

□ **Marketing Force:** 800PureAir is made up of salespeople (Reps), managers (Managers) and top leaders (National Managers). Individuals or companies begin as Reps and move to Manager by meeting productivity minimums.

□ **1-800 PureAir** (phone) and the **800PureAir.com** (web address) are in use.

What Is Silent Night/How Does It Work?

□ **1-minute Infomercial Outline...**

Your family is breathing air with bacteria, viruses, mold spores, allergens, pollen and pet dander every day. Indoor air quality impacts all of us. (particle counter comes on screen) This instrument measures how many thousands of invisible particles are in each cubic foot of air. (slight pause) On the LEFT, the very small virus-sized particles. (slight pause) On the RIGHT, the larger, but still invisible, pollen-sized particles.

There are (actual reading from meter) "85,000" virus-sized and "20,000" pollen-sized particles in this room. We don't even have a pet. (ON button is pushed) (another slight pause) Watch Silent Night's amazing power to capture these invisible particles. (numbers change dramatically) Where do they go? They get caught electrostatically. (slight pause) The noise you hear is the measuring instrument.

800PureAir Marketing Flow Chart

Much Smaller Number of National Managers

Smaller Number of Rep Managers ↗ ↗ ↗

Large Numbers of Producing Reps ↗ ↗ ↗ ↗ ↗ ↗ ↗ ↗

Management Approval Required for Promotion

(particle counter is turned OFF) (another slight pause) Silent Night is **TOTALLY SILENT**. It runs **24/7** and costs only **5 cents per day** for electricity. It is great for bedrooms, family rooms and travel.....weighing only **4 1/2 pounds**. (slight pause) Try Silent Night risk-free and see the benefits of pure air. (various ON-SCREEN info banners)

Call 800 PUREAIR for a risk-free trial.
That's 800 PUREAIR.....or visit
800PUREAIR.COM

Questions and Answers

□ **As a Rep, will I have a sales quota?** 800PureAir is seeking Reps who are motivated to sell and/or lead. There are no quotas, but we reserve the right to cancel a Rep's agreement due to sales inactivity.

Our typical sale is the 2-pack. Earn \$259 (or \$279 when an extended warranty is added). The sale and paperwork can be concluded in 30 minutes.

❑ **If I hire other Reps or companies, can I earn an override on their business?** The only overrides you can earn as a Rep are based on your buying bulk orders (\$10 per unit better price) and reselling to Reps you have hired. You'll earn a \$50 commission when you sell a \$699 Rep Pack (2 Silent Nights + particle counter) or \$40 on the \$530 Pack (1 SN + particle counter).

❑ **Why should I hire Reps or companies if I earn no override on them?** By hiring other Reps, you are building toward Manager. The business produced by your hires and their hires (etc.) helps you achieve your 300-unit advancement quota, and these people remain your Reps when you advance.

❑ **Is it fair for my Manager to keep the overrides on my Reps while I am qualifying?** That's our system. You can be a Rep and just do selling. Or you can hire other Reps in anticipation of earning Manager overrides later on. At that time, Reps will ask you this same question! You'll explain that that they can make good money as sellers. Later, at the Manager level, their potential to make bigger money will be enhanced by the same seniority system that applied to them when they were Reps.



Silent Night is made from black molded plastic with a dark teal facing (dark gray also available). Dimensions shown below.

Silent Night Description

- ❑ **Dimensions:** The small (fits on an end table) Silent Night is 21" high, 12" wide, 5" deep. It weighs only 4.5 pounds.
- ❑ **Testing:** Prototype models have been tested for years. Intertek tested it at 100 Clean Air Delivery Rate (CADR), which is 100 cubic feet per minute (cfm) with virtually 100% particle reduction.
- ❑ **Air movement:** Residence time is needed to trap particulate in the patented viral mask filter material. Increased air speed is possible but undesirable because it degrades the particle arrestment performance due to insufficient residence time.
- ❑ **Other specs:** 24 watts, 0.2 decibels (within margin of instrumentation = 0, i.e. Silent!) and under 30 parts per billion of ozone (passes all regulations worldwide; has odor reduction and positive sanitizing qualities).
- ❑ **Warranty:** 1-year replacement warranty can be extended to 3 years for \$30 per unit with \$10 commission going to seller.
- ❑ **Filters:** Can be ordered on a 6-month Autoship basis for \$40 or purchased from Reps for \$60.
- ❑ **Particle Counter:** All Reps use the Dylos 1100Pro-EMI laser particle counter.
- ❑ **Availability:** Rep Packs – June or ASAP. Inventory – July 2012.

