

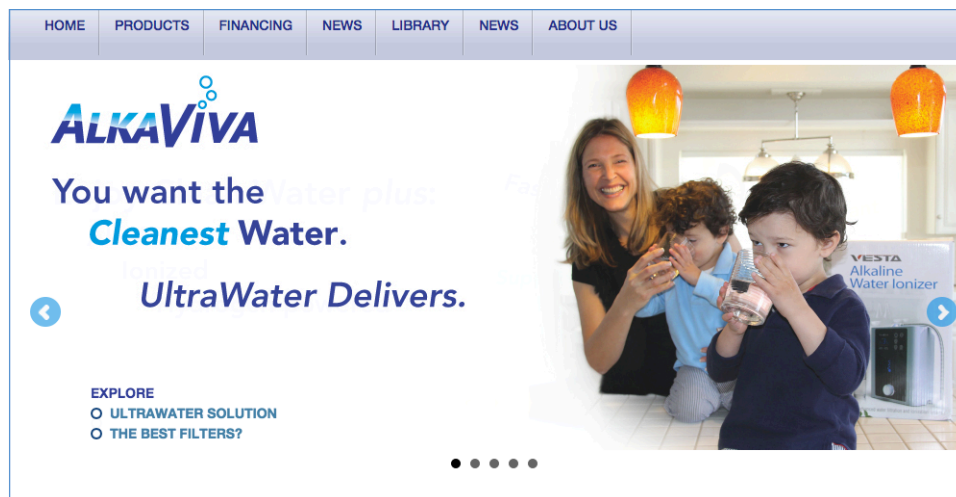


## Dealer Program Details

AlkaViva is unique. First, we have been selling water ionizers in the USA and many countries worldwide for 13+ years, making us the longest-term importer in the USA. Second, while we offer you a great wholesale profit model, we don't stop there. We have the only dealer program that pays you overrides on the sales of dealers you refer. It is the perfect hybrid model, offering you great income on your sales and sales overrides - if you choose to build a sales team. We give you the industry-best training and maximum flexibility to operate and build your business as you wish. We are committed to your success!

## What sets the AlkaViva Dealer Program apart from the others?

### 1) You get your own website, shopping cart and Business Office



As an AlkaViva Dealer you receive a fully functional e-commerce capable website and shopping cart. You will also get a username / password protected EVO Business Office where you can see transaction details, shipping and commission etc..

As an AlkaViva Dealer you will receive our monthly [AlkaViva News](http://alkavivanews.com/) newsletter and will benefit from the <http://alkavivanews.com/> website, which includes years of content and a complete Document Resource Center with sales, technology information, tips and training, certifications and more.

### 2) Earn up to 50% profit *and* overrides

Unlike a straight wholesale program, our Dealer Program ALSO offers you the opportunity to build and be rewarded from a sales team. Every sale made through your web site pays three commission types across three levels:

**Profit / Direct Commission:** Commission is paid to you on retail sales made through your retail-shopping cart. You make profit on Wholesale ionizer sales ranges from 30% to 50% depending on sales volume. Profit and commission are exactly the same per model – we just give you two options to process a sale.

**Sales Override 1:** This is a commission paid to YOU when you refer someone who becomes an AlkaViva Dealer who then sells an ionizer or other product. Sales Override 1 is between 5-10% depending on product.

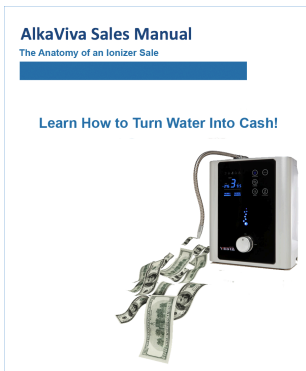
**Sales Override 2:** Paid to YOU when someone you refer, refers a third person who becomes an AlkaViva Dealer and then sells a product. Sales Override 2 is always exactly 40% of Sales Override 1.

**How are commissions paid?** Commissions are paid into your bank account two weeks in arrears using our ProPay Commission System. Commissions are reported as 1099 income.

**What about Wholesale Pricing?** There are three levels of Dealer Program wholesale pricing: D1, D2 and D3. You earn deeper discounts based on your sales performance. Everyone has the same Retail Pricing in their “front-end” retail shopping cart, so customers buying from your front-end shopping cart always pay full retail price and we pay you commission. However, you can also choose to buy at preset wholesale prices. Once you log into your EVO Business Office with your username / password, the EVO cart will display your Wholesale Pricing. Here is an example using the Vesta and an UltraWater filter:

Vesta H <sub>2</sub> Example			UltraWater Filter Pricing Example		
Level	Retail Cart	EVO Wholesale	Level	Retail Cart	EVO Wholesale
Dealer D1	\$2,995	\$1,995	Dealer D1	\$109.95	\$95
Dealer D2	\$2,995	\$1,795	Dealer D2	\$109.95	\$92
Dealer D3	\$2,995	\$1,500	Dealer D3	\$109.95	\$67.25

### 3) Training



**Initial Training:** We have been selling ionizers longer than anyone, and we have used multiple distribution models, so we know what sells. Our training includes a Dealer Sales Manual written by our own professional sales trainer that covers our company, products and every phase of the sales cycle, including closing, handling objections, sample scripts, follow-ups and more. We also support you with short and easy to watch videos.

