



THE WORLD'S MOST **ADVANCED** BLENDER™

DEMO OUTLINE

WHOLE JUICE DEMONSTRATION

- **Load Whole Juice/Smoothie Ingredients**
 - This is not your standard blender! Let me show you why.
 - This is a machine that will liquefy all fruits and veggies including peels, skins, seeds, and leaves.
 - Go over what is in the juice (see event manual).
- **Patented Safety Blade and Jar**
 - Our single large blade pulls product down, instead of pushing it up as with a cross-blade design.
 - Patented safety blade is dull, safe, and affixed to the jar.
 - The patented jar helps make a perfectly smooth blend without a stick or plunger.
- **Interface and Operation**
 - One touch controls allow walk away blending.
 - Push the Smoothie cycle.
- **Motor Speed**
 - No assisting, shaking, or poking a stick down through the lid.
 - The industry's largest motor allows you to heat soups in your blender.
- **Serve the juice**
 - The powerful motor and blade provide perfectly smooth blends.

CLEANING

- The jar is easy and convenient to clean.
- Cover blade with 1 cup water and a drop of soap. Run for 5 seconds. Pour potable (dirty) water into container, rinse and sanitize.

PREPARE ICE CREAM/FROZEN YOGURT

- **Load ice cream ingredients**
 - Easy way to get picky eaters to eat more fruits and vegetables.
 - Go over what is in the ice cream (see event manual)
 - The patented jar is designed to power through the thick material.
 - Using manual controls, push low speed and let run for 10 seconds. Push high speed and shut off when complete. (Do not serve the ice cream until the end of this "round" of the demo as we want those listening to stay until the end of demo)

DRIVE SOCKET AND BLADE

- The drive socket is made from hardened metal instead of plastic, so it won't break when you put ice in the machine.
- The industry's largest motor will power through the thickest materials, like ice and frozen fruit.
- Flip the jar upside down.

MAKE RICE FLOUR

- **You can mill your flour in the machine (good example of the versatility of machine)**
 - The powerful motor enables the metal drive socket, safety blade, jar, and interface to work together to deliver the world's most advanced multifunction blender.
 - Manual controls are timed
 - Press high speed
 - Dish out ice cream when flour is grinding, but do not serve.

PRICE AND WARRANTY

- This is the lowest price you will find these machines for.
- It has an industry leading 8-year warranty.

ASK FOR THE SALE

- Ask for the sale!
- Dish out ice cream
- Talk to potential buyers
- Follow up questions



THE WORLD'S MOST **ADVANCED** BLENDER™

DEMO SCRIPT

LOAD WHOLE/SMOOTHIE JUICE INGREDIENTS

MAIN POINTS: THIS IS NOT YOUR STANDARD BLENDER. I WILL SHOW YOU WHY.

- You folks look thirsty, come on over and I'll make you a quick juice. Are you familiar with Blendtec blenders? Perfect!
- There are 5 main differences between a Blendtec and other machines that I'll show you when I make this juice. Pay close attention when I talk about the jar, blade, and interface. These, combined with a solid metal drive socket and powerful motor, will allow you to process foods you can't do in a standard blender.
- For example, a lot of people juice in these machines. The benefit of juicing with these machines is you have a powerful enough motor to process everything. There is zero waste.

WHAT'S IN THE JUICE

MAIN POINTS: THIS IS A MACHINE THAT WILL LIQUEFY EVERYTHING IN YOUR FRUITS AND VEGGIES.

- For example, we like to juice grapes with seeds in them. They are high in antioxidants and are full of pre cancer fighters. You will liquefy all these tiny seeds so you won't know they are in there.
- Anytime you use strawberries, keep the stems on. They are full of Chlorophyll, which is good for your immune system.
- We kept the hard core of the pineapple in for the extra fiber. We have a banana in there for sweetness, and a lot of spinach. This provides a very easy way to get those greens in your diet.
- To finish this off, I'm going to use a little water and then pack it full of ice to make it cold, and also show you how those blades work.

PATENTED SAFETY BLADE AND JAR

MAIN POINTS: PATENTED SAFETY BLADE IS DULL, SAFE, AND FIXED TO THE JAR.

THE PATENTED JAR HELPS MAKE A PERFECTLY SMOOTH BLEND WITHOUT A STICK OR PLUNGER.

- Now have any of you ever started a blender with the lid off? Probably not the smartest thing to do in the kitchen, right? The reason you will make a mess is all blenders run a cross blade pattern(hold fingers up in an x). These types of blades push the material up and out and force you to either assist, shake, or poke a stick down through the lid to get things to blend right.
- Our machine uses a single large blade that's blunt instead of sharp. It's going to pulverize the food rather than chop it up with a little knife. This patented safety blade is 80% thicker and 10 times stronger than competitors' blades. The safety blade is also fixed to the jar, making it the safest blade in world to use and clean.
- We also use a durable, BPA-free jar that is crystal clear and easy to clean. The patented jar design automatically flows ingredients back into the blade, creating a perfectly smooth blend without the use of a plunger or stick to stir things around.

