid use, filter replacements or microbial issues, no issues with gelling, etc. Find out the frequency of the problem(s) they are looking to solve and come up with a plan to establish a current baseline and test Xp3 to compare to that baseline. ***Then say something like, "Most companies your size start somewhere between "X" and "X" vehicles in their trial with Xp3. How many vehicles would you like to start with for your trial?"***

This next part is where sales training and 100% belief about the benefits of Xp3 come into play:
This is where you will begin talking about price. They will likely say "How much will this cost?"

- One way to handle this is to ask this question, "That's an excellent question Mr. Smith and surprisingly - there are two answers to that question. How much would you say (insert the specific problem(s) they want to solve) cost your company each year?" **Wait for answer!**
- Then say, "You see Mr. Smith the cost of not using Xp3 is at least (say the cost they just said) plus you'd be missing out on all the additional savings. **Xp3 is an investment** and like any investment, the biggest question is ROI – return on investment. Our process proves to our customers that they are actually **getting paid to use Xp3** because the savings exceed the purchase price of the product. Would you agree the real questions are not only how much will it continue to cost not to use xp3, but how much will save with Xp3? This is why we do our trial."

  Note: If they have more than 2 pieces of equipment, do not let them test with less than 2 vehicles - this trial is too important to their company. You have to know and believe that!

- **Next - say to the customer "Each trial pack includes:**
  a. 1 case of 16 ounce bottles which treats approximately 5,760 gallons of fuel plus…
  b. 2 prepaid used oil analysis kits and…
  c. Includes free shipping in the continental USA for *only $570*."
- Then **immediately ask** "Would you like to order your trial kits by phone using a credit card or with me using a company check?" **Wait for the answer and do not speak until they answer the question***! We sell a case and oil analysis so you have 2 ways to prove Xp3 delivers the benefits.*

If they object to price, remember that this is **not** a lot of money! In fact, you can turn that objection around by saying, "I can appreciate that this investment is important to your company, which is exactly why it's so important to begin our partnership immediately. Remember that by using Xp3, we're going to prove that your savings will far outweigh the purchase price of Xp3." Then repeat the question in red.

Note: In most cases, the customer will easily spend at least at $50,000 in fuel costs during the time it will take to consume the 3 cases. This is **less than 3.5% of the approximate fuel cost** during the average trial (figuring a minimum of 9,000 gallons to be purchased by 3 vehicles at $2 per gal.)

No matter the objection – always revert back to the problem(s) they want to solve. If the person isn't willing to prove that we can solve those problems and/or save money by using Xp3 with all the additional benefits of Xp3, you can't help them - so **end the meeting & stop wasting time!** *(Take away)*

When they have a question that you don't know the answer to just say, "That's a great question and let me write it down so I can get it answered by our team." Write the question down and repeat it to make sure you have it correct and then say, "**Mr. Smith when I get the answer to your question and assuming it meets your satisfaction - at that point is it safe to say we will be ready to move forward in our partnership and begin your trial with Xp3?**" If they say yes, get the question answered. If they say no, say, **"Ok Mr. Smith, what other questions can I get answered for you that will help you feel confident in moving forward in our partnership with Xp3?"** They will either tell you the questions or objections. Get them answered and/or handle the objections (by going back and addressing the problem) and then **ask for the sale again!**

You will encounter more questions and objections, but this will help you get started. Remember to complete the online training videos and attend the one day (in person) training workshop that are required **to complete your certification**. We recommend attending the weekly trainings for more help!