

**"Direct Selling Success:**  
**From Amway to Zombies" Part 3**  
**Monday August 12, 2019**

- Next TNL, August 13 at Mannatech Corp offices or [www.allaboutmannatech.com](http://www.allaboutmannatech.com)
- Are you in the Achievers Club?  
<https://mannatech2.s3.amazonaws.com/mtlibrary/107262904840689.pdf>
- Have you watched the new Comp Plan Training video in the library?
- Mannatech Eye Support is back...
- Save the date: Mannapaloza Oct 5

Brand new book by Randy Gage, 2019 (will be covering the next 2 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."*

Chapters 8-11...

**1. Chapter 8: The Science of Successful Recruiting**

a. ***Empower a large group of people to perform a few simple actions on an ongoing basis.***

b. Launching your business with a Major Blast helps you begin...get a large group of people immediately.

1) Always use 3rd party materials.

2) Never make it about you...make it duplicatable.

c. There is a "science" to presenting the business in a way that the appropriate people join your business.

1) This system must be based on observable, empirical and measurable evidence.

Repeatable results.

(a) Always follow a standard system

(b) Use third-party resources.

This way the presentations aren't about you, but the team, system and opportunity.

Trust the process.

2) Give someone a tool.

3) If any interest, make next appointment or provide another tool.

4) POSTURE is everything. You are in a hurry. You have the gift. Don't ever beg and never get emotional around a "No."

d. Conduct home meetings...they are still very effective.

1) Call them Private Business Receptions.

2) Video or upline presenting for you. Make it duplicatable.

Goal: 2-3 PBR's your first 7-10 days.

3) Guidelines pre-PBR:

(a) Look over your list and choose best candidates

(b) Let them know you are having a "Grand Opening"

of your new business and you want them there to support you.

- (c) If they ask just say you have a video you want them to see and meet someone.
- (d) Remove all the distractions in the room (pets, kids, etc.)
- (e) Do not set up the room in the house for a meeting...keep it normal.
- (f) Only non-alcoholic beverages and light snacks.
- (g) Have packets prepared for each guest (keep out of sight)
- (h) Don't set up a product display.

4) The PBR itself

- (a) Welcome people as they arrive. Introduce to other guests.
- (b) Start promptly.
- (c) Welcome everyone to start. Then give 30 second testimonial on why you joined this new business.
- (d) Lay out the structure of the meeting.
- (e) Then play the video or introduce the speaker.
- (f) Stay seated and watch the presentation.
- (g) When presentation done, hand out the packets.
- (h) Now is time to answer the questions.

Use the tools for answers.

Product questions, use catalogue.

- (i) If you do not know the answer, "Great question. I will get the answer for you."
- (j) If you see someone showing interest ask them "Do you get this?" If they respond positively then ask "Are you ready to get started?" Sign them up and schedule their *New Associate Orientation* right then.
- (k) For those not sure, ask to review the packet. Let them know you *"are building fast, and I want you to review the materials promptly to make sure they capitalize on the opportunity."*

***Posture of passion, intensity and urgency.***

The most important part of any meeting is scheduling the next meeting.

5) Following the PBR

Follow up within 12-24 hours and invite to another meeting, 3-way or webcast.

Help new associates to plan their PBR!

Let the tools do the work.

Be you - the professional version of you.

e. Conducting 1 on 1's

- 1) Can be 2 on 1's as well, same presentation (using 3rd party tools)

If use just yourself, your story and depth of understanding, you may get them as a customer but never an associate (no duplication). Can do Zoom, Skype, or phone.

- 2) At same time as doing PBR's, 1 on 1's, you want to be conducting your electronic campaign through email, text and messaging apps.

- 3) Social media: prep on that to promote your business, approaching new people.

f. Move from these funnels to larger presentation

- 1) Hotel meeting rooms with 30-100

- 2) The real meeting occurs before and after the meetings. Get all your people to attend whether they have a guest or not.

- 3) No empty chairs once meeting starts.

*"No company has ever hit the exponential growth curve - and continued to prosper thereafter without holding meetings."*

g. Conducting On-line presentations

1) Most companies have gone from hotel to Online. Zoom is a great way to make it convenient and capture more audience from creature comforts of your home. However, combining hotel with zoom is his recommendation.

2) Content of Online:

- a) Lifestyle benefits
- b) Product line benefits
- c) The demand for and marketability of products
- d) The power of leverage
- e) How to earn under the plan with leverage
- f) Culture of the company
- g) Support structure and system to help people be successful.
- h) The importance of timing and positioning
- i) A call to action.

