

PARTNER GUIDEBOOK

You're In
The Right
Place

xyngular®



Congrats on partnering with Xyngular!

You made an excellent choice to partner with the best company to help you thrive and succeed with YOUR development in mind. Xyngular was founded to help everyone who is willing to create the life of their dreams by getting healthier, earning money, and growing the kind of community and friendships that can last a lifetime.

All you need to get started can be found in this handy and informative booklet for business beginners. Here's a quick look at what we'll cover.

- **Meet Xyngular (Our Community and Our Products)**
- **How to Begin (and Build) Your Business**
- **A Simple System for Success**
- **Where to Find Support**

Seems easy enough, right?

Let's get started!

You've joined a community of support and growth.

Our products are award-winning and, from our beginning in 2009, our approach to weight management and optimal wellness has helped over a million people find support, community, and lasting success. Whether you came for the life-changing products and to find your best version of health, or have partnered with us to build a legacy business, helping others do the same, we're glad you're here.



Here's what you get:

- Award-winning products
- 45-day money-back guarantee
- The BEST compensation plan
- Daily pay
- Personalized website
- Back office dashboard and tools
- Sales trainings and support
- Mentorship and community
- A+ customer service
- Speedy shipping, we handle the details!



I built a business with Xyngular because when I retired from work to be a stay-at-home mom, I found I was really missing interaction with my peers. My Xyngular business allows me to help others feel and look amazing. It's incredible to be surrounded by others who hold you accountable and support one another through this crazy thing we call life. I'm becoming the best version of myself thanks to Xyngular.

— Angie S.



Get to know our products.

Award-winning products for weight management and daily health.



Everybody with a body can benefit from Xyngular products, and the best part is they work. Our awards don't lie. We're industry leaders with the best supplements for weight management and everyday optimized health. Xyngular products have impacted over one million people with measurable results you can both see and feel.

- Confident path to lose up to 15lbs. in 8 days*
- Planned, guided systems for stress-free wellness
- Scientifically-developed formulas for each unique product
- No skimping on taste!



Product Info Sheets & FAQs:

Get detailed information on all of our products by scanning the QR code or visiting our Digital Asset Management library at dam.xyngular.com



Who are these products for?

- You
- Your neighbors
- Your friends
- Your family
- The grocery store checker
- Your son's basketball coach
- Your mail carrier
- Your golf buddies
- **Literally everybody!**

*I decided to work with Xyngular because I had phenomenal success with the products in a very short period of time. It's like it totally reset my body! I'd been going for over a year trying to lose weight and my body plateaued. I tried Xyngular and in 8 days I lost 8 lbs, and I felt better than I remember feeling in years.**

— Trina B.

*Individual results may vary based on personal variables and adherence to the program/product use. Typical results are 1-2 lbs. lost per week.

Okay, let's get down to business!

First—the keys to success.

Share. Share with people the products and the business opportunity that Xyngular offers.

Teach. Teach them about the features and benefits of both the products and the business. Explain to them what they're going to get out of it—don't be afraid to use your own story as an example.

Ask. Ask them to get involved in Xyngular! This is the most important part of your conversation. Without an ask, people are less likely to do what you need them to.

When you meet people, use the “Share, Teach, Ask” mantra to discover what's missing in their lives. This sets the foundation for building both a community and your Xyngular business. And that first part— sharing—is what begins a genuine conversation that gives you the opportunity to become an active listener. Here's why being an active listener helps you build:

- 1. You increase the benefits of your offerings when you listen to your buyer.** Listening to your buyer lifts their self-esteem, which makes them more open to listening to you.
- 2. No one makes a purchase without first having a want or need.** Needs can be goals, dreams, pain or problems, or simply a desire for something that's missing—they take many forms, but without them, there's no reason to buy.
- 3. The greater the need, the greater the value you can offer.** If you can shine a spotlight on what someone is missing, you can bring attention to what might fill that gap.
- 4. You don't just sell products—you build relationships.** This means that your immediate goal is not just to close the sale, but to connect with a genuine relationship.

