



Bi-Tron Celebrates its First Directorship!!

Introduced, and announced at the Penticton Corporate Leadership School,

George and Sarah Moen, from Vancouver, British Columbia, have secured this first-only title.

George's training at the event, was insightful and educational. With his many years of experience and skill in their franchising businesses, the quality of the leadership that George provides, will certainly set a fast pace for Bi-Tron.

Achieving the Director's Title, is no small task. Learning the business, applying the effort, and staying committed, are all attributes, which George exemplifies.

George and Sarah are no strangers to challenges and commitments; it was back in June, at the Kelowna conference, where George made his commitment to Bi-Tron. "It was then, that I decided that there wouldn't just be people from the Okanagan on stage at the Penticton conference."

With that commitment in mind, George and Sarah quickly became Founders; and working with Robert Skinner to also become a Founder, they became Presidential Founders, as well. Working with his long-time partner, Bob Martz, another personally-sponsored distributor of George's, who is near a Founders' title, also, is helping create strength and depth in the Moen organization.

Other notable individuals in their group, are Howard Olsen, Andrew Male, Ryan Walter (Stanley-Cup winner), Ryan Gibson, Aaron Elton, Donna Willon, Art Cowie, Allan Knight, and Scott Berg, just to name a few.

George would agree that being a team player is critical to success in any organization. Unlike traditional business can be, network marketing is not a dog-eat-dog situation, but rather one of support, training, and teaching.

He would also emphatically encourage all distributors desiring to succeed in their Bi-Tron business, to make no excuses, but an all-out effort, to being in attendance at all Corporate Leadership Schools. "It was a turning point for me," he says, "and I will not miss any of them."

The next Corporate Leadership School is in Vancouver, B.C., March 18, 19, and 20th, 2005. In no small

part is this a surprise that it's in George's back yard, considering the growth of the Bi-Tron business in the Lower Mainland of British Columbia.

George and Sarah are looking forward to the company-paid retreat for all qualified Directors—a seven-

day Mexican Riviera cruise. "This will be a great opportunity for learning and bonding with fellow Directors, and Management of Bi-Tron," says George.

"I can't understand why every body wouldn't be involved with this business," he says. "The way I look at it, is I can get Chuck Pinnell, Greg Bright, Duane Andrew, Doug Burtch, and many others, as my business partners and consultants, for the price of a monthly autoship—about four dollars and fifty cents a day."

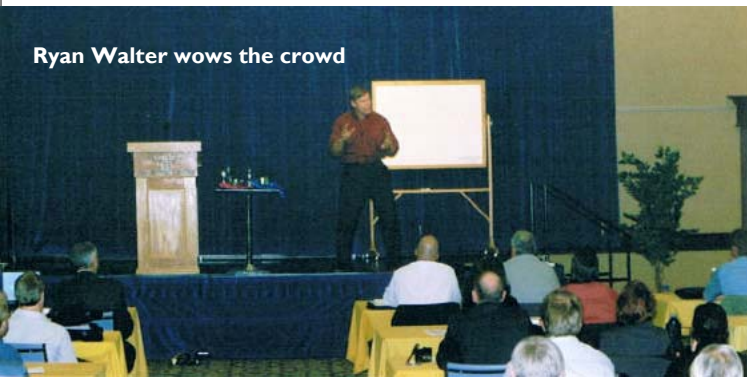
Take some consulting from George. Let's play follow-the-leaders, and make plans, now, to be at the next Corporate Leadership School in Vancouver. Great Job, George and Sarah, on your achievement to Director. We, at Bi-Tron, and all Distributors congratulate you, and thank you, for your leadership!

* TO LEARN MORE OF GEORGE AND SARAH'S STORY, SEE THE SEPTEMBER NEWS LETTER.



Left to right, Mark Wright, Sarah Moen, Dick Simmonds and George Moen

Penticton Saw our most successful Leadership School to Date—Be sure not to miss Vancouver’s conference in March! Register now take advantage of Early Bird Pricing!



NHL All Star and Stanley Cup Winner, Ryan Walter, gives an outstanding session on Leadership, to cap off an outstanding First Day.

