

## All about Objections

It'd be great if we could simply tell people how awesome Alphay and its medicinal mushrooms are, and they would all immediately agree, sign up and get started later that same day building their networks.

Sometimes it happens *exactly* that way. But for most situations, the people you contact will have objections that need to be answered before they can move ahead, or decide it's not for them.

Unless we have surrounded ourselves with Yes people in our lives who agree to every single opinion and thing we say, dealing with objections is a part of the human experience. Because of this, learning how to communicate when objections are present becomes a crucial skill for anyone wanting to improve their life and develop as a person and a leader. This is especially true in your Alphay business.

Let's define objections. An objection is any statement given in opposition to what you're saying and offering. It can come in the form of a question, a concern, a doubt, or a request for more facts. The tone of objections can be presented in all sorts of emotional states, from a simple neutral request, to dismay, amusement, distrust, sarcasm, cynicism, contempt, provocation, irritation, scorn, and just plain serious doubt of your sanity. Again, an objection can also simply be a request for more information.

Objections are a part of the every-day human experience. Learning how to communicate when objections are present is therefore a crucial skill for accomplishing any dream you have.

### The Object of All Objections

I contend that people who learn how to deal with objections in an effective, non-reactive, non-defensive/offensive way are the zen masters of their world. They are the leaders, the teachers, the influencers, and the *ones that get stuff done*. They also happen to be the healthiest, the ones with low blood pressure, the ones that last. They're effective.

No matter what form objections come in, there's one overriding ultimate goal that you are trying to achieve: to get to the point where all objections feel like opportunities for feeling empowered about what you're doing and what you offer.

That may initially seem like an odd goal... to feel empowered by doubts and distrust and sarcastic responses? You'd think the goal of dealing with someone's objection would be to convince them of your awesome opportunity and how you're right, and how they're dumb if they pass this up.

But you can't really convince anyone of anything. You may help them get them to a place where they convince themselves, but whether they do or they don't is *their* business, and *their* decision. YOU, on the other hand, can only state the facts, give new perspectives, and offer ideas. That's it. You can only:

1. **State the facts (as you best know them)**
2. **Give new perspectives, and**
3. **Offer ideas.**

Once you really understand this, then a couple of things happen. The first is you start to relax, and realize even the worst objection becomes fun. You understand that your goal isn't to convince them. You understand that objections aren't about you, personally.

Objections are opinions disguised under layers of beliefs.

Furthermore, objections aren't about facts. Objections are opinions disguised under layers of beliefs. Your job is to uncover what is really being said, and then state the facts, give new perspectives, and offer ideas.

And this is where that weird goal comes in, that the object of answering all objections is to feel personally empowered. Because by dealing with objections through this lens, you have the chance to clear up whatever misinterpretation a person has. It's not being defensive, not being offensive, and not being a lot of things. It's just being empowered.



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### How To Get Good at It

To get to that level of ninja skill in communication, there are some perspectives that help:

- ◆ the objection is never about you. Even if they say it's about you, it's not about you. It's about their opinion usually disguised under layers of beliefs.
- ◆ your goal isn't to convince them that Alphas are right for them. It may not be! Your goal is to clear any misconceptions and walk away feeling more empowered than before.
- ◆ if you take offense, or get defensive, you're doing it wrong.
- ◆ if you're not slightly excited by the objection, you're doing it wrong.
- ◆ if you take the objection at face value (meaning you attach a meaning onto the words they're saying), you're doing it wrong.

### Sample Objections, Perspectives, and Responses

Below are some sample objections that might come up about Alphas, networking, and medicinal mushrooms. NOTE: the exact wording of the objection may be different, but that's not the point. The point is to start to learn how to stop reacting and start communicating differently.

Same goes for the responses: you don't need to use the exact words shown. In fact, the exact words may not really fit the flow of the conversation. Again, *the point is to give ideas on how to think differently about objections*. In some cases, there are more than one response given. This is to help show and remind us of the variety of ways one can deal with objections.

#### **OBJECTION: I can't believe you're doing network marketing.**

**PERSPECTIVE:** first, realize—beyond a shadow of a doubt—that you have no idea what they're objecting about. You could take wild guesses at it, but at this point, you have no idea. *And if you think you do, you're not communicating with the person. You're off on some wild tangent that you've made up in your head.* So stop it, and start asking clarifying questions.