Sharing and listening.

The more you share and listen, the more comfortable you get in your genuine exchanges with other people. The more comfortable you are, the easier it is for you to listen to and understand someone's needs.

Practice asking meaningful questions that help you understand someone's core need.

You might not find the root of someone's need until you ask the right question—everyone is different and will have different levels of comfort opening up to you. Your job is to get them at ease enough to share what they truly want or need. The best way to do this is to build rapport and create an authentic connection by asking questions and listening to answers with sincerity.

When someone shares their story with you, you get a window into their life! Once you understand that, you'll have a greater understanding of how to help them.

- **What are they looking forward to?**
- **What are they especially proud of or happy about?**
- **What are their goals?**
- **What are their struggles?**



Pro Tip: Real magic comes from talking to people you meet every day but don't already know.

As you ask questions and discover someone's needs, you open the door for your first conversation about Xyngular.



Sharing Your Story

In the midst of all of this listening, we can almost forget how to tell our own stories! While these conversations usually go better if you don't make it all about you, being able to share your own story is still important for carrying that authentic connection forward to a sale.

Embrace your inner storyteller.

Any time you have a conversation with someone, that's storytelling in action. But why are stories so important to building your business? It's simple. Stories help us connect with other people. By telling your own story, you can open up to others and show them vulnerability. This is another important way to create an authentic connection with someone.

We promise, it's not that scary and practice absolutely makes perfect. The first conversation you have with someone is the first opportunity you get to tell your story, as you listen to theirs.

- **When the opportunity arises, share what product you started with and why.**
- **Share how the products have helped you reach your wellness goals.**
- **Share what you enjoy most about having your own business.**
- **Share how earning additional income has supplemented your lifestyle.**
- **Share the ways your life has changed since joining Xyngular.**

Remember, be people first: Don't burn the relationships in your life by cold-pitching sales to everyone you know. Value the person, find the commonalities, problem solve, and above all else, be genuine and transparent. People buy YOU before they buy the product or business. Those people and relationships will turn into customers who purchase when you establish and cultivate the relationship first.



*This small business has allowed me to do big things like travel, pay off loans, and just plain worry less about money. I get to contribute to my family income while being a stay-at-home mom and grandma. Having the flexibility to be there for my family is the best job perk of all. I love that my work finally revolves around my life, rather than my life revolving around work.**

— Starla T.

What if they say no?

You'll probably hear "no" a lot. It's part of the gig.

Even though we firmly believe Xyngular can benefit everybody, for some, it might be a "no" or a "not right now". Your friends are vital to your social and emotional health so it's okay if they're not interested or the timing might not be right.

It may be a "no" for them but they're likely willing to refer you to someone else. Ask if they have any referrals to share, and continue to support your relationship with them. That said, don't be afraid to follow back up. Sometimes people just need time.

This all sounds great, but who do I talk to?

This is the fun part! Just like you start with what you know, you should start with who you know. Your friends, family, neighbors, etc. These relationships are your best resource.

Think about the people in your life. Who are you chatting with regularly? Who would you stop and say hi to if you saw them in the grocery store? Who do you sometimes see, but don't already know? Are they friends of friends? Acquaintances? Strangers? Any one of these people could be your next best customer or team member.



Pro Tips to Remember

1. Build rapport and listen.
2. Be focused and attentive.
3. Ask questions to discover needs.
4. Build relationships first, then make sales.



Pro Tip: The more you talk to people, the more natural it feels, and the easier the ask. You can absolutely do this. Practice with *EVERYONE*.

A simple system for success.

Okay, where do I start?

Start here! Just follow the three simple steps below. Don't worry about making mistakes—you're not the first to learn a brand new set of skills, and you won't be the last. You'll get help from your sponsor and upline (they were new once, too!) and you'll always have the full support of our corporate sales team.

