

**Capture Their Imagination:**  
**Our Job with Each Prospect**  
**Monday, April 14, 2014**

- Special Mission Live Stream Monday at 8 PM EST, 9 PM EST, 10 PM EST, 11 PM EST [www.m5mlive.tv](http://www.m5mlive.tv) or 24/7 - covering the Ūth Sales Kit
- Building Champions Call – Saturday 10 AM CT - 800-768-2983 – Access code 4717458
- Mannafest 2014.... Be there. Register at [events.mannatech.com](http://events.mannatech.com)
- All About Ūth Tour with Bo Short – Flyer in Resource Library
- New Champion Core Pack
- Order your Ūth Sales System by calling 800-281-4469
- NEW U.S. General Manager... Bob Adam and Assistant GM Terrie Bayless

Capture a Prospect's Imagination and then closing becomes a foregone conclusion. From a training by Ray Robbins.

1. Finding a prospect's need is a great step but not essential. It just gives you a shorter path.
  - a. If through conversation you can do discovery....
    - Need income (get specific as to what for?)
    - Would love to own a beach house and paint
    - College funds for the kids
    - Take care of their parents
    - More freedom (for what? so must get specific)
  - b. Once discover then ***paint a picture***
    - If you keep doing what you have always done, does "THAT" ever come into the picture?
    - To communicate that: "So what does your life look like in 5 years? Is "THAT" in your life?"
2. Capture with the Opportunity
  - a. Know that you come bearing gifts
  - b. A chance for advancement or improvement
  - c. Change/Answer to prayer
  - d. Health, Income, Personality, Spirit, Attitude, Personal Development
  - e. Involved in Something Bigger than Self, Fun, Psyche

3. Capture with Why in Home Based Business
  - a. Tax advantages (for every \$100,000 in income as employee pay \$8,000 more in taxes versus entrepreneur)
  - b. GRIP (Growing Residual Income Potential)
  - c. Personal Development (Learn your WHY)
  - d. Time Freedom/Self Esteem/Initiative/ Discipline
  - e. Retirement Enhancement/Income Millionaire
  - f. Economy Instability/Job Insecurity
  
4. Capture with the Why in Direct Sales
  - a. Less expensive to get in
  - b. Training
  - c. Leveraging
  - d. Duplicatable
  - e. Low overhead
  - f. Company handles all admin like shipping, payouts, training
  - g. Time Freedom
  - h. Work with who you wish
  - i. Part-time to Full time
  
5. Why choose Mannatech?
  - a. Only \$499
  - b. Return on Investment greater (the endless Power Bonus)
  - c. Team Bonus/4 Free Discount Program for customers/beginners
  - d. Purpose: M5M Social Entrepreneur
  - e. Tools ([library.mannatech.com](http://library.mannatech.com))
  - f. Seamless comp plan/powerful Incentive
  - g. Wellness Industry is tops with babyboomers all entering retirement
  - h. Blockbuster Real Products
  
6. Why Supplement
  - a. US is 72nd healthiest country in the world  
Also, is LAST of the top 18 industrialized nations
  - b. USDA says take 9-13 servings of fruits and veggies daily
  - c. JAMA 2003 tells us to supplement today
  - d. Edible food like substances (over 90% of our dollars on food is on processed foods)
  - e. Fast paced lives
  - f. Documentaries: Food Matters, Food, Inc. , Forks over Knives
  
7. Why Mannatech Products
  - a. Real Food/Synthetic Vitamins and minerals are Harmful

- b. Ambrotose Complex for cellular communication (Science of Glycobiology)
- c. LongevityEd.com/Harpers Biochemistry (for health care practitioners)
- d. Cognitive Studies
- e. [www.mannatechscience.org](http://www.mannatechscience.org)
- f. Six month guarantee (in US not all countries)
- g. 20 years and over \$4 billion in Sales
- h. Dr John Rollins
- g. The Lab/quality control