

# How are You Showing Empathy?

## Top Leadership Skill

June 15, 2020

- Weekly Product and Business Meeting – Every Saturday, 10 AM CT.  
<https://zoom.us/j/215452258> or [www.allaboutmannatech.com](http://www.allaboutmannatech.com)
- Next TNL, June 23<sup>rd</sup> at 7:30 Pm CT [www.allaboutmannatech.com](http://www.allaboutmannatech.com)
- New 3 Lap Mini incentive... where are you?
- Have you joined E-Merge? Are you enjoying Andrew Leedham
- Save the Date: June 26<sup>th</sup> and 27<sup>th</sup> Training with Tim Altvater – Learn by Doing... Check out: <https://allaboutmannatech.com/sales-training-what-can-you-do-in-a-day-learn-by-doing/>

1. Interpersonal skills have taken a beating.
  - a. Communication skills are waning as fewer and fewer are putting energy and effort into what Stephen Covey would say "Seek First to Understand, then to be Understood."
  - b. Showing empathy is a critical element in all communications: what is the definition of empathy: the art and skill of putting yourself in another's shoes, even when doing so results in a completely different perspective.
2. Why has Empathy lost its lustre in our society?
  - a. When we as people get myopic with our thinking..."I come first," survival, fear, etc....then the default psychology sets in and we begin to focus on ourselves, our families, our loved ones and our priorities, without truly viewing the world around us.
  - b. Coronavirus has seen both surges: survival tactics, me first., selfish desires versus saving lives, etc.
    - 1) our health care workers have thrown themselves into full gear to save people;
    - 2) others have fought the entire Coronavirus as if it was a "ruse" and all the conspiracy theories, blame game, etc. with little if any empathy for the millions being affected.
3. Effective leadership is impossible without empathy
  - a. Those who are in business with you might be spending 40 hours a week at the business, but that is only 2000 hours of 8700 in a year (so 3/4ers of their lives are outside the business). So, your taking an interest in understanding them as people...their personalities, beliefs, behaviors, how to motivate them...is critical.
4. You cannot effectively reach customers if you don't grasp their needs.
  - a. Empathy is a listening concept NOT a teaching/telling concept. What do we do when we share with people about our opportunities? How hard do we fight to convince them?
  - b. What are their interests? Why are they interested? What is most important for them in their lives? Do they enjoy community? Seek first to understand then to be understood.
  - c. What are their fears? Are there issues there that you can support them with? Overcoming fears will buy you a lifelong friendship...but virtually never happens in one conversation.
  - d. In our digital world, how do we achieve this?
    - 1) Face time
    - 2) Zoom

- 3) 3-way calls
- 4) Video clips revealing our hearts/empathy

5. Always remember the #1 principle: People do not care how much you know until they know how much you care.

- a. The number 1 way to show how much you care: Be interested, find their issue, and respond to them specifically to meet their needs.
- b. You will always make better decisions if you truly understand someone's perspective more fully, including the emotional factors that may be driving their behavior. So, they may want to take products, but WHY? We assume we know as most of the time perhaps they want better health but why do they want better health? Is it to be the best parent? Is it to live to watch their kids grow up, is it to conquer the world with their new project, is it...notice that just "have better health" is not as definitive as they need be. 9their kids

6. What if they are like everyone today: looking for a source of income?

- a. Ultimate GIG is a great start!
- b. GIGs everywhere so what makes ours different? (See Attached)

Are you ready to improve your results? If so, make a conscious decision to master your mindset of contribution...and reach for greater success in the next 6 months and beyond.

## 10 TOP REASONS WHY Mannatech outdoes the REST:

**#1. COSTS TO OPERATE:** like Uber/Lyft: Maintaining your car due to wear and tear, gas and oil expenses... w/Mtech: none of these outside costs exist as our business is easily done from home with internet and phone.

**#2. INVESTMENTS IN INVENTORY:** lots of costs if you are manufacturing things to sell like for Etsy and others w/Mannatech the company not only PURCHASES but maintains and then ships all of that inventory to your customers...NOT You!

**#3. WAITING FOR CUSTOMERS to call:** With Uber and similar GIGS, you sit around waiting for customers to come to you...you are not in control; w/Mannatech you serve others anywhere, anytime no limitation...as if they breathe, they are potential customers or partners. You reach out so YOU are in control of how many you touch per day, finding out what they want to accomplish by sharing the health and income opportunities available through these breakthrough products

**#4. PRODUCTION OF MARKETING MATERIALS:** in most Gigs, you are on your own taking endless time to make marketing materials; w/ Mannatech the Company produces all of these terrific marketing materials for us with incredible websites and a massive library

**#5. PASSION:** How does one get passionate about Uber/other GIGS which mostly are only about one thing...making money... w/Mannatech we are changing the World through M5M; We have PURPOSE bigger than ourselves!

**6. TECHNOLOGY ADVANTAGES:** there are no real technology advantages to the typical GIG: With Mannatech, tremendous technology to support our efficiency with things like Personal webpages, Mannatech+ Mobile App, Weekly Pay, ATM and more...all being used to give us a tremendous advantage:

**#7. INCOME:** remember John Fleming's chart on what the average income was for these different GIGS...here it is if you missed it w/ Mannatech we have an awesome compensation Plan to help people get to that \$500 or \$1000 per month...HOW? Just teach your partners to build their Customer Unit, then build Team 2, Team 4 and you are already lightyears ahead of the average income produced by these other GIGS. And there is always room to make more...

**#8. "ONE TIME PAY" ...**Every other GIG is when you sell something or serve someone, you get paid... w/Mannatech you have the opportunity to build your business and get paid continuously...how? by developing customers who get on auto order, and by recruiting partners into the business, benefitting from their sales success as well. SO, when I get someone started, I not only get paid today but next month and then the next month and for as long as they keep ordering as well as their business partners and customers. Add the fact that the average time people stay on our products is NINE and A HALF YEARS ... we call that incredible residual income, something that I have been enjoying now for 25 years! Virtually All other GIGS are merely exchanging your ONLY LIMITED ASSET which is your TIME... for dollars. You only have

24 hours per day, so your income is always limited! My advice: never tie your net worth to a limited asset (like your time)!

**#9. CREATING COMMUNITY:** Our world today thrives on Community...just look at Social Media! IN the majority of these GIGs you are out there on your OWN....W/Mannatech ... we have an incredible like-minded COMMUNITY... and those relationships are sometimes in and of itself what keeps the associate base moving ahead! Incentive trips, recognition and great events like this MannaLive add fuel to this comradery that is like family and can last forever!

**#10. GREATER RESULTS, GREATER REWARDS:** Most of these other GIGS do not provide any rewards/prizes for greater levels of success... w/Mannatech you have the opportunity to travel the world. I have been on 20 Incentive trips with Mannatech all over the world, as well as going to South Africa, Australia, New Zealand and Singapore supporting Mannatech in trainings and presentations around the world. I have gone through 3 passports with Mannatech and you can too!! As well as having "friends around the world!"