**RESPONSE:** "What can't you believe about it?" *[then listen to their story around networking. Let them completely spill out whatever horror story they believe, or have seen, or heard about, or imagined, or they themselves were taught when they tried out a networking company].* Then say, "Yeah, that's not this. That's nothing like what we're doing. **That's not this.**" *[then again, be very quiet. They'll next give you something closer to what their real concern is. Which is the WHOLE POINT of this: to help you both uncover what's true. What is really in the way. So just be quiet and find out the next layer of the onion.]*

**RESPONSE:** "Hey, I can't believe it, either. Had you told me 4 weeks ago that I'd be doing this, I'd have thought you were crazy. But what's being offered here is unlike anything I've seen in my life. And this wave is going to happen whether I'm involved or not. The main reasons I'm doing this are... *(then list your main things you're doing this for, and why you would so want them on your team.)*

#### **OBJECTION: I just sent you some links that show MLMs are just a scam**

**PERSPECTIVE:** As you are learning, you probably don't really know what they mean by scam (or whatever they're filling in the blank with). Do they mean illegal? Do they mean people lose money? You can ask clarifying questions, but here are some perspectives to respond with. These responses might work better in an email.

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**RESPONSE:** "I actually think it is quite a beautiful model, though xx weeks ago I never imagined I would get involved with this sort of thing. There are a couple of things to think about.

First, if you look at the traditional distribution system, about 65% of every dollar goes to the distributor channel. Not the manufacturer, but those in the distribution channel, such as brokers, fulfillment center, distributors and the actual store. In a network marketing model, WE are this distribution channel. That 65% goes to the people, not the larger businesses.

Second, you have to consider why does the network marketing, or MLM, or "pyramid scheme" get such a bad rap. A pyramid scheme implies that the person at the top makes all the money and the people at the bottom get ripped off. In a corporate structure, if you think about it, that is a pyramid scheme. The guy at the top makes all the money and the guys at the bottom have very little opportunity to ever achieve that. In this network marketing structure, everyone has the same opportunity to make just as much, if not MORE than the guy above him. I think where it breaks down is when the market is saturated. This is true of any model in any industry. You can't build another gas station and hope to be profitable if there are already 4 gas stations on the corner. It would be challenging if everyone in the network lived in a very small, tight-knit, closed community, where no one knew anyone else outside of that community. In that case, it wouldn't take long before everyone in the community was either on the product, or was aware of it and simply not interested. That is the beauty of coming in early - no one knows about it yet. If you only know yoga instructors in Boulder, and those yoga instructors only know the same yoga instructors and there is no opportunity to break out of that community, this probably is not a good fit. But most of us have a much broader network, not only different communities in Boulder but where we grew up, where we went to high school or college, people we met and connected with on travels, etc. And then they know people from different towns where they grew up and different people they met along the way. That's where the real opportunity is.

Third, why do other companies get a bad rap? Well many of them promise a get rich quick scheme and then ask for a large upfront investment and then they get you to sign up for various training DVDs, personal coaching sessions, expensive conferences for a lot of money where they promise that you will get huge payoff after "learning their system".

In Alphay, we don't do this. The cost of starting this business is \$35. All of the training is free. All of the literature is free. All of the help you'll get from your team is free. Furthermore, you can engage in all of this as much or as little as you like.

So I look at it as a gift. The opportunity to take one of the planet's most amazing, medicinal super foods, and very quickly have it pay for itself, and then grow it to where you are getting some supplemental income, and eventually to the point where you are covering your monthly expenses, and then moving to more time and financial freedom where you have much better opportunity to truly give your gift on the planet.

Maybe it's the pyramid structure? But you can't really take issue with the tiered compensation structure—every large sales organization in the world has that. Salespeople get commission, and sales managers get overrides or bonuses on top of that, and sales directors on top of that, and VPs on top of that. The main difference there is that no one on the bottom can become the CEO. In networking, every person has the ability to be the CEO.

