



F.A.Q.

WHAT IS 123 GO GREEN?

123GoGreen is a web-based **marketing and training system** which was created to help Marketing Executives **introduce customers** and **develop Directors** while working from home or on the road.

WHY 123 GO GREEN?

123GoGreen is a simple system that requires **no in-person meetings, in-home gatherings, or live webinars**. Our platform allows Marketing Executives to engage & enroll even the **busiest prospects** in this age of short attention spans, packed schedules, and instant access to information.

IS THE SYSTEM COMPLIANT?

YES! 123GoGreen is designed to be **100% compliant** with Company policies and procedures.

It features a **complete overview** video and teaches partners to **stay present** with prospects as they watch it. All content is **password protected**. Approaches are made **individually & personally**, and partners must comply with all **social media guidelines** as found in "Building Your Business Online".

DO I HAVE TO USE THE COMPONENTS EXACTLY HOW THE SYSTEM TEACHES? CAN'T I JUST SEND VIDEO LINKS AND HAVE PROSPECTS WATCH ON THEIR OWN?

123GoGreen members are required to use the system and its components **exactly as taught** in the 123GoGreen training modules. This is the only way to **maintain compliance** with Company policies.

Users agree **not to send out the overview video** for prospects to watch on their own. 123GoGreen users must be **present** (in person, or via telephone or videoconference) for the entire overview, and be available to **answer questions** and/or **initiate enrollment** immediately afterwards.

The effectiveness of this system is **greatly diminished** when used incorrectly. No shortcuts please.

DOES THIS MEAN THAT IN-HOME, 1-1, & WEBINAR MEETINGS DON'T WORK?

Absolutely not! There are many effective ways to introduce people to our company and its shopping club, and this is just one of them. In-home presentations, coffee meetings, live webinars, and other traditional formats are time-tested and they work.

123GoGreen offers a highly effective, fully compliant option for those whose lifestyles, careers, and other obligations **require less time away from home & family**. It's a new process, but the foundation is built on the **same solid principles** that have produced decades of growth & success.

WHY IS THERE A MONTHLY FEE TO USE 123 GO GREEN?

All independent, full-scale marketing systems affiliated with our company are required to go through an **approved platform provider** to ensure **policy compliance** and **brand integrity**.

Platform providers charge a monthly fee to end users. All 123GoGreen subscription revenue goes directly to our platform provider, Platinum Synergy Group.

Our subscribers enjoy a **one dollar 30-day trial**, followed by a recurring \$19.95 monthly fee.

Subscribers **may cancel** at any time for any reason.

WHAT KIND OF RESULTS MIGHT I ACHIEVE USING 123 GO GREEN?

Results vary based on experience, time commitment, proficiency with the system, and other factors. When the system is **used correctly**, one can expect that **most** prospects who complete the 123 Customer Introduction (Preview, Checklist, Summary) **will open a shopping account**, and that **roughly half** of those new members will choose a **Category 2 or 3** participation level.

HOW CAN I MAKE THE MOST OF THE 123 GO GREEN SYSTEM?

3 TIPS FOR GETTING THE BEST RESULTS...

- 1) Follow the system without skipping steps or taking shortcuts.** This is already a streamlined process and if one tries to shorten it further, it will have an adverse effect on conversion rates, retention, and duplication. Although you don't have to meet in-person or attend live webinars, the business is completely driven by 1 on 1 phone appointments and full Company Overviews.
- 2) The Product Checklist is critically important.** We need to help every prospect achieve a high score on the Checklist because if they don't think they need the products, nothing else matters.

That's why we walk the customer through the checklist category by category, line by line. You'll have an opportunity to talk about your favorite products along the way, and you'll also ensure a high score of 300 to 500 points or more.
- 3) Stress the importance of duplication** with all your new partners, and encourage them to enroll for the 123GoGreen \$1.00 trial at the end of the Strategy Session training module. We want everyone to feel comfortable with the process... that's why we encourage our new partners to try it out for \$1 right away. **We want them to reach their goals quickly!**