INTERFACE AND OPERATION

MAIN POINTS: ONE TOUCH CONTROLS ALLOW WALK AWAY BLENDING.

- Now to operate it. If you take a look at the front of the machine you will notice there are no knobs or dials. These modern, one touch controls enable walk-away blending and provide a sleek, stylish design that makes it easy to clean.
- It also keeps it free of the mold and bacteria growth common on other blenders when food spills into their old-fashioned plastic knobs and levers.
- In addition to your manual controls, you also have your preset programs. We are going to make a smoothie here, and the 2nd key from the left says smoothie. Go ahead and push that one time for me.

MOTOR SPEED

MAIN POINTS: NO ASSISTING THE MACHINE.

THE INDUSTRY'S LARGEST MOTOR ALLOWS YOU HEAT SOUPS IN YOUR BLENDER.

- Now right there any other blender would be throwing that all over the table. This machine has 10 speeds that are self-regulated. Without us assisting by shaking or poking a big stick down through the lid, the machine will change speeds on its own and pull the material down to the bottom.
- This has the industry's largest motor rated at 3 peak hp. ...runs at 28,000 rpm, which is a little over 300 mph. Now at that top speed, we can use the friction the blade creates. Just like when you rub your hands together and it gets warm, that blade spins fast enough at a top speed, you can throw fresh vegetables in the machine and heat a piping hot soup in 90 seconds, just using the friction the blade creates.

- So to keep you from cooking your juice, this runs a program for you, and shuts itself off when complete. You can do other things in the kitchen, or your kids can operate it. It will always shut itself off.

SERVE THE JUICE

MAIN POINTS: THE POWERFUL MOTOR AND BLADE PROVIDE PERFECTLY SMOOTH BLENDS.

- Start pouring juice while talking
- This process is called micronization. The machine is breaking down the cell walls of your whole fruits and vegetable with zero waste. We can use a juicer to get the same smooth consistency. However, a juicer will require a wheel barrow full of fruits and veggies, and all the good stuff goes in the garbage. This cost little to make and fills you up!

CLEANING THE JARS

MAIN POINTS: THE JAR IS EASY AND CONVENIENT TO CLEAN.

- Now, the worst part of using a juicer or a blender is if it is difficult to clean, you simply will not use it.
- The blades have been welded to the bottom so you don't have any valves or seals you have to take apart or replace.
- The jar is dishwasher safe. It's also stamped by the national sanitation foundation that it can self-clean. You need a cup of water to cover the blade, and a drop of dish soap. Then hold your pulse key for 5 seconds to clean it. Just rinse it off with water and it's clean. Again, these durable jars are BPA free, and will not transfer odor, taste or color from recipe to recipe. (Dunk jar in rinse bin, dunk jar in sanitize bin)

TRANSITION INTO ICE CREAM

NOTE: IT'S VERY IMPORTANT TO JUMP RIGHT INTO THIS SECTION AND KEEP IT QUICK. YOU WILL EITHER MAKE THE SALE THROUGH THIS TRANSITION OR LOSE IT BECAUSE THEY WALK AWAY.

- These machines come with a recipe book, and there are soup recipes in here too. Our website also has dozens of soup recipes. You can throw your vegetables in there, hit the soup key which runs about 5 times faster than that smoothie cycle, and in 90 seconds you have a piping hot soup.
- Now you can cook a soup using the friction the blade creates, and you also have programs for things like margaritas and ice cream. I'm going to make you a quick ice cream and show you how it works.

LOAD ICE CREAM INGREDIENTS

MAIN POINTS: TELL PEOPLE WHAT IS IN THE ICE CREAM. GET PICKY EATERS TO EAT MORE VEGETABLES

- You can find this recipe in the book, and there are a ton of recipes for ice cream, sorbets, and frozen yogurts on our website. Now one tip on ice cream is you can use any milk you drink. I am using coconut milk just to keep it as healthy as possible. In fact, if any of you drink milk alternatives like coconut milk, almond milk, or soy milk, your recipe book will teach you how to make those milk alternatives from scratch. Instead of sugar, we will use a little blue Agave. Then to thicken this up, we will use a scoop of protein powder. For flavor, we will use a little imitation almond extract.
- Now, one of the biggest reasons parents love machines like this is not only because it helps them eat healthier, but you can get your picky eaters to eat more vegetables. We are going to pack this one full of spinach..Now this is going to be bright green ice cream, but I promise you won't taste it. I promise. This will be the best spinach ice cream you have ever had.

PRESS THE ICE CREAM BUTTON

- Now we will pack this full of ice, and to make our ice cream we will use the manual controls. We will start on low speed for about 10 seconds, then run on high for around 30 seconds.

