



NAZAVA WATER FILTERS RESELLER TRAINING MANUAL

This book belongs to: _____

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Welcome

Congratulations and welcome to the Nazava reseller family! Nazava is the right choice for healthy families and is the right choice for you in your business! As a Nazava reseller, you'll join a network of resellers throughout the country who are devoted to selling high quality filters to their family, friends, and communities. The Nazava reseller is *the face of the company* and while with Nazava, you will grow your business knowledge, make connections, and have fun!

Nazava is committed to your success as a reseller. In order to ensure a great experience with Nazava, it is essential that you are aware of the Company and its products. Product and customer knowledge is crucial to your success as a reseller and will help you improve your sales strategies.

OBJECTIVES

The objectives of the Nazava Resellers Training Manual are:

- Provide you with a greater understanding of your “target market” customers as well as Nazava, its products, and policies
- Allow you to have a greater understanding of the general marketing system and how you can improve your marketing strategies

INTRODUCTION

This manual will serve to assist you in delivering excellent customer service, improve your sales strategy and pitch, and as a general reference guide. The manual will clearly describe our “target market” and ways of reaching this market as well as how to troubleshoot customer problems.

The purpose of the Nazava Resellers Training Manual is to share the best selling and marketing practices in order to:

- Reach our customer base in an appropriate manner
 - Understand the target market (see pg. 10, 14)
- Effectively leverage sales resources and use them to gain greater sales networks
 - Learn about selling in groups and promotion methods (see pg. 14-19, 23)
- Provide excellent customer service
 - Learn about presentation and after sales follow up as well as gain greater product knowledge (see pg. 3-9, 23, 24)