

Languaging/Using NutriVerus
Monday Call, July 2, 2012

- Last Week of BP 7... Make all your calls
- No Tuesday Night Live - Happy 4th of July

Wrap up from Branson!

1. Languaging NutriVerus with New Prospects

a. Breaking the ice

- 1) Cards: using the Navig8 cards is great because now you really have something specific to share!
- 2) Words: Listen, you care more about them than they know so let them know.
- 3) Extreme Food Makeovers: Invites
- 4) Educational Trainings
- 5) Any way, any where!

b. Introducing the Problem

See attached Run Sheet I use for the Extreme Food Makeover Events.

c. Introducing the Solution

Transition language on the Run sheet works well.

Then pick and use some of the language from the attached "Language for Sharing NutriVerus"

d. Why so terrific?

1) Convenient

You can mix it in anything, or take it straight and it works for everyone. Convert anything you eat into the most nutritious thing you eat that day

2) Affordable by all! 5 products in one for less than \$60 per month!

3) Unbelievable value

If you purchased the 5 products made up in the NutriVerus (glyconutrients, antioxidants, vitamins/minerals, organic greens, rice bran) separately, it would cost you over \$100. And if all 100% natural, real food technology, far over \$200.

4) The field results in just 2 months have been overwhelming.

5) The entire market sees this value...check out the Mannatech stock that went from \$3.38 a few weeks ago to closing over \$7 per share!

6) Tom's Shoes analogy: Give for Real and the donation by consumption model. "Where else can a person make an incredible difference in their own health, the health of their family and make a significant contribution to such a worthy cause as ending global malnutrition in children?"

Will everyone respond to this?

Youth: Lay the foundation: see my call on Mannatrain 5/9/11.

I always talk to them about their incredible generation:

committed to making a difference. Ours was making money.

2. What about those Pre-existing Associates? Product changes
 - a. The only thing I changed was dropping Phytaloe because of the organic greens in NutriVerus
 - b. This is not the equivalent of the OSP/Ambrotose combo! Read FAQ's. Plus is missing in NutriVerus and will be a BIG difference for most who try to switch. Phytomatrix is different as well as all Mannatech products. % of RDA? Higher than what is on label...in fact probably higher for many than Phytomatrix.
 - c. This is a foundational start to great nutrition.
 - d. The OSP/Ambro combo remains the BEST VALUE of anything Mannatech has ever done.

3. What about Reactivation?
 - a. See Reactivation language sheet attached
 - b. Don't let "No" be the answer. Be a great listener, but be firm with your commitment for their health.

4. Therapeutic versus foundation ("We don't heal, cure, mitigate anything")
 - a. Suggestion: Use NutriVerus plus the 75 gram Ambrotose (versus 1 Bulk Ambrotose) to insure base nutrition and therapeutic Ambrotose level (just \$40 more and get Ambrotose/OSP).
 - b. Ambrotose/OSP still the best if they can afford it.
 - c. Unlimited possibilities...just work on them.

Language for Sharing NutriVerus

In talking to people everywhere, here is an easy way to lead into NutriVerus:

"I just came across *the newest market offering in the nutrition industry*. I don't know if you have any interest in health or health for your family, but if you would like some great information, I would love to send it to you."

If they ask "well, what is it?"

Answer: "Well, did you hear about the pink slime in our ground beef? Or the moth/insect engineered proteins added to our foods that are causing food allergies? Just the fact that 90% of the money we spend on foods today is on processed foods shows we are a far cry from getting the nutrients our bodies really need. Well, this product contains virtually all the necessary nutrients in their 100% natural food matrixed form, and can be sprinkled on anything we eat to make it the healthiest thing we eat all day. It's name? NutriVerus...meaning authentic nutrition. Can I send you more?"

Here is some alternative language you can use to describe NutriVerus

- 1. The newest market offering in the nutrition industry***
- 2. The most complete real food nutrition in one easy to use product***
- 3. Foundational nutrition providing the essential nutrients missing in our heavily processed diets today***
- 4. 70 patents blended in 1 product to perform like no other real food supplement in the marketplace***
- 5. Combination of 4 core real food technologies in one at an affordable price for everyone***
- 6. Over the top nutrients all in one convenient, affordable product...it's a WOW!***
- 7. New, most complete, affordable single product Mannatech ever produced***

For those of you a little more geeky "High Tech":

"You know how Steve Jobs is known for his awesome Value Innovation? Distorted Reality Theory? Creating extraordinary out of air? Well,

Mannatech IS the Steve Jobs of the nutrition industry. Their newest Innovation is a combination of the greatness of 4 of their core real food technologies in 1 product:

Awesome in convenience, rich in nutrients, most complete of all supplements in the market, and the best characteristic: it's affordable by all!

Would you like to know more??"

"Extreme" Food Makeover Event
Run Sheet

1. Party Prep
30 Min

2. Welcome
3 Min

3. Introduction of Facilitator (if Host, self introduction)
1 Min

How excited you are to be here

Common goal among all of us is to lead healthy lives

4. Laying the Foundation
10 Min

"So what is an Extreme Food Makeover?"

Well, let's first talk about why we need one. Do you think what we are eating today from our grocery store shelves, or even worse, from the restaurants we frequent including those Fast Food stops for convenience, is REAL FOOD?

Let me give you some clear evidence that what we think we are getting may just not be so.

