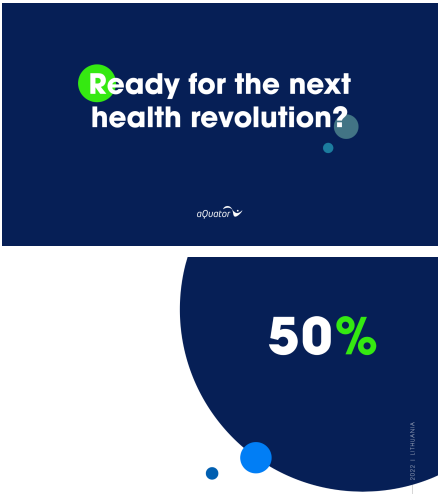
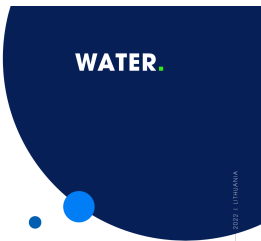


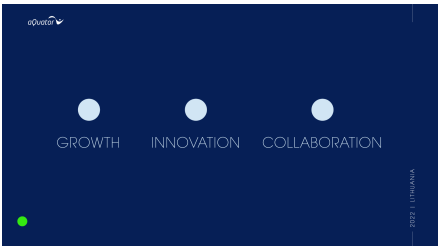
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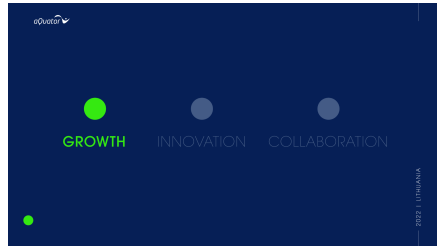
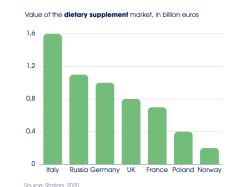
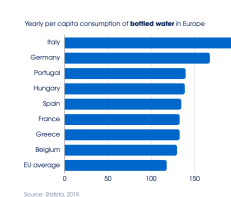
Section	Speech elements	Slides	Comments
Introduction: Hook	Flexible – see this page		Need to show objective / added value here. The “50%” slide corresponds to one of the hook suggestions and should be edited as appropriate.

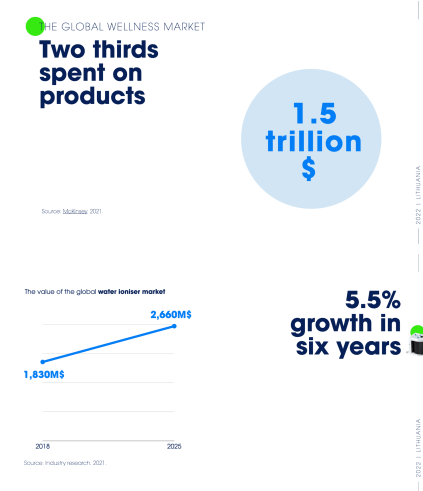
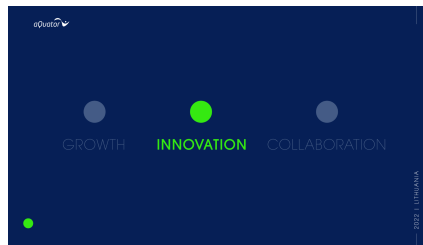
Section	Speech elements	Slides	Comments
Middle – Narration	Describe the problem that consumers care about: Water quality Drinking water supplies in major cities and other urban areas are contaminated with elevated levels of nitrate. Nitrate is a pollutant linked to cancer and potentially dangerous for infants. Taste Normal tap water is tasteless and odourless. If your water is contaminated, it may have a strong smell or taste of the following chemicals: Chlorine, sulphur or petroleum. Environmental impact Consumption of bottled water can have a negative impact on the environment and even health (microplastics). Though many bottled waters are sold in recycling friendly glass, lots of them are bottled in plastic. On top of this is the issue of transporting all of these heavy pallets of water from source to store.	 THE WATER PROBLEM Good quality water is rare  THE WATER PROBLEM Tasty water is even rarer   Smells of chemicals Tastes like plastic	<i>It's important to show that there's an actual problem to be solved, because that means consumers will keep buying the product.</i>



This document summarises the speech guidelines for the direct sales partnerships presentation. See what works best for your audience and add your own content!

Section	Speech elements	Slides	Comments
			
	How can working with us contribute to the solution of the problem?		
	Three reasons: 1. Growth 2. Innovation 3. Collaboration		

Section	Speech elements	Slides	Comments
Chapter 1: Potential for growth	Growth Here, show: - Market size and trends for bottled water and dietary supplements; - Market size and trends for water ionisers; - Target audience growth.	  Thousands of euros per person  Hundreds of euros per person	<i>This is to show the potential partner that their revenue will grow if they sell our product.</i>

Section	Speech elements	Slides	Comments
			
Chapter 2: Innovative, time-tested solution	Innovation Here, show/cover: - The portfolio of different ionisers; - Deep dive a bit on each product, its value and use cases; - Company certification and R&D investments.		<i>Show that the product has been researched and tested, and is a robust solution.</i>

Section	Speech elements	Slides	Comments
			
Chapter 3: Mutual partnership	Collaboration Here, show/cover: - Margin calculation and potential for the partner; - Coaching and guidance to be expected (marketing plans, launch campaigns etc.); - Who the company founders and your future team members are.		



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Section	Speech elements	Slides	Comments								
		WORKING WITH US What you can earn  WORKING WITH US What you can earn If every day you sell... <table><thead><tr><th></th><th>1 liter</th><th>2 liters</th><th>3 liters</th></tr></thead><tbody><tr><td>Your monthly profit will be...</td><td>6,000€</td><td>12,000€</td><td>18,000€</td></tr></tbody></table> WORKING WITH US How we will help  MARKETING PLAN PREP SALES COACHING INDIVIDUAL MENTORING KNOW-HOW SHARING AD-HOC ASSISTANCE		1 liter	2 liters	3 liters	Your monthly profit will be...	6,000€	12,000€	18,000€	
	1 liter	2 liters	3 liters								
Your monthly profit will be...	6,000€	12,000€	18,000€								



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Section	Speech elements	Slides	Comments
Closing	Ready to join the next health revolution? Don't miss your chance to work with us!		



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Section	Speech elements	Slides	Comments
Q&A			
Demos			