

# **How to Get People on Automatic Order**

## **Monday, June 20, 2005 Call**

Cancun: How are we coming on the Blitz? 4 weeks left

Get everyone around you, behind you, underneath you, above you pitching in for you. But most importantly, take massive action and JUST DO IT.

Other: Dallas Regional update

Dr. Neechie Moore's departure

Another Chiro Convention Success story

1. Automatic Orders: This is Your Entire Business...without it, you have nothing.

a. The entire compensation plan today is based on GPV: leadership levels, commissions, etc.

b. Sign up Bonuses (\$20 for Consumers, \$60 on Masters, \$200 for All Stars) are a one time bonus: look to build long term, not short term

c. No longevity in taking the products, no results...so lose, lose

d. Residual Income comes from the Automatic Orders

e. Takes you as the enroller out of order taking business, so you can do the business

2. Advantages of the Automatic Order to the New Associate:

a. Ships without thought so never run out of the necessary supplements

b. Get a 10% discount off the wholesale price

c. Get a free product the first time you order

d. Allows you to earn the Team Bonus (\$100 check every Period when have 6 people under you ordering)

e. Can adjust anytime as long as 3-4 days before the order is to ship

f. Qualify for all levels of other income under the compensation plan

g. Can STOP it whenever you elect and thereafter, start it up again

h. Sets the example for all who come into the organization...if you are not convicted, neither will anyone else you start in Mannatech.

This is a total duplicable business.

3. How to Get a Person to Start on Auto Order

a. Start by only signing people up who commit to taking the products for at least six months

- b. Selling someone on the auto order 4 weeks after you had to sell them to get started is DOUBLING YOUR WORK!! Always get the new enrollee to start on auto order up front.
  - c. Sending a letter to people to tell them how to continue on the products DOES NOT WORK!
  - d. Treat the Sign up (using the Application Form which includes the auto order) as a long term commitment ...this is a reason to use the form because it comes across as one package deal...Sign up and Auto Order together
  - e. Do not give the prospect the option...you are there to advise them so tell them they will get “X,Y,Z” each period.
  - f. If you sign people up at \$99 they have to be on auto order for their first order so it is just part of the whole package. Signing people up at \$329 makes them believe they have a two month supply and when it is gone, so are they. They end up “trying”
4. How to Overcome Standard Objections
- a. “I do not have a credit card”
  - b. “I have done that before and I get a ton of products in my garage”
  - c. “I do not want my credit card on file”
  - d. “I just want to try the products for 30 days”
  - e. Any others you hear??
5. What holds back associates from pushing auto orders?
- a. Especially with new associates, they are ONLY after the sale mistaken thinking the money is in the sign up bonus...instill in your people this means NOTHING compared to the unilateral checks down the road...are you building for today’s check or tomorrow’s? Take the Long term investment mentality
  - b. Afraid? Think you will lose them FEAR (False Expectations Appearing Real)
  - c. Do not see the value so you need to train and instill the values in 2 above
  - d. Think it is only about money for them...NOT! it is about what is best for the prospect
  - e. Failed to get a long term commitment on taking the products...this is a death wish for your prospect as well as your business

## Techniques in Getting People Restarted:

1. Use new product promotional pieces in the mail
2. Phone Call blitz: this is a person to person business (Jett's experience)
3. New News about Mannatech i.e. use #6 in the Top 100 Small Caps in the United States; Direct Selling Assoc calling Mtech #1 in Success There is always something!
4. New statistics on health crisis: health insurance rates up double digits, drugs removed from the market
5. Use monthly newsletter (see attached Mannamail)
6. Script language for old and cold
7. Get a free product (if off auto order for over 6 months)
8. Adopt a great Retention Program in the first place so you do not lose people (this is prevention!)