A fleet of Limousines whisked the qualified Founders off to a sumptuous Presidents Lunch at the elegant Magnums on the Lake. Left to right, Christine Page, Mary Anne Burtch, Norma and Duane Andrew, Doug Burtch and Herb Escher



Congratulations to Doug and Mary-Ann Burtch, on winning the Autoship Contest. Runners up, Chuck & Erin Pinnell, and Duane & Norma Andrew, and Draw Winners, Herb Escher & Christine Page.



Sarah Curtis, Dick Simmonds, Mark Wright , Duane Andrew, Chuck Pinnell and Doug & Mary Anne Burtch

George Moen, the host on Saturday, and Duane Andrew on Sunday, guided us through an enlightening, information-filled and entertaining weekend.

Outstanding Sessions from all the speakers including Adam Heinrich, Robert Skinner, Doug Burtch, Robert Martz, Greg Bright, and of course Chuck Pinnell.



NEWSLETTER, UPDATES AND NEWS



Bi-Tron's first Director—George Moen, Introduces Bi-Tron's "Young Guns". Tomorrow's Leaders, from Left to Right, Jeffrey Wilson, Reg Amyotte, Douglas Burtch and Daniel Fontaine.

Ryan Walter Shares inspirational stories, and his Stanley Cup Ring, with all the Bi-Tron Distributors over the course of a fantastic evening's eating and entertainment.



Ryan Walter, Brendan Egan & Darren Smith



Reg Amyotte & Jeff Bandick



Bob & Linda Martz



Duane & Norma Andrew & Niel Lensen Donna Hansen

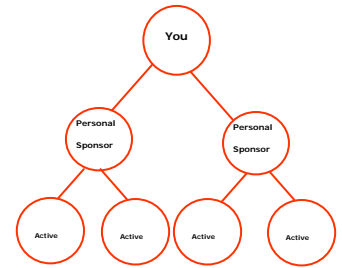


Robert Skinner demonstrates to the ladies dance team, the aptly named Bi-Tronettes, how the YMCA should be performed. Though sterling efforts were put forth by Fred Hunte, Pat Simmonds and Sarah Moen.

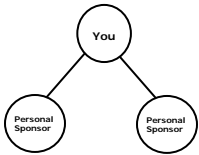
Congratulations to All our Qualified Distributors and All those Recognized at the Conference



Trainers



Qualified

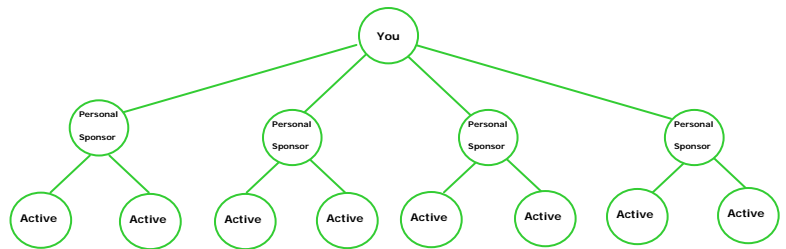


- Ryan Racoma
- Darren Saiki
- Jim Thayer
- George Ross
- Lyle Williams
- Allen Schwabe
- Dynamic Distributors
- Glen Grunert
- Jeff Patterson
- Philip Goddard
- Paul Raymond Richardson
- Mary Jean Adams
- Dwayne Stewart
- Giselle Mikela
- Barry Lasco
- Don Hartel
- Dominic Cianni
- Kelly Harris
- Direct Frequency
- William Atkinson
- Colin Atkinson
- Doug Moffat

- Jeff Bandick
- Dawson Simmonds
- Michael Babcock
- Curt & Jen Froess
- Mark Olney and Arlene Lamarche
- Daryl Froess
- Herb Escher/Christine Page
- Bill Millikin Jane Kriese
- Greg Bright
- Robert Martz
- Graham Leisure Activities
- Howard Olsen
- Jeffrey Wilson
- Dan Watson
- George Pigeau
- David Peters
- Jake Wiens
- Brendan Egan
- Kristi Selhorst
- Andrew Tajiri
- Scott Berg
- Bryan Moskaluk
- Kieth Tajiri
- Nolan Uyeda

- Duane & Norma Andrew
- Scott Miyano & Gary Au
- Jerry and Adam Heinrich
- Robert Skinner
- Alex Fraser
- Leon Froess
- Jim Landolt
- Mariana Mueller
- Luigi Cianni

