

"Customers First" Network Marketing
New Regulatory/New Marketing Approach
September 14, 2020

- Next TNL, Sept 22nd at 7:30 Pm CT www.allaboutmannatech.com
- Mannatech Made Simple – Oct 24 – Click here to Register:
<https://www.eventbrite.com/e/mannatech-made-simple-registration-116262691841>
- Are you using the Discount Coupon codes to sign up your new customers?
- New Chatbot on Personal Webpages... check your email from Mannatech
- Have you checked out the Mannatech Makeover Money Challenge – check out the rules in the library
- The New Transformation Starts Sept 21st... check out rules in the library

1. New Regulatory Environment...Al Bala, CEO

- a. History
- b. New Legal Environment: "Ponzi scheme" concept
Associates selling a dream
- c. New energy directed at "selling products" versus "Selling the Dream"
Can still make the dream come true
- d. "Customer Obsession" for corporate never meant "Customers Only"
Associates are also viewed as "customers" to Mannatech Corporate
Heightening the level of SERVICE to both Customers and Associates

2. Customer Obsession for Field means Customers First...new Approach is "CCC" ...Merri-jo Hillaker

- a. First C: bring in people as *Customers*...
 - 1) Our Products work; serve your customers!
 - 2) Full money back guarantee for 6 months
 - 3) Experience and become a believer
- b. Second C: *Credits* for Referrals
 - 1) Once love the products/own testimonial, tell friends
 - 2) Earn 25% credits (called "Referral Points") off any new customer's order!
Potentially get your products for FREE
- c. Third C: *Convert* to an Associate to earn Income
 - 1) \$49 cost only (no renewal through Jan1, 2021; \$24.99 typically with Loyalty Points to match)
 - 2) Now build out their Customer Unit = 500
(option: I suggest to give them back their Customers)

3. The Real Time Experience in Applying exactly this - Doug Wickham

- a. Share our Products

Sign up Customers (ask yourself why would someone want to be a builder without ever having experienced the products? How do you stand in integrity "selling" products that you have never taken?)

b. Once take products for 1-3-5 months, now you really have something to talk about...especially with upline support during those months as well.

Referrals

- a) Starting when? once then have a good experience/learn more
Raving fans share with friends
- b) How communicated? Customer to potential customer

c. Conversion

- 1) Language
- 2) Working with them going forward
- 3) Power of the duplication

d. Apply the Compensation Plan: "it is Perfectly Built for this CCC"

1) Step 1: Build Your 500 Customer Unit

Do this in "Fast Start" (1st Full Business Period) and earn Double the Fast Start Bonus (through end of 2020)

Nurture these Customers:

Call weekly; truly serve your customers

Once positive response, get referrals so they can earn Credits

2) Step 2: Convert 2 of your Customers into Associates as you add more Customers

Help them build their Customer Units ("A" associates) and earn their "Fast Start" Bonus

3). Step 3: Convert 2 more of Your Customers into Associates as you add more Customers

Help them build their Customer Units ("B" Associates)

Help "B" associates build their Customer Units

Now you are TEAM 4!...all from ONLY signing up Customers originally.