



ROYAL PRESTIGE®

Royal Prestige® FrescaFlow: Turning Training Into Wellness Success

In 2024, Hy Cite Enterprises launched Royal Prestige® FrescaFlow, a premium reverse osmosis (RO) water filtration system, with an ambitious and transformative Distributor training strategy. The goal was clear: empower a national direct selling force to confidently present, install, and support a technologically advanced product—while maintaining the warmth and accessibility that defines the Royal Prestige® Brand.

Business Need & Objective

FrescaFlow introduced a new product category for Royal Prestige®: health-focused home technology. Unlike traditional cookware, it required Distributors to understand complex filtration systems, confidently discuss wellness benefits, and guide Clients through installation and care.

The business objective was to ensure Distributors had the right tools, training, and confidence to drive Client satisfaction and long-term adoption.



Program Development

The strategy was built on a foundation of Distributor-centric design. Each training component was developed to be intuitive, culturally relevant, and easily replicable. Key initiatives included:

Custom Landing Page Build-Out

A dedicated FrescaFlow microsite was created first and foremost as a Distributor resource, with customer-facing content layered beneath. The three interactive tabs are intentionally sequenced to mirror the Distributor workflow, putting the most mission-critical tools up front:



- **Water Filtration System (Sistema de Filtración)**

A shareable, visually rich overview of technology, features, benefits, and mineralizer science that Distributors deploy in prospecting and follow-up communications.

- **Installation & Care (Instalación y Cuidado)**

Step-by-step install videos, downloadable manuals, troubleshooting decision trees, and warranty guidance with everything a Distributor needs to deliver a flawless setup and first-day magic.

- **Support & FAQs (Preguntas Frecuentes)**

A dynamic knowledge base that is continually updated. Distributors can surface quick answers to common Client questions, overcome objections on the spot, and submit feedback loops that feed future content.

Prioritizing installation and support content ensures Distributors can locate high-value resources within two clicks, reducing service friction, boosting confidence, and accelerating close rates.

Live Grand Convention Launch

Over 1,000 top-performing Distributors experienced a hands-on introduction to FrescaFlow at our national event, with immersive product showcases and live demos.

Regional Lab Training

Throughout 2024, Royal Prestige® hosted interactive trainings in key U.S. markets, allowing Distributors to physically install the system, troubleshoot errors, and rehearse sales dialogues.

Internal Digital Education Hub

A robust online platform was created, housing over 100 training assets—from detailed installation videos and user guides to FAQs and objection-handling scripts.

Thumbtack Partnership

Recognizing the variable comfort levels with home installation, we partnered with Thumbtack to connect Clients with trusted professionals, adding flexibility to the sales process.

Training Decks

These decks introduced the “5 Yeses” (“5 ¡Sí!”) campaign; a culturally attuned narrative built to help Hispanic Distributors connect emotionally and confidently with Clients. It highlights five key affirmatives: Brand & Warranty, Installation Options, Earnings Potential, Happy Clients, and Emotional Connection. Each “Yes” reinforces trust, flexibility, and well-being, creating a persuasive and relatable product story. This structure empowered Distributors to present FrescaFlow with clarity, pride, and authenticity.



ROYAL PRESTIGE®

Implementation Process

Distributors were equipped with step-by-step guides, a mobile-optimized troubleshooting page, and localized training in both English and Spanish. The product launch was staggered to align with region-specific readiness, allowing for real-time feedback and continuous refinement. Internal teams collaborated with field leaders to gather on-the-ground insights and rapidly update training modules.



Business Impact

The FrescaFlow enablement program delivered substantial results:

7,748 UNITS SOLD in the U.S. within the first year.

\$4.87M IN REVENUE IN THE FIRST YEAR, making it the #1 best-selling product for Royal Prestige® in the U.S..

HIGH DISTRIBUTOR ADOPTION, with FrescaFlow serving as an entry point for new Distributors and upsell opportunity for seasoned ones.

NO PRODUCT CANNIBALIZATION, demonstrating category expansion success.

REINVIGORATED IN-PERSON ENGAGEMENT, bringing Distributors back into homes with a high-tech, high-emotion wellness story.

Innovative Elements

This program didn't just educate – it inspired. From the customizable landing pages to hands-on trainings in the field, Royal Prestige® transformed its training playbook. By anticipating knowledge gaps, empowering every Distributor persona, and anchoring the learning experience in emotional storytelling and wellness, this initiative elevated training into a growth engine.

The FrescaFlow Distributor Enablement Ecosystem reimaged product education as a strategic asset. It reinforced the shift for Royal Prestige® brand to a houseware brand built for modern families and equipped our Distributors to lead with confidence. It is a model of excellence in business innovation that reflects the values and spirit of the Direct Selling Association.