1. 90 % of the money we spend on food today is on processed food
2. Almost everything we eat has been genetically modified...take for instance corn where they now to stop crop spraying, added the pesticide to the DNA of the corn so it emits the pesticide throughout the growing process; or wheat...now genetically modified over 8 times which is the #1 cause of "gluten intolerance"; or strawberries that have been genetically modified over 17 times at UC Irvine, for every reason except to make them healthier.
3. The documentary, "Food Inc" said it best when they said "A lot of what we see in the supermarket, I would argue is not really food... It's what I call edible, food-like substances."

4. Even our fruits and veggies are not the same: A study from 1951 showed that 2 peaches provides 100% of our daily vitamin A; today it takes 53 peaches to get the same Vitamin A. In 1951 we could get 100% of our iron from 1 cup of spinach. Today it takes 65 cups of spinach to get the same iron.
5. And did you see the recent study on Calcium supplements? 24,000 participants and they were taking calcium supplements (not from real food, but standard calcium citrate, carbonate, etc. found in virtually all calcium supplements today). Study found that the risk of heart attacks went up 86% with taking calcium supplements; doctors rethinking this approach to osteoporosis. Now advising calcium only from real food sources.

So, like this study, what has been the common answer? We are trying to offset our very synthetic foods with synthetic supplements. Did you know that 95% of all supplements are made synthetically? That means they come from such sources as petroleum and coal tar. Can synthetic supplements be the answer to synthetic diets? NO!

What if the newest offering in the nutrition industry could actually make anything you eat the most nutritious thing you eat all day?

Let's learn more through this video:

(PLAY 2 MIN AND 7 MIN VIDEOS ON NUTRIVERUS)

9 Min

5. So what is this NutriVerus?

10 Min

You just have been eating it for the past half hour in everything you have been eating and drinking.

It is 100% plant based, real food technology...and as you saw in the video, a combination of Mannatech's patented technology covering vitamins, minerals, anti-oxidants, glyconutrients, organic greens, and rice bran.

Now I would like you to hear from some people who have taken the products and experienced them with their families.

Testimonies:

Besides the incredible nutrient value in NutriVerus, the two other major reasons I love this product are: Convenience and Affordability.

Convenience: You saw how we added it to anything, which is exactly what you can do as well at any and every meal. And for children, NO swallowing of pills. That is a huge convenience.

Affordable: You get NutriVerus on a monthly basis for less than \$60! That is truly affordable by all. But you also can get NutriVerus for FREE so let's take a look at this:

**Play the little Sam 4Free Discount Video
3 Min**

6. Call to Action 5 Min

Now it is up to you. You really have three options:

1. Take NutriVerus on a monthly basis to build into your diets the basic nutrients, supporting your and your family's health
2. Take NutriVerus and get yours for FREE merely by sharing with friends, relatives and acquaintances how they too can live healthier lives through having their own Extreme Food Makeover Event or just by referrals.
3. Or you can choose to join the ranks of us and be an Ambassador...not only supporting our families and those we love with a great way to build into our daily diets all the basic nutrients, but also help others everywhere to develop a vision to support all those children around the world dying of malnutrition through a great Social Entrepreneur business model.

Hand out a sheet where they will have the three options and each associate works with the people they brought to the meeting.

Reactivation Language for Nutriverus

The attached is merely some suggested languaging to entice those in your downline who at one time took the Mannatech products. You can pick and choose which words you like, build your own, whatever, JUST DO IT!

Everyone deserves to hear from you. I prefer calls but if you have email addresses, you can also send them an email (from Navig8 would be preferable) highlighting the NEW MANNATECH.

Keep it simple and enticing! We are here to motivate people to take action (not educate them on the universe!).

Mannatech Made Easy...remember that is our new mantra!!!

For those you know:

HI _____. This is _____. I know we have not talked in a while ...so how have you been? (this is the relational part...make sure to WANT to hear their answer and CARE)....

The reason I wanted to touch base with you is that at one time you were taking the Mannatech products for your health. Well, at Mannatech's International Conference this past week, they informed us of the results of a customer survey from 2011 showing 80% of all the people who stopped taking these real food products listed affordability as the #1 issue. Do you relate to that? (listen to their answer)

Mannatech recognized immediately the need for value innovation! So, what would you think of a product that combines all of Mannatech's patented technologies...Ambrotose, AO, and Phytomatrix...as well as Organic greens, and Rice Bran, all for a monthly cost of less than \$60?

It is called NUTRIVERUS (in latin means authentic nutrition), and is truly a product for everyone, affordable by everyone, and provides us those REAL FOOD nutrients we all need to fight the malnutrition we all face today. It's become epidemic!.

(only if asked..."the delivery system is a powder so you can sprinkle it on anything and make it the most nutritious thing you eat all day.")

I would love to get you started. To top it off, Mannatech put a new consumer program in place to support you getting discounts off your products for each and every person you refer who also orders, so you can get Nutrivirus for FREE.

What do you think?

(When they say yes...then ask if they enjoyed any of the other Mannatech products so you can add to the Nutrivirus order, ***since now they truly can afford them***)

(If they had a number of people they previously enrolled, "You know _____, you started a lot of people on these products before and I would love to support you getting them on Nutrivirus as well...thus helping you get your Free products as well as getting them a discount. What do you say? Are you still committed to living the healthiest life for you and your family?)

If you did not know them:

Hi _____. This is _____. I just returned from the Mannatech Intl Conference and am calling everyone in my group to update them on the great Value Innovation the Company has created. I know at one time you took the Mannatech products to support your health. Do you recall? (this may give you more info to assess the situation and is optional)

A 2011 customer survey revealed that the #1 reason people stopped taking Mannatech is affordability. Can you relate to that? (continue as above)