- 1. Set Your Goals:** Decide how many calls you'll make at a regular interval (i.e. daily, weekly, etc.,) and what your methods of operation will be. We recommend making at least two business connections each day. Be consistent to reach your personal goals.
- 2. List of Names:** Make a list of 15-20 names of friends, relatives, neighbors, or others who you think might like to look and feel better. Always add to the list and don't limit yourself! Names can come from anywhere—friends of friends, face-to-face meetings, even from social media.
- 3. Share Your Story:** Start reaching out to people on your list. Connect and reconnect with them frequently to determine their needs. Use what you learned on pages 6 through 11 of this guide about being a good listener and embracing your inner storyteller. And don't forget to ask them to get involved with the Xyngular community by joining you on your journey!



X5 Quick Business Guide: Check out our Quick Business Guide for more information on working through common fears and discovering just how easy it can be to build with Xyngular. Find it by scanning the QR code or visiting dam.xyngular.com

Build your business one conversation at a time.

Now that you've made a list of who to talk to, here's a simple formula for consistent business building:

2x2x2

Talk to 2 new people a day.

- Not a social media post! Have some type of a one-on-one conversation.
- Share with someone you have never before talked to about Xyngular products or business.
- Let them know how partnering with Xyngular helps them earn extra cash.

Follow up with 2 people every day.

- Change who you are following up with. The list will grow every day that you have a conversation.
- Don't forget to follow up with your customers! Talk to them about reorders or how to upgrade so they can start earning and pay for their products.

Host 2 "meetings" per week.

- Face-to-face, not chat-to-chat, or message-to-message.
- These can be home parties, lunches, FaceTime, Zoom meetings, coffee meetups, etc.

A community can exist outside of the town you live in. Think about the broader circles you're a part of, such as your interests and hobbies, and the people that you interact with beyond your neighborhood. Relationships are built on our common interests and purpose.

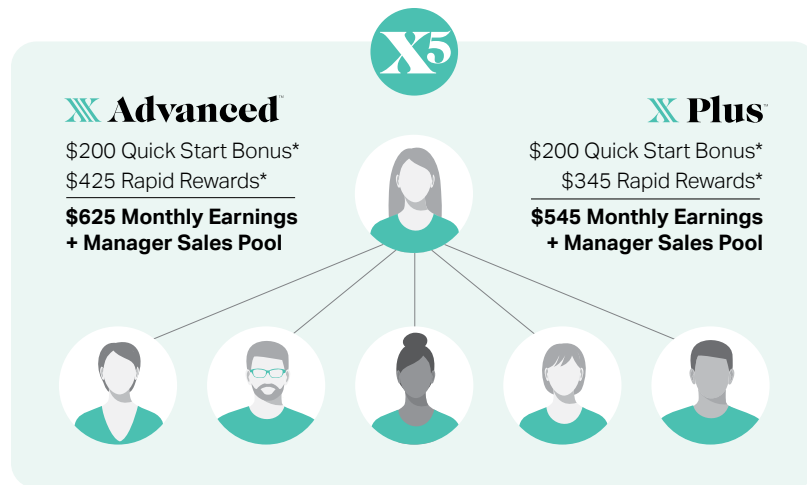


Pro Tip: You can scale the 2x2x2 approach as much as you want. Maybe it's 3x3x3. Maybe it's 8x8x8. Make it work for YOU and YOUR goals and scale accordingly. The power is in consistency.

X5 Business Builder

Return on investment in just 30 days!

One of the great ways to encourage those you have a conversation with to join you on your Xyngular journey is to show them the X5 method of getting their original investment back within one month. If they enroll as a Xyngular X Brand Partner by purchasing an X Advanced or X Plus kit, and they have five others join them by purchasing the same within 30 days, they'll qualify for both a Quick Start Bonus *and* a Rapid Rewards bonus, which will allow them to earn back their investment in only one month. Perhaps this is how you started and if it is, make sure to share with them how easy it was!



Pro Tip: You can still earn bonuses regardless of the products you sell as long as you meet minimum requirements. Selling an X Advanced or X Plus might be the quickest and simplest way but it's not the only way.

Take control and start earning with Xyngular. Check out all of the details for earnings at xyngular.com/compensation-plan and make sure to set up your Xyngular payment account at xyngular.hyperwallet.com

Here's an example:

Using an X Plus kit as an example, below is how the math works to get the X Brand Partner you enroll a full return on their original investment in just one month!

