

RB Demo Close

Let me ask you a couple of questions.

Did you enjoy the presentation; I mean I didn't bore you, did I?

John & Mary, can you see without a shadow of a doubt that the Rainbow, water method is the ONLY way to get your house clean?

Great, Mary if tomorrow was your cleaning day and you had the Rainbow in one closet and your vacuum in the other, which one are you going to go to?

John, I know you don't do all the cleaning, but which closet would you go to?

Great I'm going to show you how you can do that right now.

It's a fact that the average homemaker will spend a lot of money in a 15-year period and the problem is after you have spent all that money the dirt is still left in your home.

What I would like to do is a quick survey.

I know these won't come off the top of your head, but just give me a rough estimate.

Mary earlier you said you spend about \$20 each month on smell goods.

In the past 10 years you said you bought 3 vacuums, how much did that cost you? (BAGS)

How many bags do you use each month? How much does each bag cost? (FILTERS)

John & Mary, do you know that you are supposed to change that filter every 3 months?

How often do you do it?

How much do they cost?

Shampooing your carpet, you said that you do that 2 times a year and you spend \$100 each time, so that would be \$200. If you took all your brooms, mops & dust rags and threw them into a bundle, what do you think you would spend each year? The last question is, would you agree if you don't get the dirt and grit out of your carpet you are going to need to change your carpet a lot sooner than you thought? If you replaced it would you replace it with a low, medium or high carpet? How much would it cost to replace all your carpet with _____ grade carpet?

OK, so Air fresheners at \$20 per month would be \$240 per year, \$2,400 in 10 years and \$3,600 in 15 years. If you spent \$300 in the past 10 years on vacuums that means you would have to spend \$300 in the next 10 years or \$450 in 15.

John & Mary let me ask you a question.

If I came to your door today and I had your vacuum in my hand and I wanted to sell it to you.

It's red with gold letters, it has a see-through canister, and it even has a headlight for vacuuming in the dark.

The only thing is it has 3 problems.

It blows dust all over your house, it stinks up your house and it tears up your carpet, how much are you going to pay me for that?

Exactly, you are probably going to throw me off your door step.

That's what you would have to spend \$450 on.

Then bags, \$2 per month, that's \$24 per year, \$240 in 10 years and \$360 in 15.

Shampooing was \$200 a year, \$2,000 in 10 years and \$3,000 in 15.

Brooms, mops & dust rags you said \$50 a year, that's \$500 in 10 and \$750 in 15 and then of course \$2,000 on your carpet replacement.

Let's add all this up.

Your total is \$10,160.

I know your saying but that's in 15 years, but if you divide that by 180 months it comes out to \$56.44 or \$1.88 per day.

John & Mary let me ask you.

Did you have any idea that you guys were spending this much money?

After seeing this do you guys believe you're going to have to spend that much money?

More, we did not add inflation.

What costs \$20 now, in 20 years is not going to be \$20.

So, if we never have inflation, you're going to spend \$10160 and keep all the dirt.

That's where the Rainbow is the best investment you can make.

It pays for itself with the money it saves.

Plus, it protects your home and your health, and you can't put a price on good health, can you?

The Rainbow is only \$3,198.95.

However, like all companies we must advertise, and commercial advertising is staggering.

1 minute on Jay Leno would run \$26 million a year.

But could you see anything in a TV commercial that could prove to you the value of the Rainbow as effectively as that dirt in the water would? That's why we believe in word of mouth advertising.

We use our money for live commercials, like tonight, gifts like yours, gifts for your friends and we pay you for recommendations.

Wouldn't you believe a friend sooner than some stranger on TV or radio?

You can get a Rainbow anytime.

Tomorrow, next week or next year, however if you get a Rainbow tonight you get a tremendous savings.

John and Mary, when do you normally get things, when they are not on sale or when they are ON sale?

Great, I'm going to show you how the Rainbow is on sale today.

I can get you the Rainbow for only \$2,598.95.

Saving you \$600, however you need to help me.

1. I need old stinky there as a trade 2.
2. I need 10 names of friends and you already wrote 10 down so that is covered
3. Is an order today?

Do these 3 things and save \$600.

Now let's summarize.

The Rainbow Cleans the air, deodorizes, aromatizes, disinfects, vaporizes, doesn't blow dirt, doesn't need bags, picks up water, mops the floor, inflates, deflates, shampoos the carpet, most importantly it ACTUALLY CLEANS and much, much more for only \$2,598.95.

Or you can do it your way.

The \$10,160 way, that's like paying for 6 Rainbows and never even getting to use it.

John and Mary, doing it your way can you think of any benefits?

We couldn't either, so we say it doesn't cost to own a Rainbow, it cost Not to own a Rainbow.

Would you agree?

We knew you would, so we've made it possible for everyone to get.

There are 5 easy ways to get a Rainbow.

Cash, Check, Credit Card, Debit Card or small investment plan.

Which of those 5 would you prefer?