800PureAir Marketing Information

- ❑ **Join Now: \$699 or \$530 or \$6,496** (Company Pack) with a Rep Application. Check or credit card to "800PureAir." Mail: Marc Kloner, PO Box 1111, Topanga, CA 90290. Fax: 818-704-9366. Scan and email: kcompca@aol.com. Or enroll Online.
- ❑ **Rep Pack Commissions:** \$50 or \$40 after 21 days (see box at right).
- ❑ **Rep Prices: \$195** from your Manager or **\$185 when ordered in lots of 20 or more from the company.**
- ❑ **Retail Price: \$399 for 1, \$649 for 2:** Reps earn 51% (\$204) on singles. Second retail unit at the same time is \$250. **Two-unit commission is \$259.**
- ❑ **Drop Shipments:** A small surcharge is assessed for this service.
- ❑ **Advancement:** Reps must move 300 SNs (+ meet the 40% rule) for 2 months to qualify as a Manager the following month.
- ❑ **Manager Price: \$165.** Retail sale yields \$234. Two-unit sale yields \$319. Plus warranty income. Resale to Rep yields \$30.

\$699 covers 2 Silent Nights (SN), the \$290 particle counter and shipping/handling. The \$530 pack is 1 Silent Night and the counter. Rep Packs have a 21-day 100% guarantee. For a refund, return the order in good condition within 21 days if you decide not to participate. The optional "Company Pack" has 30 Silent Nights and 4 particle counters but no buy-back.



- ❑ **Manager Overrides on Reps:** \$30 on units sold directly to Reps; \$20 when Reps order in bulk at \$185. **Overrides are paid on all levels down to another Manager.**
- ❑ **Hiring for Growth:** Any Rep or Manager can hire other Reps or companies.

Incredible sales tool (DC1100Pro-EMI)

Rep Packs include this particle counter: <http://www.sylvane.com/laser-particle-counter.html>

Silent Night wins in every way (price, effectiveness, power efficiency, etc.)

- ❑ **Competition:** This brand-X unit [<http://www.sylvane.com/search/search.php?keywords=igair+healthpro>] sells for more than twice SN's retail price. In terms of electricity and replacement filters, brand-X units are up to ten times more expensive to operate.

More about Silent Night

- ❑ **1 BUTTON simplicity:** Silent Night has one button for turning the unit on and off.
- ❑ **Replacement Filters:** Autoship cost is \$40 every 6 months. The filters can be changed in 2 minutes with no tools. Customer presses a bubble on a ¾" wide strip when he inserts a new filter. A thermometer-type red line creeps across the strip for 6 months indicating when to change the filter. (Reps/Managers buy filters for \$40. SRP for filters is \$60.)
- ❑ **Testing:** Safety tests have been conducted, e.g. what will happen if a toddler sticks a knitting needle into a machine. Silent Night is safe in that kind of a circumstance.
- ❑ **Support:** 800PureAir prides itself in maintaining close contact with its Reps so they can make informed decisions. Inquire when you have questions and you can expect a prompt reply.
- ❑ **No risk:** A Rep applicant can evaluate Silent Night and even make sales. If he decides within 21 days not to become involved, he can return his sample machine(s) and particle counter for a 100% refund!

Health Facts

World Health Organization:

Nearly 50% of pneumonia deaths among children under five are due to particulate matter inhaled from indoor air.

Yearly, more than 1 million people die worldwide from COPD (chronic obstructive respiratory disease) from indoor air pollution.

Environmental Protection Agency:

42.6 million Americans live with hay fever and/or asthma and asthma accounts for one-third of all pediatric emergency room visits.

Controlling exposure to indoor allergens could prevent 65% of asthma cases. If you are allergic to pollen, ventilation will not help.

"A good air cleaner reduces the symptoms of allergies."

Dr. Norman Edelman, CMO, American Lung Association

The average person takes about 28,800 breaths a day.

Indoor air pollution is among the top five environmental health risks.

Many sleep disorders from sleep apnea to snoring are impacted by air quality.

A

Selling Silent Night

Reps buy from their Managers at \$195

(Reps may order 20 units in bulk from 800PureAir at \$185 per unit)

**Rep Starter Packs: \$699 for 2-pack + counter;
\$530 for 1 Silent Night + Dylos particle counter.**

Silent Night retail is \$399. Second unit at \$250.
(Optional extended warranty is \$30 per unit.)