The cost of the X Plus kit they purchase is \$485 with a Personal Volume (PV) of 345. When they enroll five others within 30 days, also with an X Plus, they'll receive Rapid Rewards* of \$345 plus two \$100 Quick Start bonuses* for enrolling a total of 1000 PV (in the example below, 1725 PV). This gives them a total of \$545 in bonuses, making back their original investment and then some!**

You Enroll Someone with an X Plus Kit:

X Plus Kit \$ 485
X Plus Kit PV 345



X5 Quick Business Guide: Check out our Quick Business Guide for more information. Find it by scanning the QR code or visiting dam.xyngular.com

They Enroll Five Others with the Same Kit:

Partner: Lisa Jones 1. 345 PV
Partner: Andrea Perez 2. 345 PV
Partner: Jeffery Smith 3. 345 PV
Partner: Taylor Williams 4. 345 PV
Partner: Susan Black 5. 345 PV

Rapid Rewards: = 1725 PV x 20% Rapid Rewards = \$ 345

Quick Start Bonus:

Quick Start Bonus 1 (500 PV) = \$ 100
 Quick Start Bonus 2 (1000 PV) = \$ 100

Rapid Rewards \$ 345
Quick Start Bonus \$ 200
= Total ROI \$ 545

*Based off of new Partners in 2022, 26.57% of them earned the Quick Start bonus. In 2022, 31.14% of all Partners earned Rapid Rewards. The typical amount earned from Rapid Rewards was \$112. These earnings are gross earnings and based off specific qualifications and are not guaranteed. For more information, see [Quick Start Bonus Terms and Conditions](#) and visit the Xyngular Income Summary at xyngular.com/xis. All amounts are USD.

**Each Xyngular product, including kits and bundles, has a corresponding product value associated with it called "Personal Volume" (PV). Personal Volume is earned from personal orders placed in a calendar month and is used to calculate compensation qualifications.

Wait, there's more!

Not only can you earn amazing cash bonuses with your Xyngular business, but you can also earn world travel and exclusive rewards with the Xyngular Passport Program. And don't forget—these once-in-a-lifetime opportunities can be earned by ANYONE with a Xyngular business, so they are a great way to share the Xyngular business opportunity when building your team.*



White-Glove Getaways: From the snowy mountains of Utah to the stunning deserts of Dubai and the sun-kissed beaches of Bora Bora, your work with Xyngular can take you there. Find details at: xyngular.com/passport

Beachside Vacations: Join us at Founders Club, a luxurious getaway you can qualify for every year. Earn 100 pts throughout the year and help eight other Partners earn their Quick Start, and we'll send you and a friend to a swanky beachside resort. Find details at: xyngular.com/foundersclub

Exclusive Awards: Event recognition, jewelry, trophies, and much more (including more cash bonuses!) await you at Xyngular. We believe your achievements deserve to be acknowledged with more than just a thank you. Find details at: xyngular.com/recognition

*Trips and travel are earned through Xyngular's Passport Program and Partners must meet specific requirements and qualifications to attend. Details of qualifications and expenses covered by Xyngular vary and can be found at xyngular.com/passport



I have loved the direct sales industry my whole life, but I have never been a part of something quite like Xyngular! Integrity, authenticity, community, partnered with an amazing compensation plan, trips and stellar products. I have found my HOME!

— Kerri S.





Where do I go for support?

Your upline (the person who signed you up and the team you joined) is your greatest resource, but we also have an incredible corporate team and a deep bank of resources and tools to support you, as well.

Join the XDC (Xyngular Development Community on Facebook): The XDC is your pipeline from Corporate to the field for training, announcements, resources, and more. facebook.com/groups/xyngulardevelopmentcommunity

Connect With Your Upline: Stay connected with the person who enrolled you, the people YOU enroll, and the team you're a part of. Be active in your groups and on team pages, attend trainings, and ask for mentoring and leadership to help you and your business grow!

