

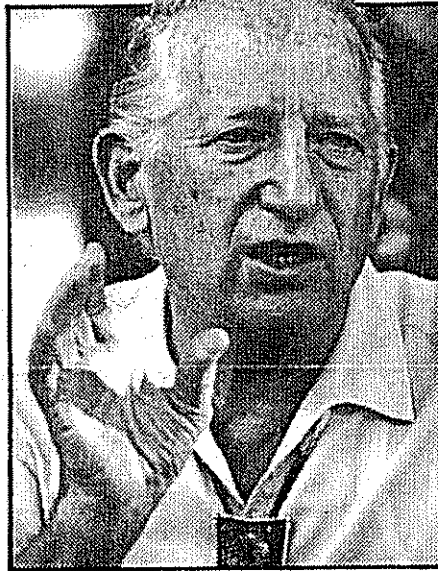
# The NOVA™ View

May 1981

On March 16, 1981, Dr. Bernard Jensen presented a lecture in Portland, Oregon entitled "The Need for Supplementation In Today's World." The following article represents Dr. Jensen's Ideas and feelings regarding the place of NOVA in the Holistic Health movement.

When you go through life you find out that you are going to get exactly what you give out. The only thing you really have in life is what you give out, did you know that? And the only thing you will ever have is what you are able to give. Don't be afraid to give. But you should know and grow so you have something to give. I think we were born to grow and to serve and to uplift other people, and aren't you happy when you help somebody else? You will never be happy until you find somebody to help. The nicest thing is to be able to serve and to make sure that another person is going to bless you after they have

## Dr. Bernard Jensen: Making a GOOD LIFE with NOVA



seen you. And I think the greatest thing we have to do today is to earn a place for ourselves. By the way, I didn't say earn a living. Any fool can earn a living, but not everybody can make a good life. And I feel that making a good life is most important.

In supplementing we begin to think we have to add things to our lives, but we find out it's not always what you eat as much as what you don't eat that hurts you. This is why we find out that supplementation is very important.

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**"When we talk about supplements and about diet and food, it's not what you eat that counts but what you digest."**

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I want you to realize that in the product of NOVA you have the best thing for your digestion. The loveliest thing  
(Continued)

## announcements

Some very exciting changes are occurring at NOVA's Home Office. The most obvious one is the new format for the NOVA View, which represents the beginning of a complete updating of all NOVA graphics. New literature is several months away, but in the meantime you have the opportunity to promote your business with current literature at a reduced rate.

The first good look you will have at the new graphics will be on June 15th when NOVA introduces its new vegetarian formula, NOVA 6. This new member of our product line comes in response to strong widespread de-

mand for a supplement to fill the needs of those many people who for various reasons prefer to abstain from consuming animal products. Because of this ready-made market the success of the NOVA 6 vegetarian formula is ensured.

NOVA is also pleased to announce the addition of two corporate staff members. Paul Donicht is NOVA's new Marketing Coordinator. Paul most recently was a Sales Director in Seattle, Washington. He will be working closely with Craig Winters in producing our new educational and promotional materials. Paul's background in com-

munications will be of great help in developing NOVA's advertising campaign. Also, Gary Kobat has joined NOVA's corporate office as Chief Financial Officer. Besides Gary's in-house duties he will be instrumental in creating NOVA's new bookkeeping system for Sales Representatives in the field. Paul and Gary join NOVA President Peter Short, Vice President Michael Noe, Director of National Marketing Craig Winters, and Operations Manager Mark Hilles in making up the NOVA executive staff. Dr. Bernard Jensen works closely with the Home Office as the formulator and nutritional consultant.



# SALES BREAK

by Craig Winters, Director of National Marketing

## Selling the Appointment

There are many factors that can cause a person to become successful with NOVA. Desire, persistence, enthusiasm, and creative imagination all contribute directly to one's success.

In the field of sales your desire to achieve your goals is of the utmost importance. Having a sense of direction and proceeding consistently in that direction can bring you great rewards. This seems very simple and, amazingly, it is! Be assured, however, that your success does require a certain amount of organized planning and specialized knowledge.

If you have not had the opportunity to read any books on the subject of sales, please allow me to share with you one of the most important principles to be gained from them. It is this: learn to sell the appointment before you attempt to sell your product. The reason for this is that the person with whom you are talking must be willing to listen to you. It is very hard to sell anything with only one foot in the door. Your prospective customer needs to have an eager desire to hear about NOVA before you begin to sell it. This desire can be encouraged by you through the use of conversational and human relations skills.

