

**"4 Year Career"...Strategy to
Build an Incredible Business for Yourself and Many!**

Richard Brooke training October 6

October 15, 2018

- Week 2 of the Richard Brooke training on “full training curriculum “The Four Year Career Learning Series- 6 week series - <https://allaboutmannatech.com/business-building-training-with-richard-brooke-on-oct-6-中文-espanol/>
- The next TNL – October 23rd at 7:30 PM at Mannatech Corporate or www.allaboutmannatech.com
- How are you promoting the 2 new products in the October Specials?
- Where are you with respect to the upcoming Caribbean Cruise?? Get on the BOAT!!...Last month to qualify
- The New Optimal Health Brochure now available on <http://www.mannatrain.net/order-materials.html>

Overview of the Saturday Training by Richard Brooke...TIME TO SHIFT...TAKE ACTION!

1. "The Movement"

- a. New Vision: We provide incredible income opportunity for all those who clearly need it/want it...which is truly a greater demand than glyconutrients.
- b. Why we need this shift? Two types of income in Network Marketing:
 - 1) How does a network marketing business truly grow? Not by products alone. With consumers, you will have to work the rest of your life...no 4 year career.
Linear...
With business partners, the duplication creates the dream. **Compounding...**
 - 2) What do people really want? With average wages at \$50,000-60,000 we are suffering in this country.
- c. The **Dream** is what appeals to people...building financial benefits forever speaks to "freedom"
 - 1) When you ask someone "what if you were getting \$4,000 coming in every month, what would your life look like? Think of the peace this could bring to you."
 - 2) This is radically different than having a job. This structure is true "wealth." People who have true wealth, have freedom/options/they are empowered.

2. Why do we sell the Products?

- a. Easier to talk about...
- b. Our experience is powerful and truthful (as are others' stories)
- c. We love the products and they are so very awesome
- d. We do not like to sell the "opportunity"

- 1) We may have not made enough money to make ourselves qualified in our eyes
- 2) We don't really know how to sell "the dream"
- 3) Maybe they will depend on us to be successful and if we have not been very successful...we will disappoint others
- 4) We truly don't want to hear all the negative stuff they may have collected over the years regarding "network marketing"

3. What are people truly looking for in joining a Company (similar to his check list on companies he works with)

- a. Product line: 40 years from now who will be buying these?

There may be only 10-20 companies in all that have products people will buy in 10-20 years (why so many MLM go out of business in 1-3 years).

As a distributor, you want to know that *"people will buy it no matter what."*

- b. Longevity: why join or look at a startup "when 99% don't make it" but for 2-4 years if even that. Don't perpetuate MLM history by putting energy behind startups. WHY place your future /your reputation on that?

Mannatech's track record is great: shown they can *overcome any obstacle* and people stay on the products for an average of 9+ years!

Can the company overcome Obstacles: including marketing snafus, personnel changes, products, compliance issues...? This is why Richard only works with mature companies. He also talked about how all great products that truly change peoples' lives will get great attraction and once they get to \$200+ million, the feds come after the health reps.

- c. Professional management....Mannatech has with Al, Ray, Joel, etc.

4. Mannatech History

- a. Blitz with breakthrough product...attracted all the sales
- b. Huge success triggered lots of attention by FDA and other Govt. Agencies
- c. When our ability to talk about the products from a "result" perspective was taken away, many of us were left a little stranded...US growth has suffered

5. It is a NEW DAY: There are 4 Ways to increase sales in MLM

- a. *Increase what existing customers are already buying*

For Mannatech, average customer already buys \$160 of product per month. Not much room to grow there! Not a lot of extra money out there. Sales will go up down up down up down if you just throw new products at pre-existing customers.

- b. *Increase numbers of customers*

If we increase say 1 customer per month how much does income go up? \$15? Not significant for the amount of time and effort needed to put in.