Commission on 1-unit sale, \$204; on 2-pack, \$259.
(Reps earn \$10 additional per unit on extended warranty)

Sell 5 two-packs in a week to earn \$1,295

Sell 5 two-packs + 5 singles to earn \$2,315

Sell 10 two-packs + 5 singles to earn \$3,610

(4 times in a month: \$5,180 ♦ 9,260 ♦ \$14,440)

(annualized totals would be: \$62,160 ♦ \$111,120 ♦ \$173,280)

B

Managers

Managers buy at \$165* in lots of 20 (\$3,300).

Qualification: 300 units as Rep for 2 consecutive months; no more than 40% from a single Rep account.

Commission on 1-unit sale, \$234; on 2-pack, \$319.
(Commission examples from Rep panel increase for Managers)

Sell five 2-packs in a week to earn \$1,595

Sell five 2-packs + 5 singles to earn \$2,765

Sell ten 2-packs + 5 singles to earn \$4,360

(Earn \$10 additional per unit on extended warranty)

**Bigger potential comes from hired Reps (all levels):
Managers earn \$20 or \$30 on every unit sold to Reps**

* drop shipment fee added on shipments under 20 units.

Sales – new or experienced. Hot electronic product, helps breathing. Earn \$62K, \$111K, \$173K working 5 days per week. 800-xxx-xxxx.

Company Pack is available for companies and highly motivated individual applicants. \$6,496 plus shipping and handling buys 4 particle counters and 30 Silent Nights.

Experienced sales mgrs. How many people have you hired/trained? Ltr: Mr. Kloner, Box 1111, Topanga, CA 90290. Or call xxx-xxx-xxxx.

C

Rep Advantages

Immediate profit. Small start-up cost (\$530 or \$699).

Incredible full-time commission potential.

Can be done part-time. No management work but Reps can hire other Reps.*

*Only profit on Reps is the \$50/\$40 commission on Packs. Their sales count toward your promotion to Manager and your Reps remain your Reps when you earn a promotion.

Manager Advantages

\$30 per unit better price.

Earn \$30 on Reps who buy from you.

Earn \$20 on Reps who order in bulk.

D

Rules

Months close on the 26th or the last business day prior to the 26th. Managers have 5 days after the close of a month to put in extra orders.

Nationals have 10 days to put in additional orders.

800PureAir Marketing Flow Chart

Much Smaller Number of National Managers

Smaller Number of Rep Managers ↗↗↗

Large Numbers of Producing Reps ↗↗↗↗↗↗↗↗↗

Management Approval Required for Promotion

E

National Manager Pay

Production Pay (monthly, 27th to 26th)

400 units in your sphere* ...(\$12.50)	\$ 5,000
800 units in your sphere* ...(\$14.00)	\$11,200
1,600 units in your sphere* ...(\$15.00)	\$24,000
2,400 units in your sphere* ...(\$16.00)	\$38,400

* A National Manager's sphere covers all Reps and Managers under his leadership.

** National Pool – A pool of up to \$16 per unit (the part not paid in the formula above) is available to pay special National Manager incentives.

F

National Manager Pool

The National Manager position is essentially an independently contracted vice president of sales. "Nationals" must demonstrate their ability to build and manage Reps and Managers and they must function as trainers and marketing consultants for the company.

The National Pool rewards Nationals who have recruited and trained other Nationals through 5 levels of breakage on a productivity weighted basis. Active Nationals are thereby protected from loss through breakage.

G

Maintenance of Rank

A National Manager must do 400 units per month (\$5,000 pay level) in his sphere to maintain rank and be eligible for Pool benefits.

Reinstatement may require requalification.

National Managers have 10 days after the close of a month to check their status and put in extra orders.

800PureAir Marketing Flow Chart

Much Smaller Number of National Managers
 Smaller Number of Rep Managers ↗ ↗ ↗
 Large Numbers of Producing Reps ↗ ↗ ↗ ↗ ↗ ↗ ↗ ↗
 Management Approval Required for Promotion

H

Production Pay Steps

The National Manager Pay is the amount shown at each level (panel E). Extra units do not increase the bonus. That commission credit enters the Pool.

A Productivity Pool, based on \$16 per unit less the pay budget for Nationals, compensates Nationals who help recruit and train other "Nationals."

800PureAir Marketing

First you must sell. If qualified, you can manage. Managers who can lead can go National.

