



TRAINER'S NOTES

XOÇAI ASCENT PLAN

Adam Green
MXI Millionaire Member
MXI Ambassador



Adam Green

Winner's Circle International

Years in Xocai: 5
MXI Millionaire Member
MXI Ambassador

During his formative years, Adam Paul Green worked for his entrepreneurial father learning managerial skills, venture capitalism, sales and negotiation techniques in addition to international business finance, investing and entrepreneurialism.

Not only has Adam had the privilege of working with and for Fortune 100 companies, he's also learned from the best international business minds in the world; which is a distinct honor for him. Since 2000, Mr. Green has been involved in the Health and Wellness Industry as a successful Entrepreneur, Product Developer and Manufacturer of Anti-Aging Skin Care and Juice Products. During his career, Adam has helped the most recognizable retail businesses and the dozens of the top 200 Network Marketing companies obtain incredible success through innovative Product Development and Customized Manufacturing.

In April of 2005, Adam and his wife Melannie met the Brooks family, discovered a chocolate that was healthy, caught the business vision and joined the company as one of the founders of the revolution! In the space of just a few years, they have seen the growth of this fantastic company from its "grass roots" infancy to the multi-million dollar powerhouse it is today. The Green's can only describe it as, "Unbelievable." Although neither Adam nor Melannie had been a distributor for another Network Marketing Company that did not stop them from believing that they would succeed; they took immediate action. They are one of the original 11 distributors to hear the very first Xocai presentation and are ruthlessly committed to making sure everyone has a positive experience with Xocai.

Melannie wants everyone to know, "If we can do it, so can you. Get committed. Get going!" Adam and Melannie were the second distributorship to reach the level of "Xocai Ambassador" and are the company's third highest money earners.

"I am a product of perseverance. I used to fail and fail and fail and I did not understand why. I finally cracked the "business-success-code" and started pulling in a large income. I could, if I wanted to, never work a job again. After every one of my business failures I make critical refinements and timely adjustments. My hope is that I will be able to help you do the same."

<http://adampaulgreen.com/about/>
<http://adampaulgreen.com/faq/>

BASE CAMP



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Back Office

Be sure to plug in and monitor your business using these tools in your MXI Back Office. Here are some tutorials:

Front Office...

<http://adampaulgreen.com/videos/mxi-tutorial-front-office/>

<http://adampaulgreen.com/faq/>

<http://adampaulgreen.com/videos/enrollment-options/>

<http://adampaulgreen.com/videos/enrollment-options/sign-in-process/>

Back Office...

<http://adampaulgreen.com/videos/mxi-tutorial-back-office/>

<http://adampaulgreen.com/faq/>

I also encourage everyone in my TEAM to read! (including the following periodicals)

- Entrepreneur Magazine
- Inc. Magazine
- Your Local Business Magazine (i.e. Utah Business)
- Direct Selling News Magazine
- Network marketing Business Journal

Marketing Tools

<http://mychocolatepod.com/>

<http://adampaulgreen.com/>

<http://adampaulgreen.com/product/>

Trainings/ Meetings/ Conference Calls/ Events

Be sure to stop by and check for upcoming webinars, calls, etc.

<http://www.ChocolateMeeting.com>

<http://adampaulgreen.com/schedule/>

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BASE CAMP



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Trainings/ Meetings/ Conference Calls/ Events (continued)

<http://adampaulgreen.com/resources/>

<http://adampaulgreen.com/polls/>

<http://adampaulgreen.com/videos/>

30-Second Commercial

More ideas to incorporate into your 30-Second Commercial:

<http://adampaulgreen.com/videos/other-videos/business-plan/>

<http://adampaulgreen.com/videos/other-videos/daily-goal-sheet/>

<http://adampaulgreen.com/videos/other-videos/elevator-pitch/>

<http://adampaulgreen.com/videos/other-videos/leads-tracking-sheet/>

<http://mychocolatepod.com/adam-green-on-conversation-starters/>

<http://mychocolatepod.com/adam-green-on-engaging-your-prospects/>

Here's an example of what I use for a 30-Second Commercial:

“Hi, my name is Adam. I make people live longer and look younger. I'm an Executive with the world's first healthy chocolate company. We're an international company and we're growing rapidly into several key markets right now. How much chocolate do you eat?”

Also see:

<http://mychocolatepod.com/interview-with-adam-green-on-being-a-successful-xocai-distributor/>

<http://mychocolatepod.com/interview-with-adam-green-on-being-flexible/>

<http://adampaulgreen.com/videos/enrollment-options/>

<http://adampaulgreen.com/faq/>

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ASCENT 1



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Your Definite Purpose Statement

Ladies and Gentlemen, just DO IT!

Take a few minutes and focus – you’ll be glad you did...

This is my Definite Purpose Statement:

~I meditate, calm the noise and focus my energy towards the positive activities which are under my control – not wasting time or strength on situations which I cannot impact. My efforts are valuable and measurable.