As a NOVA Sales Representative you are aware of the fact that supplements are recommended because of the depleted condition of our soils and the lack of nutrients in our foods. It makes good sense to take nutritional supplements in today's world, and NOVA's superior quality has placed it in high demand. You need only introduce it properly to your friends and acquaintances.

By asking your potential customer for permission to speak with them about NOVA you will find that you will have a much greater success rate. Sometimes a sincere individual can become too enthusiastic about their product and literally scare off their prospective customer. This happens because the two were never really together mentally and physically in the first place. In other words, permission had neither been requested nor granted.

By effectively selling the appointment you virtually guarantee your success. You can make the appointment either for the immediate moment or for a later, agreed-upon time and place. For example, you could direct this question to your prospective customer: "You seem to be aware and interested in your health. Do you have time to hear about the NOVA system now or would you prefer to get together later this week to discuss it?" In this particular case your potential customer buys the appointment regardless of the answer given.

Actually, whatever you are selling, the principles of sales are universal. You may be a walking encyclopedia on the subject of health and nutrition. But imagine the increased service you could render and the increased rewards you could earn by obtaining and applying specialized knowledge on the subject of sales. By incorporating the study of selling into your time management schedule you can greatly enhance your effectiveness as a NOVA Sales Representative. If you wish to gain additional knowledge on this subject please refer to Frank Bettger's "How I Raised Myself from Failure to Success in Selling" (Prentice-Hall, 1949), available at many bookstores.

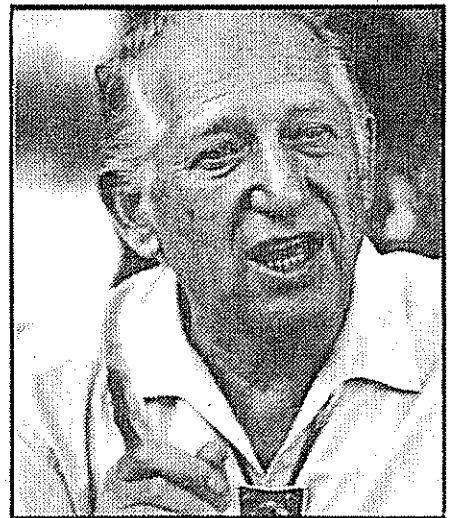
In a nutshell, becoming successful in the field of sales is as simple as one-two-three. All you do is 1) sell yourself, 2) sell the appointment, and 3) sell the NOVA.

## MAKING A GOOD LIFE Continued

that happens with NOVA is that there is a digestive formula that goes along with it. Made of herbs, it helps you to digest the material in NOVA. This is one of the foremost things to come out in any formula.

Also, I would like to tell you that NOVA reaches most people because it goes right down the middle path. And I want to bring out that NOVA is not specific to cure any disease. I don't believe that there is just one thing that can cure any disease. You find that you have to look at this from a holistic standpoint, and the nicest thing is to see that NOVA belongs in the holistic art.

Lots of experience has gone into NOVA. Experience tells me that we are in need of chemical elements to build up the digestive system. So we are feeding you a little at a time. You will find out that NOVA doesn't come along and cure you overnight. I tell all my patients that they have a year of work ahead of them, and I really feel that is true. After all, if you just keep getting better and better, what more do you want?



Now I'm going to tell you this: those people who are helping other people with NOVA are going to be well themselves because there will be a blessing that will come back to them for all the good they do for other people. So we find out that we have

finally come to a conclusion with NOVA: that it has an ultimacy, that it is good because of many reasons. And we find that all these reasons come to you with somebody who would like to bless you. We find that it is not here to just make money, but that whenever you are doing good you will be paid. I will say this: that NOVA will be paid because it is out there doing good. If it couldn't do good it couldn't stand. But NOVA does stand, and you are going to hear some wonderful things in the future about it.

Let me tell you that all of this I have told you will not cure anything. But I will tell you that it is your vitality, your energy, a flow of nerve force in your body that is going to do the curing. We call that the natural life force of the body. We find that Nature cures, but that she needs an opportunity. This body will do everything it can with coffee and donuts, or with a good salad, or with the right supplements, but it is up to you to feed it the right things. I'm positive you don't need to worry about taking NOVA as to what it is going to do.

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**"You leave it to Nature and you will find that your body will become more powerful when it has the elements to work with. You will find that the body will mold to what you find in NOVA."**

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I will tell you as I close tonight that we find out that people are hungry. They are starving for music, for color, for good companionship. They are actually starving tonight. They don't know any better. What are we going to do? I take it upon myself to teach, and I hope this starts a little epidemic. I hope that you people who are in NOVA as salespeople feel proud that you handle a good product. Let me tell you one more thing: this world will never be better until we won't take a job that will hurt another person. NOVA has come to help you be in a better job, and for taking it you are going to be a blessing to other people.



