

**"Direct Selling Success:
From Amway to Zombies" Part 2**
Monday August 5, 2019

- Next TNL, August 13 at Mannatech Corp offices or www.allaboutmannatech.com
- Are you in the Achievers Club?
<https://mannatech2.s3.amazonaws.com/mtlibrary/107262904840689.pdf>
- Have you checked out your new Mannatech Personal WebPage (MPW)? Information in the library... Are you using it!!
- "Where oh where is our Eye Support Product?"
- Old Catalyst status

Brand new book by Randy Gage, 2019 (will be covering the next 2-3 weeks)

"This book was written for you to realize your dreams...to help you discover and unfold into who you are really meant to be."

"We need to make the business attractive to people of all different levels of success in their lives."

1. Chapter 4: The Secret to Lightening Fast Growth

- a. This is the micro...specific measures to grow your business step by step
Motivation and positive thinking are absolutes...but they too will only get you so far.
Two purposes of this chapter: 1) get you off to a fast start (to get early traction and your new partners will as well) and 2) teach you how to work with your new distributors
- b. Mindset crucial...so need some successes right out of the box. Do not spend the first couple weeks "getting ready." NO "try the business." Commit to working your business for 1 year. Follow the duplicatable business over and over and over. Mastery takes time. "Good work habits are created - which generate initial positive results - which motivate you to perform more good work habits."
- c. Autoship is critical...it is what makes your business work.
- d. Learn back office, connect with upline Leader, review company policies, get a business credit card, book for next major event.
- e. Set your Goals. Write a short paragraph of your WHY. Through this you discover your "burn"...your burning desire to keep you focused and motivated. Dream board is the secret to staying self-motivated.
Average person following a system can achieve financial independence in 2-4 years in this business! Stick to the PLAN.
- f. **MOST CRITICAL:** your secret to rapid growth is scheduling your 10-15 hours a week and specific action. Difference between those who do and don't...COLOSSAL.
- g. Build your LIST..100-200 minimum...no matter what! Top reason: Posture!
- h. Gage *sped up his results* by a scale of 10X by integrating a concept called "Major Blast." Approach over 80-100 in first couple of weeks...to give a presentation. Easier to build the business FAST than Slow. Use a tool (video, Zoom, etc.). this allows duplication and get them started as a group. (See attached document outlining Major Blast)....

2. Chapter 5: How to Construct a Bullet Proof Duplicable System - "7 Truths"

- a. #1: It doesn't matter what works, it matters what duplicates!
If you run a commercial at the World's Cup you could sign up hundreds...but is it duplicatable?
- 1) Duplication cannot be pushed; it has to be pulled.
 - 2) Many people think duplication is all about them...their techniques and their tactics.
 - 3) "You don't rise to the levels of your goals. You fall to the level of how duplicatable your system is."
Keep it simple stupid...
- b. #2: If you drive lines, they won't duplicate. You have to build them with people and process.
- 1) Hype and "rah rah" can't be duplicated. Also putting others under new business partners to rank up faster is also not duplicatable.
 - 2) Teach building block actions of bringing on people as customers and attracting builders.
 - 3) Build for long term and let go of "quick fix."
 - 4) Don't evaluate how it will affect your children or your children's children. Ask how it will affect the seventh generation of children.
- c. #3: The closer you adhere to "THE FORMULA" the stronger your duplication will be
- 1) ***Empower a large group of people to perform a few simple actions on an ongoing basis.***
Three issues here:
 - (a) large group (critical mass of 4-6+)
 - (b) few simple actions (every increase in complexity creates a corresponding decrease in duplication) (Core Four Defined)
 - (c) on an ongoing, regular basis (consistent 10-15 hours per week)
- d. #4: You can make the best decisions only if you are working from a valid sample
- 1) Do not respond to 1-5 associates...complaining about something; need a broader cross section
- e. #5: Your system should be based on the premise that all team members practice three actions simultaneously: Study, Do and Teach.
- 1) No delay...first 48 hours, have your partners study, do and teach!
- f. #6: Make all recruiting interactions dependent on a third-party tool
"If you are in front of a prospect and your lips are moving, you need to be pointing to a third-party tool."
EXAMPLE: If you're are sharing and the person says they are allergic to soy, YOU pull out a tool (catalogue in this instance), and show NO SOY.
Make yourself duplicatable!!
- g. #7: Open people; don't close them.
- 1) The harder you close someone, the less they will duplicate.
 - 2) Manipulated people are always the ones that drop out first. So present and whatever they choose to do, join as customer, associate or not at all, is GREAT!
- h. Delineate the System
- 1) Use system.mannatech.com with added new materials
 - a) How to build (new dev bonuses and fast start)
 - b) PMW
 - c) ...

