

A Network Marketing
"Wake Up Call"
Monday Call, January 18, 2016

- TNL – January 26th at 7:30 Pm CT at Mannatech Corporate Offices or www.mannatechlive.com
- Mannafest April 6-10 Dallas Texas... Plan to be there - <http://mannafest.com>
- ReVive – last BP to work on ReVive... do not miss the opportunity
- Next DFW Business Training February 6th at Mannatech Corporate Offices or www.mannatechlive.com

Eric Worre video: <http://networkmarketingpro.com>

1. Misperceptions about Network Marketing
 - a. List of those
 - "Only people at the top make money"
 - "Most people don't earn anything"
 - "You have to jeopardize relationships in order to be successful in the business"
 - "It's not a real business."
 - b. FACTS:
 - Profession does over \$180 billion a year in retail sales
 - Approximately 100 million people are involved in the network marketing profession.
 - Approximately \$200 million US is paid out every day in this profession
 - c. Our response to those with misperceptions: typically "people just need to understand."
 - We need to take responsibility in many instances for creating those perceptions our self.
 - "The network marketing profession...needs to get better."
2. A lot of these are Self-Created
 - a. How are we presenting the products?
 - b. How are we presenting the opportunity?
 - c. When we get excited (and we promote that everyone be excited about what they do and what they have to share), but is our excitement "too much" at times?
 - 1) Hype never sells...long-term
 - 2) Overstatements are not just non-compliant, but also unbelievable by the people listening
 - 3) Overwhelm by data..."well, I could never learn all of that"
 - 4) Examples: "our products can improve the quality of peoples' lives"

Some people think that is too boring...so they "juice it up"

Never share unsubstantiated claims.

Obey the requirements of legal.

d. Examine our new suggested elevator speech:

"The human body is a miracle. There are trillions of cells in your body, and they communicate with one another. These cells know when they need nourishment, protection, repair, and even destruction. When cells don't have proper nutrition, however, they don't communicate well. But with the right kind of nutrition, your body can do amazing things. This specialized nourishment is called glyconutrition. Mannatech is the pioneer and patent holder for this groundbreaking technology that's revolutionizing nutrition, immune health, weight loss, skincare and more."

e. No hype needed as it causes loss of credibility

Examples:

No such thing as miracle products, miracle cures.

Why does this happen? You hear someone else tell it so you just repeat it. What happens to our industry?

Hype destroys our industry, destroys your business, produces no good results.

f. What are we saying about the business?

"It is easy."

In response to "I don't like to sell, "it's not selling. We just share products that can totally change peoples' lives."

"I can show you how to get to Presidential in 12 months."

More and more hype leads to less and less credibility for our profession.

Why is it we think we need to oversell this business?

3. How to Insure you are making Responsible Claims

a. For Mannatech, KNOW APPROVED CLAIMS

posted on Mannatech.com

b. "The truth is enough." Eric Worre

When it comes to products and services, we provide an important educational need in the marketplace."

c. Educate on your product, the business...that is enough.

If you are going to become an entrepreneur, is there such a thing as an easy path for an entrepreneur?

The benefits are awesome...but it's certainly not easy. It's challenging. It's tough.

There is much more support here than virtually any other opportunity to start your own business, but it is not easy.

4. Network Marketing Isn't Easy, But it is Better!

a. It's not easy, BUT IT'S WORTH IT!

b. Everyone is not going to be successful.

Most people who start college don't get a degree.

Most people who get a real estate license, never sell a home...in fact the stat is 90% of them in US never sell a home.

Bottom line: most people who start things, never finish them.

Most small businesses that start are gone in 3-5 years.

c. Why is network marketing any different? It is not. Success rates are what they are.

So why network marketing? Because it is BETTER!

1) Work hard for a few years instead of 40 years? Not really just reap the benefits but no one really stops supporting their group.

"If you are an entrepreneur, you're an entrepreneur. You are growing and building something all the time."

2) What network marketing is saying, is your next 40 years can be much better!

(a) The quality of your life can be so much better...work the time you want, when you want, etc.

(b) Opportunity has unlimited potential...no one stops you but you.

(c) Travel for free (incentives).

(d) Pick and choose who you work with.

(e) Help others achieve their dreams...lots of intangible results.

(f) Anyone can get in because no barriers to entry.

(g) Your pace...is your pace.

So, if you represent it for what it is, *"Hey, it's hard but it's worth it. Hey, our products are valuable. but they are not magical cures."*

Then, people will respect you more.

"The tipping point comes when we treat the product and service with respect and responsibility, and we treat how we represent the opportunity with respect and with responsibility."

"Ladies and gentlemen, my wish for you all is that you decide to become network marketing professionals; that you decide to go pro, because it is a stone cold fact that we do have a better way. Now let's go tell the world."