**Ongoing Training:** We utilize various technology platforms including webinar and blog to deliver training segments. Our professional sales trainer leads the sessions and is available to you for personal coaching at no charge. You get your own personal sales mentor!

### 4) Flexibility to optimize the business for you

Our program is flexible; you decide what is the best way to do business. We can drop-ship to your customers or you can ship yourself. You can sell using your retail shopping cart or buy at wholesale through your EVO Business cart.

- **Retail** - Your customer places an order through your front-end retail shopping cart. You earn Direct Commission. All commissions including your Sales Overrides are paid two weeks in arrears through our ProPay Commission System and then deposited into your bank account. ProPay is included in membership.
- **Wholesale** - If you can process a credit card or if your customer can pay by cash or check, you can login to your EVO and place the order through your EVO cart and pay wholesale. When you receive payment from your customer, you keep the difference. That is profit. Profit goes immediately into your pocket. This option also allows discounting a sale as an incentive to help close it. Either option allows you to have us drop ship.

# Deciding Between WS Profit and Commission

Using Vesta H<sub>2</sub> as an example

## Who Places Order?



### 5) We do not compete against you

Just take a minute to search the internet and look at our competitors. You will quickly see they use skill review sites, bait and switch and other less than honest tactics, but most troubling is that you will see your biggest competitor is the company itself. They run in-house specials regularly, but even worse they discount aggressively against you. Call them as a customer and find out. AlkaViva corporate prices are 15% higher than its dealers advertised prices and we will not undercut you.

### 6) We drop ship direct to your customers

No initial or ongoing inventory to purchase. No shipments to manage. We will do it all for you! That is, unless you want to. Again, you get to choose what is right for your business. Retail ionizer orders will continue to have free shipping. All wholesale orders will be charged shipping.

### 7) No ongoing sales qualification to earn

In fact, the only requirement to earn Profit and Overrides once you are a Dealer is an active membership. The qualifications to advance to the next price level are based on sales volume. These are detailed below.

## What does all this cost?

You get thousands of dollars of value in an AlkaViva Membership, which is just an \$85 fee to join. This includes your e-commerce website (with credit card processing), a ProPay account for commissions and overrides, our comprehensive Professional Sales Training program, and a Welcome Kit containing a sampling of our marketing materials and all the training elements. The cost of annual renewal is \$49.95.

## Dealer and Price Level Qualifications

### Dealer Price Level 1 (D1)

**Initial Qualification:** Two requirements for becoming an AlkaViva dealer: 1) buy either an electric ionizer or 5 elita non-electric ionizers at retail, and 2) Pay the signup membership fee of \$85.95. Once you make your required purchase, a link will be provided to you to sign up using our automated signup attendant.

**Ongoing Qualification to remain D1:** Active membership.

**Advancement to D2:** You are promoted up to D2 after achieving a \$4,000 cumulative total in personal sales through your D1 web store. Can be a mix of Retail and Wholesale.

### Dealer Price Level 2 (D2)

**Initial Qualification:** Qualify as D2 two ways:

- 1) Promote up by achieving a \$4,000 cumulative total in personal sales through your web store at D1 Level.
- 2) Buy-in at D2 by purchasing a D2 Inventory Package of (3) electric ionizers at D2 Level wholesale pricing. Example: 3 Vesta @\$1750 each (total \$5,250). Includes the \$85 membership at no charge. The Inventory Package can be a mix-and-match package of any three ionizers (excluding the Venus). Pays the appropriate Sponsor Overrides upline on each ionizer in the Package.

**Ongoing Qualification to remain D2:** Active membership and one electric ionizer sale or \$2500 in total personal sales per year from date of promotion to D2. Dealer Level reverts back to D1 if annual sales qualification is not met.

**Advancement to D3:** You are promoted up to D3 after achieving a \$5,000 cumulative total in personal sales through your D2 web store.

### Dealer Price Level 3 (D3)

**Initial Qualification:** Qualify as D3 two ways:

- 1) Promote up by achieving a \$5,000 cumulative total in personal sales through your web store at D2 Level.
- 2) Buy-in at D3 by purchasing a D3 Inventory Package of (6) electric ionizers at D3 Level wholesale pricing. Example: 3 Vesta @\$1750 each (total \$5,250). Includes the \$85 membership at no charge. The Inventory Package can be a mix-and-match package of any three ionizers (excluding the Venus). Pays the appropriate Sponsor Overrides upline on each ionizer in the Package.

**Ongoing Qualification to remain D3:** Qualification to remain D3: Active membership and one electric ionizer sale or \$2500 in personal sales every four months from promotion date to D3.

**Begin the process of becoming an AlkaViva dealer today!**

**Phone: 775.324.2400 Ext. 3 or Email: [info@alkaviva.com](mailto:info@alkaviva.com)**