2) The secret is in the system...turn any person into an effective, efficient, productive employee. A duplicatable system is the roadmap to success in Mannatech. Every stage has tools. SYSTEM: Save Yourself Stress, Time, Effort and Money. Automate activities.

3) 6 Components to a Duplicatable System

- a) Standardized presentation
- b) Physical presentation tool
- c) Online Presentation Tool
- d) Mass market prospecting tool
- e) Quantified Ladder of Escalation
- f) Standardized new Associate Orientation

3. Chapter 6: Building Gargantuan Customer Volume

a. Everything in the pay plan and the profitability of your business is dependent on the volume produced by your products or services reaching the end consumer.

b. Do you want to be a real estate agent: unemployed with no income until you get your next sale? If not (which is not what Leveraged Sales is about), then build a big customer base and do everything to keep them.

c. Leverage begins with something to leverage...customers and customers who are happy consumers! For both legal and financial reasons you need to grow a huge group of happy, loyal customers.

d. Recruiting business builders has its ebbs and flows throughout the year...but adding customers NEVER does. People are always ready to take great nutritional products.

e. A Social Get together for developing your customer base was part of the Major Blast. Invite the 10 best friends you have to a party at your house and let them know you are announcing the NEW Grand Opening to your new business and YOU want them as customers. This is a time tested, highly successful strategy to open your own new business. No different than real estate agents, insurance agents, etc! It is a norm in our society.

f. Volume building tips...

1) Have a Killer "Turn" Question

If you approach people about your business, lots will say "not now", like their current job, don't have time, etc. So, if signal they are not interested, then have a "turn" statement...move them from business prospect to customer.

Ex: *"I asked because I have a business helping people live better lives through nutrition. Is that something you'd be interested in?"*

2) Deliver their first order personally (if feasible)

Powerful way to cement your relationship with a new customer.

3) Have price and value comparisons

If higher price, then show customer why. Sell the value!

4) Keep a tickler file for follow up.

Everyone is a possible customer until they have said NO.

And then they become a possible customer for the next new product!

5) Stock sufficient basic inventory...(not sure this is applicable to our business, but if you are focusing on just one group, maybe it works)

6) See if there is a "killer" product presentation for your product

Maybe for nutrition, take a One a Day vitamin or Centrum and drop in a cup of water then take our Catalyst...watch when you are done how the synthetics are still solid yet Catalyst is dissolved.

7) Smother your customers with the personalized attention they won't get anywhere else.

Your #1 competition is: Amazon, Alexa, Shopify, eBay and all those other online shopping sites.

They are the biggest threat to our businesses. YOU need to show your customers that you are their number 1 coach, guide and mentor.

g) The Leverage Factor

1) Building a great customer base is hugely important for you, your business and the industry. But as you start growing your associate base, you will start seeing this strategy *as huge* for your building an incredible income stream with depth.

2) When you build a strong Customer Culture, you are leveraging your leverage!

3) **Beware:** those who get addicted to marketing the products tend to become Product Experts and Experts do not duplicate!

How many of you are Product Experts? Are you destroying your own business?

Use the tools always...so they too can see how they do not need to be experts.