- c. *Increase retention of customers and associates*

If people get on the products how many stay on them? Mtech has great retention, so not a lot of real growth in that. Yes, we need to do this, but build this in...as it will not explode the income.

- d. *Increase and sell people on the income opportunity*

This is the #1 way to explode the business because of COMPOUND GROWTH!
If you grow too slowly, retention is a huge problem. Recruitment must always be present to offset retention issues...so #1 way to GROW is to combine recruitment with retention.

6. Recruitment: go after business builders!
 - a. Build your Contact List...check your phone
 - b. Talk about the business opportunity
 - 1) Every new associate pack is getting "Four Year Career" book so first conversation with every new associate is reviewing the book (specifically how to share the business opportunity). Drive them to share the business/the opportunity.
 - 2) Quit assuming everyone wants the products...just because that is what you are interested in.
"I am confident and competent in product, that is what creates my 'confirmation bias.' " So, I would listen and hear things to support my predisposition.
 - c. Get clear of what the pay offs are:
 - 1) Fun loving, growing, wellness people all around the world, travel anywhere and have 25 countries of like-minded friends in Mannatech community
 - 2) Listen to Ray Robbins interview on blissbusiness.com/rayrobbins over and over and over...grab concepts to use.
 - 3) 4 Cornerstones of the "4 Year Career"...listen to all of them over and over and over. Repetition is the mother of belief.
"4 Year Career" is a presentation...causes people to "STREAK"; inspirational, belief building, how to build...designed so people could get it, see value in what we are doing.
 - d. Understand our History of our model
 - 1) California Vitamin Company...you had to qualify to have a territory
 - 2) Changed: Anyone can be a sales manager...and field a team and no rules to limit growth potential.
This shift totally changed the model into **compounding geometric growth**
4-16-64-256.....just find 4 who each find 4
Einstein called compounding... "8th wonder of the world"
 - 3) 2 of Cal Vit Co sales force set up their own company...Amway
Amway is now 3 million sales people, bought back Cal Vit and sells Nutrilite as #1 vitamin purchased in the world...not the best products, not the best comp plan, not the best anything...They own the conversation: "the work is worth it"
Selling things you can get on any store ("5000+ items")...just this is opportunity for you to make money off of them.
 - 4) If 100 people give you \$100 then hit quota of 10,000 in sales; help them get 10. If you have 1,000 buying \$100 per month, now Bronze Presidential making \$6-8,000 per month!
"Everyone gets to recruit from DAY 1!" Lots of people doing a little each day.
 - e. Second cornerstone: Sales
 - 1) Purpose of recruiting is to have more sales people.

In Cal Vit your job was to sell not be a consumer. In this model, you are a consumer of product as well (Our salesman is #1 customer)

f. Third Cornerstone: How to get paid

1) The Law of 200

Every asset is worth 200X your monthly income.

2) What are the odds 5-6 of these people are better than you?

More ambitious? More connected? Has more influence? Has more time than you?

The more on your team, the greater likelihood they will carry your team further.

So, you always want to attract those who are better than you.

3) So, sell the dream...ask "if it is okay for you to randomly make an extra \$4,000 per month the rest of your life?"

Lead them down the path to think "If that were true, that just might be worth me bothering my friends."

Today, people everywhere are jumping on the **wellness trend**...you have the best answer so why not "ride the wave"

The 4 Cornerstones in Richard Brooke's Book "The Four Year Career"

1. The People...your approaching people everywhere to listen to their needs (with NO BIAS toward the product) and offering solutions to meeting their needs

2. The Product Sales...without selling products there is no commission, so you want to make sure you are getting all the people engaged in taking these terrific products;

3. The Asset Income...this is the payout you are receiving from the Company on a monthly basis...

4. The Asset Value...Richard likes to evaluate what the true value of an asset is that is paying out the monthly income that you determine under 3 above. He uses a 200 multiplier. Thus, if you are making \$4,000 each month, the asset value of your associate position would be \$800,000.