The 800PureAir Career Choices

1. Join as a part- or full-time Rep

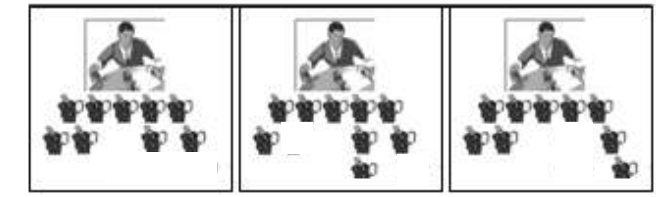
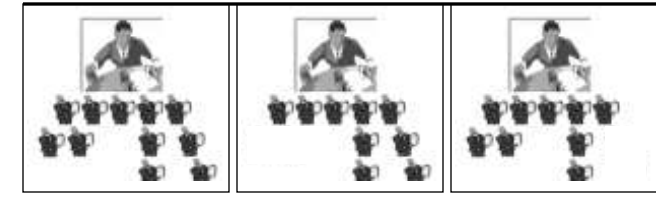
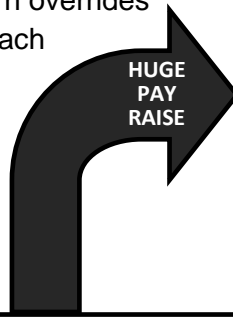
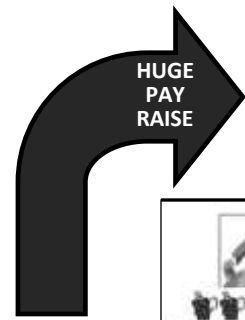
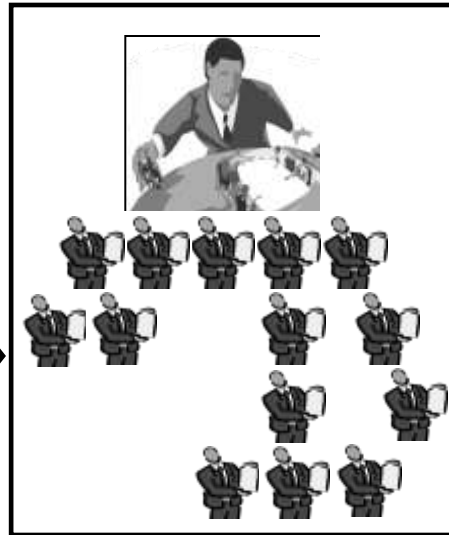


- Sell one 2-pack/wk → \$259/wk profit
- Sell one 2-pack/day → \$1,036/wk profit (5-day work weeks)
- Sell two 2-packs/day → \$2,072/wk profit (5-day work weeks)
- Some Reps are perfectly happy to remain as sellers

2. Join as a Rep with a goal to become a Manager

- Sell to earn Rep profits (see above)
- Hire Reps to earn Manager qualification
- Hire Companies to earn qualification
- Be patient! Reps do not earn overrides on sub-Reps until they reach the Manager level.

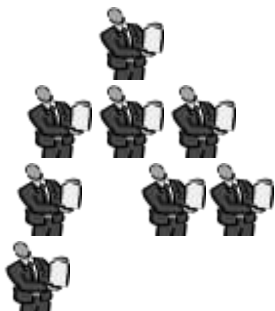
3. Hire leaders and build toward the National rank



Rep Level

Reps have the option to hire as a path to advancement.

Reps do not earn overrides on their sub-Reps, but their Managerial future holds great promise.



Manager Level

Managers earn overrides on Reps in their sphere to all levels, but not on sub-Managers.

Managers also continue as Reps, making bigger profits on their personal sales.

National Level

Nationals continue as Managers and retain all Manager profits.

To that, they add National Bonuses and qualify for Productivity Pool shares that pay on business in their National sphere (Managers to all levels) and in sub-National spheres to five levels.

Manager, the 800PureAir Centerpiece

1. Continue selling based on your talent

Sell four 2-packs per month → \$1,276/mo profit
Sell twenty 2-packs per month → \$6,380/mo profit

2. Earn at least \$20 on every unit ordered in your Managership

300 units/mo → \$6,000/mo profit
500 units/mo → \$10,000/mo profit
1,000 units/mo → \$20,000/mo profit

3. Look forward to reaching National and adding the National Bonus.

400 units → +\$5,000/mo
800 units → +\$11,200/mo
1,600 units → +\$24,000/mo
2,400 units → +\$38,400/mo



Productivity examples shown are all in units.

8 personal sales by this Manager

1,000 sales in total group

HUGE PAY RAISE

Rep Level

Reps can make sales and earn money as soon as they have a demo unit and meter. \$500 to \$2,000 in the first week is possible (2 - 8 two-pack sales).

340 sales in total group (qualifying month)

Manager Level

To qualify, a Rep must do 300 units per month for two consecutive months without counting more than 120 from any single Rep account. Manager benefits begin the following month.

National Level

Nationals continue as Managers and retain all Manager profits. To that, they add National Bonuses and qualify for Productivity Pool shares that pay on business in their National sphere (Managers to all levels) and in sub-National spheres to five levels.