DRIVE SOCKET AND BLADE

MAIN POINTS: NO NEED TO ASSIST.

THE DRIVE SOCKET IS MADE FROM HARDENED METAL INSTEAD OF PLASTIC THAT WON'T BREAK WHEN YOU PUT ICE IN THE MACHINE.

THE INDUSTRY'S LARGEST MOTOR WILL POWER THROUGH THE THICKEST MATERIAL LIKE ICE AND FROZEN FRUIT.

- Now again, your benefit with this machine is you now have a blender that you can pack with ice or frozen strawberries. You don't have to stand here and assist, shake, or poke a stick down through the lid. The design of the blade and patented jar will power through that thick material. (Point to the drive socket on the machine not in use)
- Now, as you can see, this drive socket has hardened metal instead of plastic, so it never needs to be replaced. This ensures years of safe, trouble-free blending. Other blender brands use plastic drive sockets that are built to break when their thin blades are pushed to the breaking point.
- Blendtec motors are the industry's largest, and they provide the commercial-quality power and speed needed to completely blend even the toughest ingredients like ice and frozen fruit. It's the powerful motor enables the unique metal drive socket, safety blade, jar and interface that work together to deliver the world's most advanced blending experience.

(Set cups out to dish out ice cream) Turn the machine off by pushing any button when the ice cream is complete.

FLIP THE JAR UPSIDE DOWN

- In 45 seconds you have a very healthy ice cream in your machine. (Flip ice cream upside down to show consistency).

MAKE RICE FLOUR

MAIN POINTS: YOU CAN MILL YOUR FLOUR IN THE MACHINE

- Now, while I'm serving this ice cream, I'm going to show you that if anyone does any baking in your home, this will be your best friend. In the same jar and same blade system we use in all the wet ingredients, you can also grind your own flour.
- I have white rice here that we are going to grind into rice flour for gluten free recipes. You can also grind your corn, wheat, or flax seed. To make rice flour, I'm going to run the manual controls on high speed. (Push the high speed button)

MANUAL CONTROLS ARE TIMED

- When manually operating your machine, the speeds will shut off after 50 seconds, and in 50 seconds, you will have fine enough flour you can use in any of your baking.

DISH OUT ICE CREAM

- (Dish out ice cream with remaining time on the blender/HOLD BACK...
- DO NOT SERVE IT UNTIL IT UNTIL THE END OF THE DEMO.
- Don't feel like you need to talk while dishing ice cream)

SHOW RICE FLOUR

MAIN POINTS: THE POWERFUL MOTOR ENABLES THE METAL DRIVE SOCKET, SAFETY BLADE, JAR, AND INTERFACE TO WORK TOGETHER TO DELIVER THE WORLD'S MOST ADVANCED MULTIFUNCTION BLENDER.

- Now, in just 50 seconds you have a fine enough flour you can use in any of your baking. You can also do your bread dough and pizza dough in your machine. The powerful motor enables the unique metal drive socket, safety blade, jar and interface to work together to deliver the world's most advanced multifunction blender.

PRICE AND WARRANTY (WHY YOU SHOULD BUY THE MACHINE TODAY)

MAIN POINTS: THIS IS THE LOWEST PRICE YOU WILL FIND THE MACHINE FOR.

IT HAS AN INDUSTRY LEADING 8-YEAR WARRANTY.

- Now the benefit for buying these at Costco is your price and warranty. They run \$399 with a 7-year guarantee outside of the store. Right now your benefit is we have these for \$299, which is the lowest price you will find these machines for.
- We are also extending your warranty from 7 years to an industry best 8 year warranty. Anything happens to your machine in 8 years, Blendtec will fix or replace your machine for free. Our manufacturing facility is in the U.S.

CLOSE

MAIN POINTS: ASK FOR THE SALE!

- These machines come in two colors today. We have black as well as a few red still left today. If you are looking for a particular color, please let me know and I will help you load one in your cart. If you have any additional questions fell free to ask.

SERVE THE ICE CREAM

- In the meantime, I promised the best spinach ice cream you have ever had.

TALK TO POTENTIAL BUYERS

(The end of your demonstration is going to separate you from an average rep. If someone is hanging around at the end of the demo, it means they want to buy. You need to help build that urgency to get them to buy it today) Our top reps use questions to get the person to convince themselves to buy the machine.

- What was your favorite part about the machine?
- Why was that your favorite part?
- Are you doing a lot of that at home right now?
- What interests you most about the machine/what are you looking to use the machine for mostly?
- Why does that interest you most?
- Are you doing a lot of that at home right now?
- What is the first thing you're going to make with your machine?
- You know you're going to love and use it! The toughest question is what color looks best in the kitchen?
- Give them ideas/shopping list
- I can see you want it, what's holding you back from buying this today? (then resolve the concern)