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If you bump into anyone that has an objection about network marketing, realize this: every objection that anyone has about network marketing is based on misinformation.

I'm not suggesting that being involved in network marketing is for everybody; on the contrary, it isn't the right thing for most people. I'm saying that if the reason they're not interested because of an objection about network marketing, that objection is based on misinformation.

Furthermore, every person that has an objection about network marketing has that objection because they haven't studied money, distribution, and how goods, services, and money flow around them. Once you do, then you realize that network marketing is identical to those more standard models of money flow and distribution.

Donald Trump, Warren Buffet, Robert Kiyosaki (author of Rich Dad, Poor Dad) and Paul Zane Pilzer (famous economist and author) all have something in common, aside from being extraordinarily wealthy: they've all gone on record as seeing network marketing as a phenomenal tool for marketing goods and services.

**OBJECTION:** You will fail. I read somewhere that 80% (90%) (99.9%) of everyone fails at networking.

**RESPONSE:** "I've read the same thing about new businesses by the 2nd year. I've heard that only 60% of all yoga instructors can't support themselves. From personal calculations, I've figured out that 99.9% of everyone who wants to marry/date your girl/boyfriend/marriage partner will fail at that. I've figured out that about that same number of people who want to rent/buy my home will fail at that, too. I've read that the odds of the earth being an inhabitable planet are something like 12 billion to one.

"My point is: do you really look at life and opportunities by the odds? Do you think anyone ever accomplished anything by doing that? Is that really what is going to stop you from looking at this? The attrition rate of anything is high—dating, house buying, jobs, careers, being an entrepreneur. SO WHAT? Personally, I have never cared what the odds are to something. I decide what I want, and then I go about accomplishing it. So far, that's worked for me."

**OBJECTION:** Network marketing products are so expensive.

**PERSPECTIVE:** remind yourself here: objections are opinions disguised under layers of beliefs. This is a large generalization, and you'll want to narrow it down to what Alphay has to offer.

**RESPONSE:** "I can't speak for other companies. And it's true: if a product is expensive, and there's a comparable item available on the market place for less, then no company's product will be able to withstand that. However, Alphay's medicinal mushroom products are the most potent on the market. Most high-end medicinal mushrooms are often 1:1 potency, or at most 10:1. Alphay's are all at least 15:1, and up to 25:1."

**OBJECTION:** How can I trust what the company says?

**PERSPECTIVE:** Give people a larger viewpoint, that gets them to see that we often don't really know if a company is lying to us, yet at some point, we trust many companies and use their products.

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**RESPONSE:** "You make a good point: the company could be lying through their teeth about dozens of things: on their websites, to us in person when we speak to them on the phone or in email, or even about their history back in China. And this is true with all of the companies whose products we purchase in our lives. Even products certified as organic could be fooling and hiding I personally use lots of products that say they can't speak for other companies. And it's true: if a product is expensive, and there's a comparable item available on the market place for less, then no company's product will be able to withstand that. However, Alphas' medicinal mushroom products are the most potent on the market. Most high-end medicinal mushrooms are often 1:1 potency, or at most 10:1. Alphas are all at least 15:1, and up to 25:1."

**RESPONSE:** "Well, one of the ways to vet any company is to see how others in the field view them. I know, for instance, that the prestigious *International Medicinal Mushroom Conference* held their 5th annual conference at Alpha's 5-star hotel in Shanghai back in 2010. More than 900 medicinal mushroom industry experts, scholars and entrepreneurs from 39 countries and regions, gathered at the Alpha Convention Center for four days of seminars and academic exchanges."

"One other method for vetting a company is to check to see if they have an ISA9001 Certificate, which they do. This is a very stringent international standard for quality assurance and ethical practices that go way beyond manufacturing. It also includes strict requirements and testing protocols for all product samples. Your prospects can come to their own conclusions, but in my opinion, that goes way beyond the scope of what a shell company devising a fraud scheme would do."

### **OBJECTION: I don't know enough people.**

**PERSPECTIVE:** This objection generally comes from someone who's never worked for themselves, and their objections are actually "I have no idea how I can do this, how to talk to people, what I'd do, how to be this person."