# Effective Communication For Success

by Paul Donicht, Marketing Coordinator

Is there a relationship between the ability to communicate effectively and the degree of success we attain in life? And if communication skills are important, how can we apply them to the creation of a vigorous NOVA business?

To understand the nature of communication we need only define it. According to Webster's it is mutual participation, or sharing, without which we would suffer in isolation with no human contact. This definition also gives us an indication of the importance of communication skills in achieving personal and professional fulfillment. Without these tools of social interaction our scope and effectiveness are severely limited. We want to remember that communication implies two components: expression and reception, giving and getting. An effective communicator needs not only speaking skills but also the equally important listening skills that are the key to understanding.

What, then, are the forms of communication we can best apply to the building and maintaining of our NOVA business? There are four means of communicating that are integral parts of setting up a successful direct-market enterprise: 1) direct personal contact; 2) telephone; 3) letters and newsletters; and 4) public speaking. Direct personal contact is the medium of communication used to lay the foundation upon which all our other efforts depend. It is the first step in establishing the personal and professional relationships that form the basis of any business. To the extent that we are able to interact with and influence people effectively — that is, to the extent that we are able to sell ourselves we are able to create a market for our goods and services.

Telephone communication skills are as important as the medium itself, which literally puts a multitude of people, places, and things at our fingertips. Anyone desiring to have a successful business will want to exploit the potential of this medium, which makes it possible to maintain frequent contact with many individuals in diverse locations. Of course it is equally important to be available to others through this medium either personally or with the aid of an answering service or machine.

The ability to clearly transmit ideas, feelings, and information through the medium of the written word is also an important tool in the creation and operation of our NOVA business. Personal letters can have a strong impact and are thus perfectly suited to use as an educational and motivational vehicle. This is perhaps more the case with newsletters because of their broader application. The newsletter is the single most effective central organ of information dispersal that a Sales Manager or Sales Director can employ because it allows for regular and ready availability of pertinent information to all group members.

Public speaking offers an opportunity for tremendous personal development to those who undertake to study and practice it, while simultaneously providing the opportunity to motivate and educate not only our immediate friends and associates, but also the general public. For many this medium may seem the most difficult to learn and utilize, but its rewards, both personal and professional, are commensurate with the efforts required. No other single form of communication brings us into direct contact with so many people. Thus public meetings will serve best to bring an awareness of NOVA to the public and to stimulate the activities of the existing sales organization in a particular location.

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## The Data File

by Mark Hillis, Operations Manager

The NOVA Home Office requests your assistance in expediting our service to you in the field. Please include your Sales Representative I.D. number, which is your social security number, and your telephone number with area code in all correspondence to NOVA. This information greatly facilitates our job of helping you. Thank you for your cooperation in this regard.

Along with NOVA's new bonus payment and ordering procedures implemented April 1st, a 24-hour toll-free telephone service is now available to Sales Representatives for the sole purpose of accepting Visa and MasterCard purchases of product and literature. The procedure for placing your credit card order is to call 1-800-423-5924 and leave the following information: 1) your name; 2) your Sales Representative I.D. number (social security number); 3) the name as it appears on your credit card; 4) your Visa card number or your MasterCard number with four-digit interbank number found in the lower left-hand corner of the card; 5) the expiration date on your card; and 6) your order of product and literature. California Sales Representatives may call 1-800-382-3673 anytime and leave the information listed above to place a credit card order. Sales Representatives in Alaska and Hawaii may call 213-888-3272 collect during business hours, which are 9 A.M. to 5 P.M. Pacific Time Monday through Friday, to place credit card orders. Please note that the toll-free lines are for Visa and MasterCard orders only. All other business may be conducted on the 213-888-3272 line.

The installation of 24-hour toll-free lines for credit card orders adds a new dimension to NOVA. You are encouraged to take advantage of NOVA's expanded services to expand your own NOVA service.

## EFFECTIVE COMMUNICATION Continued

A conscious application of these four modes of communication to NOVA can give us the keys to an expanded business and awareness. By personal contact we meet people to share our energy and products; on the telephone we can initiate and maintain relationships; with letters and newsletters we can inform and organize; and through public speaking we can educate and motivate, which are the essential goals of all communication.

Again, look for the exciting changes at NOVA: the new NOVA 6 vegetarian formula and the complete updating of the NOVA graphics.

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# NOVA<sup>TM</sup>

THE ULTIMATE IN NUTRITIONAL SCIENCE

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