3) Weekly Leadership School

Another option: "Leadership School" is divided into three parts:

- a) product training
- b) skillset training
- c) someone tells their success story

People are less defensive about coming to one of these...not being sold anything. Just get a great introduction to the business. Can decide now if they want more. Not the first exposure to the business...that may be a phone call, cup of coffee. Randy prefers Weekly Leadership School versus opportunity meetings unless breaking open a new country.

One dynamic the same: should not be first time they are exposed to the opportunity.

h. Bonus Tips

- 1) Never say "this is 100% legal."
  - 2) Presenting is one where activity can actually overcome skill.
  - 3) Statistics tell. Stories sell.
  - 4) Don't close people. Open them.
  - 5) Sponsor your weakness. This tip is worth a fortune for you.
- You can neutralize any weakness by registering someone with that strength.

## **2. Chapter 9: Harnessing E-Commerce and Social Media to Explode**

a. "The internet is not a fad, and you can't keep waiting for it to blow over. Technology is making a cataclysmic change in the way to do the business, and you can't stop it."

b. "I believe e-commerce, technology, and social media are the most important issues we need to address today." We must think of ourselves as tech companies.

c. Regulatory is a problem as well since all of the posts are readily available to all regulatory agencies.

"Please do not take this chapter as my argument for eliminating personal contact, warm market, and meetings. It most certainly is not that."

Effective mobile apps and replicated websites are a must.

d. This added technology will broadly open other global markets to all.

"The business model in many companies is evolving away from the old MLM style and toward an e-commerce approach more appropriate to our times. The reputation of e-commerce is sensational and getting better." Amway: 80% of sales come online.

e. *"Over the next 10 years, mobile apps will disrupt marketing more than newspapers, radio, direct mail, television, and the Internet did combined."*

Dedication to smart phone apps for every aspect of the business including training is a necessity.

f. **BECOME A TECH COMPANY FIRST!**

Compelling profiles, low-key independent distributor advertising, live online streaming presentations, pre-recorded streaming presentations, online sample offers, creating free information funnels, creating product benefit centered groups, and creating branded reseller social media accounts are just some of the many approaches needed to be utilized.

### **3. Chapter 10: Creating Substantial Duplication and Profound Depth**

a. Randy comes up with the Third Law of Motion: **the harder you close someone at your Direct Sales Presentation, the less they will duplicate.**

b. Direct sales is done with humans who are irrational, logical, methodical, impulsive, thoughtful, mindless, hurtful, loving, petty, generous, lazy and ambitious. *"And once you understand that, humans are remarkably predictable in certain scenarios."*

c. Duplication is created by people replicating the behavior you practiced with them. Understand the difference between building lines versus driving them.

We build with long established means of building blocks that are just replicated time and time again, following the formula, knowing and following the system, and using third party tools. Driving it causes people to stop.

d. Securing a line:

You should never leave a line. Always be there even after the third or fourth level...your role just might shift. At first you are constantly involved for the new builder to contact, invite present and close. Supporting the Getting Started plan is critical to train as well. If you do not do a good job of training, they will not either.

"The reason that many people fail in Leveraged Sales is because they fail to identify and develop their leaders."

Need to work in depth and in width...this is what secures your business.

e. Lead by example. Become successful yourself.

Never do anything that the distributor can do for themselves.

f. Get people past the breakeven point as quickly as possible.

If they are buying \$200 of products monthly as well as marketing materials/apps/etc. then get them to \$300 monthly.

### **4. Chapter 11: Building a Business the Sun Never Sets On**

a. Build local lines first...they are your backbone. A large percentage of your business should be local. Grow long distance only after the local group is going.

b. Long distance drawbacks:

Cost of travel, cannot be there to work eye to eye, hugs for celebrations. Zoom somewhat makes that even easier to do so offsets some of these drawbacks.

c. Long distance benefits:

- 1) overzealous government regulators
- 2) negative publicity
- 3) fluctuating economic cycles
- 4) loss of key leaders
- 5) natural (or even unnatural) disasters

d. Starting a new Line

- 1) Allow the market to tell you where to build

If company announces a new market they are opening, first poll your team to see if there are others with connections in those countries.

Make sure enough contacts to lay the base for a great business.

- 2) Connect with them and lay the foundation of how this will work long distance.

Never oversell the relationship (like you will be there every month for 2 years!

Probably not going to happen!

Have a fast start orientation. Have them launch the Major Blast. You can use Zoom to support them.

- 3) Lay down the rules for your coming: i.e. have 10-15 who are doing Major Blasts.

- 4) Emerging leaders than can be invited back to your place...get a higher level of training and feel special.

## **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)