**RESPONSE:** "How many do you think you'll need?" *[then listen to their answer]* "You don't need that many. You only need 3-5 networkers to build a network."

"Do you know people who would like to work from their homes in their spare time? Do you know people who'd like to make \$800-1500 a month in spare income?"

"Let's build your story and put it out to the few people you have. If you really don't get any response in 60 days, then at least we gave it a good shot." *[And this is true; some people may not be good for this business. but I always want them to try for 60 days. In that time, if you can get 1 or 2 people interested, they're often better at it, and you can work with them.]*

### **OBJECTION: I don't have time for this.**

**PERSPECTIVE:** This objection comes only from people who've always worked linearly, and the concept of working like "Rich Dad, Poor Dad"—meaning learning to work smarter, not harder—has never crossed their mind. You'll need to try and show them how this is different.

**RESPONSE:** "Neither do I. But that's why I'm doing this. Because I'm tired of not having enough time. And I see the writing on the wall. Working the same way I've working for the past 20 years guarantees that I will never have my time back. I'm tired of being a slave to the clock, and to my job, and to linear income."

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### **OBJECTION: I'm afraid of detoxifying, I don't want to go through any cleanse.**

**RESPONSE:** "Wait, Mary... I specifically got ahold of you because I thought you were interested in staying fit and healthy. If you have some fear or concern over detoxifying your body... just how did you think you were going to get healthier and living long... by NOT detoxifying your body?"

*[then listen to their answer]*

"I'm no health practitioner, but I've never met a natural doctor say you can reach any level of health and old age without having to exchange some cells. Look, most people never feel this exchange of cells, and most people don't experience a cleansing reaction. Here's what I suggest: try it out for a couple months, see how it works for you."

### **OBJECTION: MLMs are only good if you get in at the top, or at the beginning.**

**PERSPECTIVE:** This objection comes from people who've never run a business. Education will be the key.

**RESPONSE:** "Then you haven't done the right math, Mary. Or you've been told a lie by someone. I can show you very quickly how I can make more money, a LOT more money, than people who got in before me."

Furthermore, there is real "top." I mean, I'm the TOP of my organization, but you are the TOP of your organization. And you can earn a lot more money than I do. It all depends on how you build your network."

### **OBJECTION: I want to try the products first.**

**RESPONSE:** "Sounds good. Here are the products I'd suggest..."

### **OBJECTION: Is the product safe?**

**RESPONSE:** "I don't have any doubt. But they've applied for USDA organic certification, which should be done in about 18 months. They also submitted for testing in a 3rd-party at NSF, the gold-standard for purity and testing of heavy metals, pesticides, and microbials, and they passed that."

### **OBJECTION: I want to wait until the products are all USDA certified organic.**

**RESPONSE:** "The company has applied for USDA organic certification, and from what I understand, it'll take about 18-24 months to get fully certified. If you'd like, I can come back to you once they've got their certification. ... In the mean time, I'd like permission to get the others in yours and my network going, like Bill and Stacy. Then in a couple years, we can get you going in their organizations."

### **OBJECTION: I've never done this before.**

**PERSPECTIVE:** This objection comes only from people w

**RESPONSE:** "Yeah, neither have I." *[If that's true.]* or, "Are you feeling like you won't be able to learn this skill? If you're like me, you can learn new skills. Especially with the training that I'm getting from my sponsors."

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### **OBJECTION: I can't sell supplements.**

**PERSPECTIVE:** People are trying to imagine how they'd do this, and the pictures in their mind are having them think it's calling up friends and asking if they want to eat

**RESPONSE:** "I can't either! In fact, I don't really see it as selling anything, as odd as that sounds. I'm sharing something that allows me to build time and financial freedom. I mean, do you feel that I'm selling you now?" *[hopefully they say 'no']* "Then this isn't selling. I don't stock products. I don't drive products over to people's houses. I don't ever collect money from anyone. I don't even focus on the products. I just take medicinal mushrooms, tell others about their benefits, and show people the power of building a network. That's what I do. Every day."