~I give sincere thanks to my Creator for family, children, love, pain, joy, resistance and growth. A new day means new and different opportunities. I am strong and healthy. I am powerful and ruthless (in a good way).

~I am thankful to be consistently earning \$50,000+ a month with my powerful, Healthy Chocolate Business. I work hard-and-smart towards increasing my income to \$75,000 a month. My goals frame a strong life.

~I am a teammate and dependable. I am proactive and prepared. I am flexible and reactive. I listen, help and support my fellow business partners; we are equals. I channel all my mental powers to this end.

Never Give Up

~~Again, if you skip this step, you are skipping a critical, pivotal part of YOUR growth process.

<http://adampaulgreen.com/videos/wills-wisdom/>

<http://adampaulgreen.com/5-keys-to-being-a-xocai-leader/>

<http://adampaulgreen.com/videos/getting-started/whats-your-plan-b/>

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ASCENT 2



ASCENT 2 >> IDENTIFY YOUR TEAM

Create a list of people you know. Make the list as long as possible. The more people you have on your TEAM list, the quicker you'll reach your goals, and the more people you'll help reach their own goals in life.

Use the Memory Jogger on the next page to help you when you write your list.



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Who Do You Know?

Here are some ideas for creating a solid marketing list for your Healthy Chocolate business:

<http://adampaulgreen.com/videos/other-videos/the-name-game/>

<http://mychocolatepod.com/adam-green-on-maximizing-your-day/>

<http://adampaulgreen.com/videos/other-videos/article-networking/>

<http://mychocolatepod.com/adam-green%E2%80%99s-tips-for-sharing-xocai/>

<http://adampaulgreen.com/videos/other-videos/success-plan/>

<http://mychocolatepod.com/no-pressure-prospecting-with-adam-green/>

<http://mychocolatepod.com/adam-green-be-a-product-of-the-product/>

<http://adampaulgreen.com/videos/other-videos/first-48-hours/>

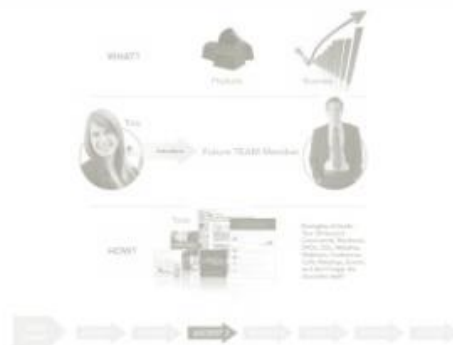
<http://adampaulgreen.com/videos/other-videos/adams-close-2/>

<http://adampaulgreen.com/faq/>

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ASCENT 3

ASCENT 3 >> INTRODUCE HEALTHY CHOCOLATE



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Introduce Healthy Chocolate

These are some basic tips for introducing Xocai Healthy Chocolate to prospective TEAM members:

<http://adampaulgreen.com/videos/other-videos/the-perfect-combination/>
<http://adampaulgreen.com/resources/evites/>

<http://mychocolatepod.com/adam-green-on-listening-to-your-prospect/>
<http://adampaulgreen.com/videos/other-videos/recruiting/>

<http://adampaulgreen.com/videos/other-videos/handling-objections/>
<http://mychocolatepod.com/adam-green-teaches-perfect-prospecting/>

Some advanced approaches:

<http://adampaulgreen.com/videos/other-videos/handling-price-objections/>
<http://mychocolatepod.com/adam-green%E2%80%99s-trade-secrets-of-successful-network-marketing/>

<http://adampaulgreen.com/videos/other-videos/questionnaire/>
<http://adampaulgreen.com/videos/other-videos/prospecting/>

<http://adampaulgreen.com/videos/other-videos/adams-close-2/>
<http://adampaulgreen.com/faq/>

Marketing Tools

<http://adampaulgreen.com/get-your-own-blog/>

<http://adampaulgreen.com/product/>
<http://adampaulgreen.com/resources/>

<http://adampaulgreen.com/videos/other-videos/why-use-twitter/>
<http://adampaulgreen.com/videos/other-videos/why-use-facebook/>
<http://adampaulgreen.com/videos/other-videos/why-use-youtube/>

Also check out:

<http://adampaulgreen.com/videos/>
<http://mychocolatepod.com/>
<http://adampaulgreen.com/faq/>

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ASCENT 4



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Automatic Follow-Up

<http://adampaulgreen.com/videos/other-videos/keys-for-success/>

Also see:

<http://adampaulgreen.com/videos/other-videos/introduction-to-xocai/>

3-Way Calls

<http://adampaulgreen.com/videos/other-videos/3-way-call/>

<http://mychocolatepod.com/adam-green-on-time-management/>

<http://mychocolatepod.com/adam-green-on-prospecting-101/>

<http://mychocolatepod.com/adam-green-on-taking-responsibility-for-your-business/>

Ask for a Commitment

<http://adampaulgreen.com/videos/other-videos/gold-fly-in-training/>

<http://adampaulgreen.com/videos/other-videos/portland-super-heros/>

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ASCENT 5

ASCENT 5 >>
WELCOME YOUR NEW TEAM MEMBER

Now it's time to officially set up your new TEAM member with their own Profile. Choose a business that works for you. (Print Page)



Use your business website
1. Go to your personal website. The URL is usually something like this:
http://www.ascent5.com/your_business_id
2. Click the Sign-Up link.
3. Follow the instructions.



