

**Reuben Chen, MD**

Vice President of  
Business Development



**Craig Holiday**

Business Development  
Consultant



## THE NEW DIRECTION

### 8-Part Series: *Crucial Training Principles*

**Reuben Chen, MD, and Craig Holiday**, Business Development Consultant, discuss their 8-part training series focusing on *Eight Crucial Training Principles That Empower IBOs to Connect and Build*.

Listen in, recharge, and build a successful organization that can double your income in no time.

#### **WEEK 1:**

Prospecting and Inviting

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#### **WEEK 2:**

Power of the Sit Down, Tell Your Success Story, Why Sunrider, Presenting, and Closing

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#### **WEEK 3:**

Follow Up, Overcoming Objections and Duplication

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#### **WEEK 4:**

Planning and Starting an IBO Effectively

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#### **WEEK 5:**

Building Depth

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#### **WEEK 6:**

Mindset

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#### **WEEK 7:**

Switch Brands

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#### **WEEK 8:**

Promoting Convention and Events

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