### **OBJECTION: MLM sounds like a Ponzi Scheme.**

**PERSPECTIVE:** This objection comes only from people w

**RESPONSE:** "Well, first, Ponzi Schemes are illegal..." *[I like to just let that hang in silence for as long as it takes them to speak again. I want them to get that they just insinuated that I not only would do something illegal, but that I would invite them into something illegal. It can be a pretty powerful silent few seconds, because EVERYone gets what they just did. Once they stutter back up, I say] "You didn't really think I'd be doing something illegal, did you?" {I then like to explain quite clearly the definition.}* "A Ponzi Scheme is a fraudulent investment operation that pays returns to investors from their own money, as well as the money paid by subsequent new investors... that's not what this is."

"This is the same as how most of your dollars you've ever spent or earned is made."

And have them watch this funny movie on exactly this objection:

<http://www.youtube.com/watch?v=zZiw15VgWol>

"Network marketing is very similar to how all other distribution channels work. The main difference is that instead of the money going to distribution centers and Whole Foods, a small percentage of it goes to you, for recommending the product. That's it."

"Every dollar we have in our pockets came to us through a distribution channel. Every dollar we spend will be given out to some person in a distribution chain. This is just like that."

### **OBJECTION: I found other medicinal mushrooms that are cheaper.**

**PERSPECTIVE:** At this point of our lives with the Internet, the world of consumers is too savvy about competing products for anybody in distribution to try and avoid its competitors. We can be sure that the vast majority of anyone we bring into Alphay is going to go looking at what else is out there, and do some price checking.

Our main USP (Unique Selling Points) is our potency, and in the world of functional, health-altering herbs, potency is king. True, organic (purity, natural, etc) is a close second, but potency is what determines if an herb will actually do something. And Alphay's potency is the strongest in the market. We are 15:1 to 25:1. This exceeds anything currently on the market. In fact, some well-known medicinal

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mushroom companies brag about their products being 1:1, that their whole mushroom "as it was intended to be" is the better choice. Good for them, I say.

**RESPONSE:** *[If one of my potential members (or existing members) points out a competitor's product and pricing, I respond] "They're not as good. But you may want to see that for yourself and try them out first, and then try out what Alphay has." I \*want\* them to see the difference. I want to point out that difference. In the end, \*everyone\* who's placed themselves in some distribution chain will lose a certain percentage of people to their competitors. The "superior person" sees this as a good thing, that those people found what they were looking for. We, on the other hand, are looking for people who want what we have. That's all. We're just looking for people who want what we have.*

**OBJECTION:** I hear that all food coming from China has to have been irradiated

**PERSPECTIVE:** This is a broad statement that's tossed out there without any factual backup.

**RESPONSE:** "That's simply not true. The rule is: if the herbs, such as medicinal mushrooms, have a healing quality to them, then radiation would affect them, therefore they're not radiated. Also, anything listed as organic cannot be irradiated. Sometimes products shipped over in bulk powder will be irradiated. But Alphay's are all encapsulated. So no radiation is required or used." Back this up with this PDF: <http://www.fipa.us/q%26a.pdf>

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### How to enter the Awesome Phase of your life's arc ...

"What if I had all the money I wanted?"

"What if all my time were my own?"

If it's been a long while since you pondered questions like these—like since you were about 12—you're not alone. In the world of linear income, they're not questions that need to be asked, and in fact asking them is kind of a waste of time.

However, if you're this far along the process of being an active member of Alphay, then you are starting to become aware of something; you have been given the opportunity to have all the money you want, and have all of your time given back to you.

That awareness doesn't come easily for everyone. While you may get it conceptually, really believing you can actually achieve it, and picturing yourself in a life with it, can take some time and work.

There's a reason for this. Linear income—which is how 99% of us have earned every dime we've ever made—is how we've operated our whole life.

