

BizOpps Presentations:
What's Working, What Isn't and How Digital
is Changing the Game

March 18, 2019

- PLAN NOW: Be in Costa Rica...How? Start today
- Next TNL – Tuesday, March 26, at 7:30 PM CT at Mannatech Corp offices and www.allaboutmannatech.com
- Are you in the Achievers Club?
<https://mannatech2.s3.amazonaws.com/mtlibrary/107262904840689.pdf>
- **Mannafest 2019** 25th Anniversary April 3-6. It is an event not to miss...
<http://mannafest.com>

Article by Sarah Paulk Mar 1, 2019

1. Our recent past

- a) Before smartphones were in every pocket and tablets used by all, standard presentation was an in-person event: people gathering in living rooms for live or TV or video.
- b) Buying decisions were made based on what was learned in those meetings.
- c) Only where need personal use (clothing, make-up) is there much use for these today...for most these have become extinct.

2. Today, the subtle sales pitch

- a. The pitch today is so sleek that potential clients don't even realize it.
- b. People begin following you on FB or Instagram and becoming involved in your life. They don't even realize they have a desire to buy any product.
- c. Presenting has become the more raw, edgy everyday life as someone is following you. They learn from watching your life on social media.
- d. We are "micro-influencers" who seamlessly share curated content, our lives, products and business venture opportunities without sounding like a commercial.
- e. Go live with a health or fat loss or skin care or coffee tutorial and talk about how the income you are making has helped pay off your student debt, or mtge, or credit card debt Usually followed up with a quick "DM me if you want to know more."
"They learn from watching your life on social media." Dale Jensen, President and CEO, Life Vantage

3. Casual Presenting winning the day

- a. Networking companies are catching on: no more stuffy boardroom type videos, now opting for entertaining resource videos that distributors can share with their followers.
- b. Companies like Pruvit are using animated videos like a cartoon campfire to explain ketosis.
Animated videos can explain complex topics in a lighthearted fashion that connects in a way ordinary presenters can't.
- c. Learn the "ATM" method: Add, Tag, Message . Distributors gain access to a massive warm market simply by making friends on social media.

Must make high volume of friends through social media.

Jensen (CEO of Lifevantage) says his associates are bringing on 1500 new customers and associates monthly using ATM.

4. The Magic blend of High Touch and High Tech

a. Youtube and DVD's lost the personal touch of the living room presentations...lost ability to fine tune to a person's specific needs and answer their immediate concerns.

b. Enter ZOOM...on line conferencing that has become a "go-to" resource...provides a collaborative live feel that is often missing in high tech presentations.

c. ""This is a high touch business: it's a relationship business - it always has been and always will be." Noah Westerlund, Success Partners SVP

5. Meeting people where they are at.

a. In-person meeting has not been ditched all together, but effective distributors are learning how to enhance that first touch and make it more effective and efficient.

Why use Zoom and such technology?

1) not requiring more of potential customers than willing to give

2) respecting others time

3) allows you to conduct an across the country tour that used to require months to schedule and execute.

b. Technology helps you reach more in a shorter period of time...USE IT!

But do not think technology will do it for us...allow it to facilitate relationships..YOU still need to build them.

6. Survival means Simplifying

a. Some of these big companies found that people making less than \$350 enrolled 70% of the new associates/customers...and less than \$2,500 enrolled 92%. Having tools that are easy to use are critical.

b. Other gigs like AirBnB, Uber, etc. are simple and so those who view network marketing as complicated will be the losers. KISS is best approach.