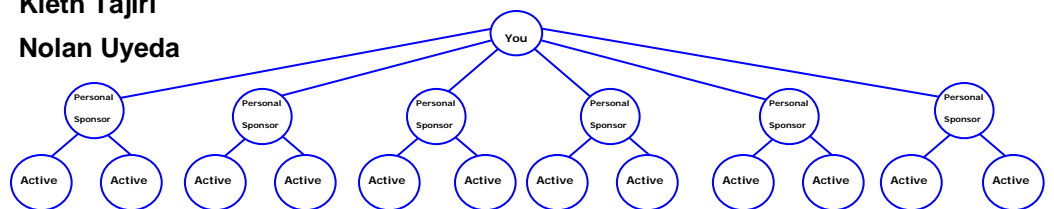
Coordinators



- Chuck & Erin Pinnell
- Doug & Mary Anne Burtch

Directors

- George & Sarah Moen





Qualify for the Director's Cruise, Look for Customers!



Dick Simmonds

I had to make sure that the cruise line we chose for our Distributor's Retreat was good enough for our very special Bitron Distributors, so I took my lovely wife Pat and we did a little "due diligence" aboard the beautiful Royal Caribbean Navigator of the Seas. Somebody had to do the dirty work! I'm pleased to report that the cruise line was spectacular and Pat and I look forward to spending a week with you in the Mexican Riviera in February aboard the beautiful "Vision of the Seas."

While on board I read a book written by **Ms. Kim Klaver, a well known MLM consultant** who favors putting an emphasis on the product opposed to the business opportunity when presenting an MLM opportunity.

Most "heavy hitters" in the industry seem to favor the business approach, putting the emphasis on recruiting.

We have such a unique and amazing product that I wanted to fully explore the "product approach," because I think our product might just lend itself more to this approach than most other products that are being sold in our industry.

I think you should lead with whatever you are most passionate about. **If it's the business opportunity that excites you the most - lead with that. If it's the product that excites you the most - lead with that.** Just go out and find people who "share your passion." "Sort" don't "Sell." Don't try to be who you aren't. You are not going to be able to click with everybody.

So for those who are looking for a little direction on the "product lead" or customer approach, the following are a couple of points I took from the book that you might find useful. For further information from Kim Klaver, you can access lots of information at www.who911.com.

Lead With The Products – look for "CUSTOMERS"

"Customer acquisition will keep your "newbees" in the game long enough to learn how to recruit from their customer base or find the occasional .

entrepreneur who is looking for a business opportunity and in the meantime they are making money" - Kim Klaver

Lead with your hot button. What got you excited? **The Product or the Business?**

If it was the **Product** that got **you** excited then you need to:

- create your own personal story.
- speak from the heart, be sincere
- "I had this problem, I tried various products, then I tried Bitron
- I got these results
- I don't know if it will work for you but it worked for me!"

FOCUS on ONE Fix!

The price of gas, a smoother running car, better pickup or more power, less emissions and environmental impact fewer, and less expensive repairs

Avoid "Seller" talk, no

- **bold generalities** – words & phrases that speak to no one in particular
- **techno-babble**- need words a 13 yr old would use or understand
- **hype** – unbelievable claims, that sound inflated, excessive or extravagant
- **outrageous promises** - I promise this will fix everything!
- **chest beating** – most exciting, fantastic, amazing, wonderful
- **screaming** – overstating. -"you'll be totally blown away"

You must prepare a 30 second script that answers the question, "What do you do?"

Take the arms length "consultant" approach.

"I market a product for people who(want to save some money on fuel)....like myself. I was spending _____\$, I tried various things, nothing seemed to work. Then I tried this product and had these results.

Do you know of anyone who might like to know about a product like that?"

Good luck and I hope to see you along with the rest of the Bitron Leaders on board the beautiful "Vision of the Seas" in February.



Bi-Tron's First Director's Retreat

By being a qualified Director in January, you will join Dick Simmonds and Mark Wright on a luxurious seven-night cruise to the Mexican Riviera, aboard Royal Caribbean's fabulous Vision of the Seas!

We sail on February 13th. Don't miss out!



So, by January 31, 2005, you must qualify and be paid as a Director.

I.e. six front line 300PV and 100/150PV Active and Qualified

Commit now, to building your Bi-Tron Business, and take your spouse on fantastic Valentines Cruise!

See you all there!