Connect With Your FDM (Field Development Manager): Every region has assigned sales support dedicated to helping YOU grow. FDMs regularly train in the XDC, at virtual team meetings, and even in-person in your area. Get to know them and use them as a resource for you and your team. Find and meet your FDM at: on.xyngular.com/team

Graphics and Marketing Materials: Our Digital Asset Manager (DAM) is called Bynder and it's the platform we use to host graphics and downloads. Check out the tutorial and start sharing at on.xyngular.com/howtobynder or visit dam.xyngular.com directly.

Member Service: For everything from placing orders to signing up, Xyngular Member Service is here to help.

US: 801.756.8808

Canada: 587.880.8255

Email: member.service@xyngular.com

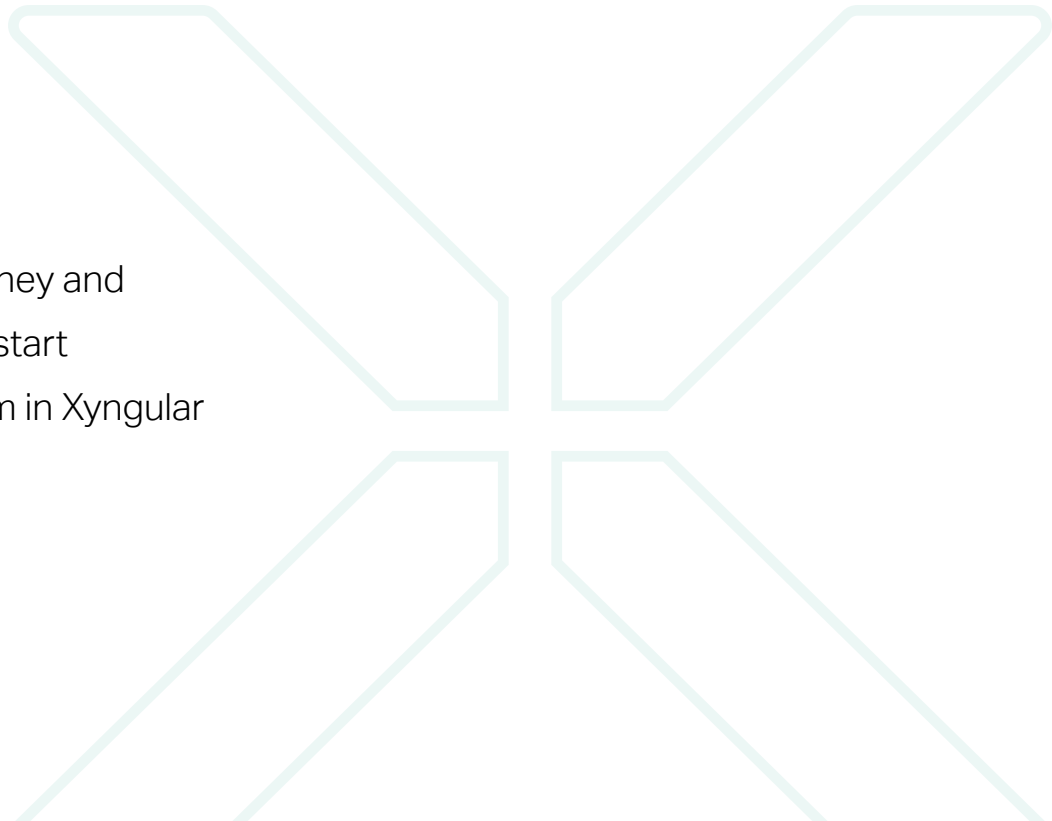
Let's get growing!

So, you've met Xyngular and familiarized yourself with the community and the products, you've learned how to begin (and build!) your business, and you're now an expert on our simple system for immediate success, plus our unrivaled Passport Program—now it's time to share what you've learned!

Get active with conversation in all forms of communication:

- **In-person**
- **Over the phone**
- **On social**
- **And more!**

Involve others in your journey and show them how they can start their own by enrolling them in Xyngular right alongside you.





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