



Successful Selling

By Donald V. MacCrossen,
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A question that is often asked of me as I travel throughout the United States is, "Mac, just how was all the information compiled for the 40 hours of instruction given at Neo-Life's Leadership Academy?" The answer to that question is simple: *La Cima del Monte!*

For five years **Donald E. Pickett**, Founder of the Neo-Life Company, has been inviting Distributors of Prestige Club level and above who qualify to a company-sponsored meeting called *La Cima del Monte*. (Literal translation: "The top of the mountain.") These meetings are held at the finest resorts in America. For three days Neo-Life's top Distributors meet to exchange ideas on how to make their Distributorships even larger...how to bring a "new life" to more and more people throughout America.

From each one of these La Cima meetings only the *proven ideas* and methods—the ones that work—are sifted out and incorporated into the Leadership Academy program. Then Distributors who attend the Academy learn only the **successful** methods for building their business. Theories and gimmicks are *never taught* at the Academy.

This year, of course, will be no exception. On August 17th, a vanguard of more than 100 top Neo-Life Distributors will gather at this year's La Cima meeting site, the beautiful Big Sky resort in Montana. It will be a marvelous setting for an exchange of ideas.

As you read my column, you might say, "Well, Mac, that's great for those who will be attending as Mr. Pickett's guests at this fabulous resort, but *what about me?* How is La Cima going to help me as a new Neo-Life Distributor?"

Here is the answer: This year, for the very first time, the entire contents of every *La Cima Del Monte* meeting will be recorded. The professional meetings will consist of nine hours of in-depth talks and discussions on the most fundamental ideas of our Neo-Life business. Because of the tapes, the Neo-Life "Stars" who are present at *La Cima del Monte* will be able to give Distributors everywhere expert advice on how to:

- Double your organization.
- Master the art of consistent recruiting.
- Build people in your organization.
- Build yourself into a top Distributor.

From these tapes **you** will be able to learn from the personal experiences of Neo-Life's most outstanding achievers—what they did that was right AND what they did that was wrong when they were building their Sales Teams. The tapes will be an "Encyclopedia of Success" for you. Every Head of Sales Team present at *La Cima del Monte* will be coming home with a wealth of information designed to benefit you in the months and years ahead.

This year's meeting at Big Sky is destined to be the most informative and inspirational La Cima of all. But, even more wonderful, it is also planned with **you** in mind, to help you achieve everything in Neo-Life that you desire. If the joy of a "new life" hasn't as yet become a reality for you, it will! More than 100 outstanding Neo-Life "Doers" are dedicated to making the "new life" they have found become available for everyone...not five years from now, but as soon as possible. That is their goal, and it will be accomplished because they *know* the secrets to success! □

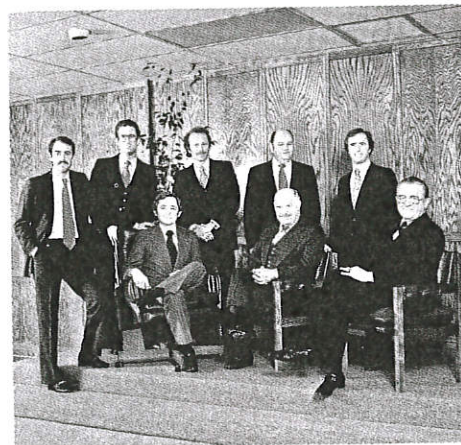
Dr. Furst honored

Dr. Arthur Furst, Ph.D., a member of Neo-Life's *Scientific Advisory Board*, has just returned from London, England, where he was asked to speak at the *International Symposium on the Prevention of Cancer*.

Dr. Furst was the **only** American to be invited to this prestigious gathering of world-famous researchers and scientists. He was also the only guest scientist to be asked to speak on more than one subject. His two topics were: *Trace Elements as an Aid in the Prevention of Cancer*; and *Occupational Cancer*.

Dr. Furst's years of research in the area of minerals and heavy metals makes him an expert in his field. (See page 2 for some interesting comments concerning herbs by Dr. Furst.)

Just as Neo-Life's entire management team is dedicated to serving the Distributors force by developing more effective ways to market and distribute Neo-Life products, Dr. Furst and other members of the *Scientific Advisory Board* are committed to continued research and development of Neo-Life products—to keep you number one in food supplements! □



On the back cover . . .

For more than 22 years, Neo-Life has been a company *dedicated to serving you*—our Distributors! Today, the same pledge to service **Mr. Pickett** instilled in 1958 is carried out by the entire Neo-Life management team. Their photograph on the back cover also represents the hundreds of other Neo-Life employees at the Home Office, manufacturing plant and Distribution Centers who work in harmony to keep Neo-Life and you *Number One!*

As we enter the 80's, Neo-Life and **all** its employees are united for one purpose... serving you! By providing you with the finest products, an unlimited financial opportunity and service-with-a-smile, you will have all the tools necessary to build your new life with Neo-Life! □

Seven days without sponsoring make one weak