4. Chapter 7: How to Prospect Brilliant Talent

a. Any time I face a difficult decision these days, I stop to take a breath and ask myself: Will what I am doing make my mother proud?

Build one you'll be proud of. Build one the people who raised you will be proud of.

Practicing Good Ethics includes don't steal others from their companies...there are 7.7 billion people on this planet.

There's no need to exaggerate income examples. As my friend Dana Collins always says, "The truth is good enough."

Don't resort to job-shaming, education-shaming, or manipulation. Don't distort or attack.

Genuine long-term success is all about solving problems and adding value

b. Finding Qualified Candidates

They are the people left after the others say no.

c. Develop the Mindset of an Elite-Level Recruiter

You might need to reprogram your mindset.

Stop pondering questions like:

Who can I sell this stuff to?

How can I manipulate people into doing this?

Who can I get to sell this stuff?

Start reflecting on questions like:

Who really needs these products?

Who can I help with this business?

How can these products or this business opportunity add value to the people in my world?

d. How can I best recruit the kind of brilliant talent I'm looking for on my team?

Once you have that mindset, you're ready to do something extraordinary.

For you to become an expert at prospecting, you're going to need to become proficient at THREE basic skillsets.

1) The first of these is the skill of meeting new people.

"The quality of your relationships with people in the past will intensely impact how well your invitations work with them when you begin."

Meeting people is a skill—one that can be learned.

You meet through a shared experience, which creates an immediate bond.

Allow joyous anticipation overcome any fear.

Success follows when you meet people and let the relationships develop naturally.

2) Second Skill: Working on a Candidate List

Not making a candidate list rather working one. A professional updates their list every week.

"But if you're approaching your business in a professional way, you're always mindful of everyone you meet and adding them to your candidate list the way a virtuoso plays the violin.

3) Third Skill: Extending an Invitation

The third basic skillset is your invitation skills. Your skill at inviting would easily be the most lucrative one.

Inviting is all about your posture and connection. Your candidate has to experience a direct correlation between what matters to them right now and what you are inviting them to do.

The three traits for successful inviting are **passion, intensity, and urgency**.

e. 10 Keys to Successful Inviting

Always make your invitations over the phone

Get off the phone within two minutes or less.

Have your dream board in sight

Include your candidate's spouse or partner in the invitation

Repeat the details of the appointment at the end of the call.

Never call back to reconfirm.

Schedule an exclusive block of time for making invitation calls.

Answer a question with another question.

Customize your invitation to their wants.

Never end on a bad call.

f. When inviting, if they show limited interest, then take it away: "'Doesn't sound like you're looking right now, so let's forget it. Let me know if you change your mind."

g. Is this MLM? "No, it's not what you're calling MLM. This is an evolution of the business called Leveraged Sales. What do you know about it?" "Great, a lot has changed about it and you should see it all. Can you make it?"

h. Phone Invitations to View an Online Presentation... "hey [Name]! What are you doing right this second? I'm going to text you a link to a video. Will you take 10 minutes right now, watch it, and call me back as soon as you're done?"

"Hi [Name], I'm putting together a group of the brightest people I know to launch a new project. Your skillset seems perfect for it. If I text you a link, would you take 10 minutes and watch this online presentation for me?"

i. Your Business Card

MOO Cards (<https://www.moo.com>), "**Luxe**" version, which is extra-thick, superfine Mohawk paper with a colored seam and textured finish. He has a few lines of intriguing copy, along with his name and contact info, but **the real focus is the link to his replicated website featuring the recruiting video.**

<https://hillaker.discovermannatech.com>

The “Major Blast” is Comprised of the Following Actions

- Hosting a social get-together for creating your initial customer base
- Creating two or three business presentations to launch in your local market
- Executing an electronic campaign through email, SMS, and messaging apps
- Distributing mass-market recruiting materials in appropriate places
- Editing or creating your social media accounts to promote your business
(more on this later in the social media chapter)
- Moving people from all of these funnels up the ladder to bigger presentations (both online and offline)