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Set Up Your New TEAM Member

Which Leg?

General Rule:

Simple: ALWAYS build according to volume (i.e. build the team with the weakest volume).

This building policy does NOT take into account certain circumstances, existing relationships, etc.

Assumption: You will continue to sponsor people every month (ergo: 12 per year).

This also does NOT mean you spend all your time with one team (i.e. the weaker of the two teams). You still must spend 50% of your time with each of your teams.

If you are only going to sponsor 3 people, does it really, really matter?

You decide.

Real-Life Rule:

It depends. Take under consideration all the options and make your best, most-educated guess.

Remember, you cannot predict IF, WHEN or to WHAT LEVEL someone will commit and succeed.

What Level?

Again, simple: It depends.

Make it “a stretch!”

Commit to this business at whatever level makes you reach beyond your comfort zone.

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ASCENT 6



ASCENT 6 >>> TEAM Orientation

The first step in the ascent is to establish a "Team Orientation" (TO) system. This is a system of communication that allows team members to stay in contact with each other and to coordinate their movements. This is done by using a set of hand signals that are agreed upon before the ascent begins.

Only those who are in direct contact with the TO system can give orders. This is done by using a set of hand signals that are agreed upon before the ascent begins.

It is important to establish a TO system before the ascent begins. This is done by using a set of hand signals that are agreed upon before the ascent begins.

During the ascent, team members should stay in contact with each other and use the TO system to coordinate their movements. This is done by using a set of hand signals that are agreed upon before the ascent begins.

TO SYSTEM

To establish a TO system, team members should agree on a set of hand signals that are used to coordinate their movements. This is done by using a set of hand signals that are agreed upon before the ascent begins.

After the TO system is established, team members should use it to coordinate their movements during the ascent. This is done by using a set of hand signals that are agreed upon before the ascent begins.

TEAM ORIENTATION SIGNALS

There are four main signals used in the TO system. These are: "Up", "Down", "Stop", and "Help". Each signal is represented by a specific hand gesture.

1. **UP** - One hand open, palm facing up. This signal is used to indicate that the team should move up.

2. **DOWN** - One hand open, palm facing down. This signal is used to indicate that the team should move down.

3. **STOP** - One hand open, palm facing forward. This signal is used to indicate that the team should stop.

4. **HELP** - One hand open, palm facing forward, with the index finger pointing up. This signal is used to indicate that a team member needs help.

It is important to practice these signals before the ascent begins. This is done by using a set of hand signals that are agreed upon before the ascent begins.

During the ascent, team members should use these signals to coordinate their movements. This is done by using a set of hand signals that are agreed upon before the ascent begins.

After the ascent, team members should use these signals to coordinate their movements. This is done by using a set of hand signals that are agreed upon before the ascent begins.

“ TEAM Orientation

<http://mychocolatepod.com/adam-green-on-leadership/>

<http://mychocolatepod.com/adam-green-on-staying-current-with-xocai/>

<http://mychocolatepod.com/adam-green-on-staying-sane-in-mlm/>

<http://adampaulgreen.com/faq/>

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ASCENT 7

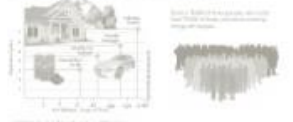


ASCENT 7 >>

Build Bigger, Climb Higher

Imagine the World's Largest Ever 3x3 "Snowflake" Challenge. Set your sights on Mount McKinley, the highest mountain in North America, and climb the 29,000-foot mountain. You'll be climbing the mountain in 3x3 "Snowflake" blocks. The Snowflake Challenge is a team-building exercise.

THE SIMPLEST WAY TO GROW A 3x3 SNOWFLAKE



KEEP CLIMBING AS A TEAM

Goal: To reach the summit of Mount McKinley, the highest mountain in North America, and climb the 29,000-foot mountain. You'll be climbing the mountain in 3x3 "Snowflake" blocks. The Snowflake Challenge is a team-building exercise.

Methods: The Snowflake Challenge is a team-building exercise. The Snowflake Challenge is a team-building exercise. The Snowflake Challenge is a team-building exercise.

Build to the Next Level: The Snowflake Challenge is a team-building exercise. The Snowflake Challenge is a team-building exercise. The Snowflake Challenge is a team-building exercise.

“ Build Bigger

Climb as a TEAM

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