

How to use the 5Ws strategy in your business:

- ▶ The 5Ws is a process used to create a path to share AO Scan technology bringing new people to Solex.
- ▶ This process helps you gain confidence in your own approach when introducing AO Scan technology.
- ▶ These 5Ws help you tailor the conversation to the interest of who you are speaking with.
- ▶ Once you've identified a topic of interest with your contact, you can create a segue to Solex, as The Premier Technology company, and how you know this technology can give them more control over that issue or challenge.
- ▶ You can start with 'Who' Solex is and explain how anyone 'Who' uses this technology can benefit from measuring their body's emotions and energy levels.
- ▶ You can explain 'What' AO Scan does.
- ▶ You can demonstrate 'Where' AO Scan can be used.
- ▶ You can highlight 'Why' you use this.
- ▶ You can mention 'When' you can use AO Scan technology.
- ▶ The goal is to get your contact interested enough to ask you a 'How' question.
- ▶ When a new contact asks a 'How' question, that can be your cue to offer them a free trial scan and show them the results.
- ▶ This is the time to invite them to get their own subscription and introduce other Solex products that work hand-in-hand with the scan.
- ▶ The key to this whole process is to make it your own. Write your own answers to these questions and practice so you have the confidence to share.