I myself worked in lots of restaurants, was a ski repairman, life operator, wheat harvester, and bellhop. I picked bananas on an Israeli kibbutz and remodeled a lot of houses and poured a lot of concrete driveways. In 1979, I took off on what became a three-year hitchhiking trip around the world, and came back at the age of 27 to work as a dishwasher for \$4.25 an hour. Throughout the whole time, the only way I'd known about how to earn money was *linearly*, i.e., I would work one hour, and then get paid for that one hour. I could work eight hours a day, or 40 hours a week, but the concept was still based on an agreed-upon hourly rate. I also worked for a period where I would *bid* on a job, and regardless of how many hours it took, I'd still get paid a fixed amount for a fixed parameter of work. I could then sometimes increase my standard going rate for that period of time. I also went through a period where I was back to earning a fixed hourly rate or yearly salary, but it was a very handsome standard going rate. I was in hourly rate Heaven. But it was all still money earned linearly: *If I stopped working, I stopped earning.*

If you're a yoga instructor, you're earning linearly. If you're a consultant, you're earning linearly. If you're flight attendant, a tradesman, if you sell real estate or cars or work in any way for someone else, you're earning linearly. And the above two questions don't need to be asked.

### Residual Income

Having been fairly broke most of my first 30 years of life, I never really gave these two questions a lot of thought, either. or a couple of reasons; 1. They were too unreal to think about, akin to imagining flying through the air by flapping my arms. And 2. I'd never found any method, any platform or opportunity, that would realistically offer a chance to make either of those questions worth asking.

But once I was presented something that offered time and financial freedom, these became questions that were not only important to ask, but whose answers became the driving force behind

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As you yourself come up with new objections, email them to me, and I'll add them and a response to this section of the training.

"The products are too expensive"

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"I hate MLM"

"I can't believe you're doing an MLM"

"You're just making money off me"

"Only the people who get in at the beginning or the top make money."

"The prices are jacked up in order to pay the distributors."

"If I myself can't afford these, others won't either."

- ◆ Desiring (and focusing on) money is wrong. Or misdirected. At the least, it's not as good as desiring it.
- ◆ The only realistic and honorable way to earn money is through a linear wage, salary, or fee. Making money through someone else's efforts (also known as "making money *off* someone) is bad.
- ◆ It's a limited pie out there: take more than your share, and someone gets hurt in the process. Success means someone else is getting less.
- ◆ It's not spiritual to want wealth; poor is more spiritual.
- ◆ Having wealth is tied somehow to the damage being done to the environment. Create wealth and you automatically wreak havoc on a forest or clean air somewhere.

All these hard-earned Truth

So I began to up-make them, and started seeing some new points of view:

The first was to stop looking at money as the problem, and start seeing it as the exact solution.

The second was to clarify the nonsense that there was only so much money in the world. Money is a creation of our minds. Add value, and you add money.

The third was to realize that I'd been squashing my dreams for years *simply because I couldn't afford them*, and to recognize the damage I'd done by thinking so small—not just in my own life, but in the lives around me, too.

The fourth was to stop secretly complaining, bitching, whining, and being a selfish clod of complaints and to start taking responsibility for what happened in my life.

The last was for me to be completely cognizant that financial freedom and time freedom were crucial to what I wanted to accomplish in my life, and that the model I'd used up until that point—the linear wage model—was never built to do this. It was built for covering the basics. That was enough for some people. But it wasn't enough for me. I realized that I could truly achieve the kind of dreams that were reawakening in me through what is called *residual income*, the kind of income that continues long after the original work that created it is complete.

## **Dealing with Objections**

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I am not sure how much your friend knows how Forbes report is created. It's not an official report. The data they can get regarding a private company is very limited. It's either the company comes to them with their figures or they caught the company by some big news of the company. Alphay has not gone public yet. It's a very low --case company with a humble chairman. Plus, in China, making too much noise about how wealthy you are might not be a good idea to protect yourself from the attention from the government. Thus, you won't find chairman on any list of top "wealthy". However, people can have a general idea of how much fortune he has by putting together the following figures:

He owns 100 % of Alphay. Alphay's annual sales from direct selling division along is over \$100 million annually which is just part of overall sales.

Alphay campus cost over \$100 million to build, now the market value is much more than that.

Alphay fortune building is worth another \$100 million, which is just used for the top leaders of Alphay to share.

Alphay has dozens of mushroom plantations around China, each of them cost more than \$10 million to build, the market value is much more than that of course as it creates profit all the time.

Besides Alphay, chairman also owns some other entities, such an investment company, research institute.....

Alphay is big enough to be divided into several different companies to go listing. Alphay is in the process of bringing part of this to public. Even after that, people might still get just part of the picture.