

# **Loyalty: What, Why and How**

## **Monday November 26, 2006 Call**

**Mannafest Early Bird tickets by Dec.1**

**Phyтомatrix pack? Phyтомatrix promotion?**

**Article in the Ft Worth/Dallas papers**

**Beyond Training Coaching starting in January 2006**

1. Loyalty: What is it?
  - a. Definition: steadfast in allegiance to one's homeland, government, or sovereign; faithful to a person, an ideal, a custom, a cause or a duty.
  - b. It is a beingness not an action.
  
2. The Why of Loyalty
  - a. Loyalty is the human behavior that drives this business
  - b. Loyalty is not something you can judge, detect or perceive right now. We live in a world that is based on RIGHT NOW!
  - c. Fast is not bad. It is human nature to want to experience momentum. But note two things about speed and networking:
    1. Every time the networking idea is abused, the abuse is associated with speed (front end loading, "get rich quick", crash-n-burn, sign-em-and-leave-em)
    2. The very essence of our business model - residuals from repeat customers - while it may be ignited with enthusiasm and passion, heats through the long night by the steady warmth of loyalty.
  - d. Loyalty is a fundamental trait you as a leader need to build in your business leaders. Set the example, build leaders!
  
3. How do I build loyalty with my consumers and my leaders?
  - a. Consumer Loyalty
    1. E-mail monthly updates
    2. Mannatech sends Health and Living monthly
    3. Deliver customer products directly
    4. Personally guarantee the products
    5. Send birthday, anniversary, holiday cards
    6. Under-promise and over-deliver
    7. Ask them to write a testimonial about your products

8. Write follow up notes
  9. Send a postcard from your vacation
  10. Get to know your customers' hobbies and discuss with them any personal data including kids, jobs, etc. Make all communications personal
  11. Turn your customers into friends
  12. Sign everything you send "Your friend and Mannatech consultant"
  13. Orient the customer with what Mannatech is doing, what Manna Relief is up to
  14. Put all customers on an email list and send out monthly updates (even if just reminders to read Health and Living by referring to some great article in it)
  15. Get to know your customer's goals and dreams
  16. Have a customer appreciation party
  17. Tell your customers your goals and dreams and let them know how you are doing
- b. Leadership Loyalty
1. Integrity always  
Always be on time, meet your commitments no matter how small, no matter how unimportant you may think they are
  2. Support them by traveling for them, doing three way calls, updating them with emails on new info, new marketing ideas,
  3. Training support at each and every opportunity whether it is you or others in the area
  4. "Drive" them to the regional and national events!
  5. Help support their people in the field
  6. Special promotions/awards and recognition
  7. Promote personal development at every opportunity
  8. Coaching with acknowledgment, not with "beating up" for not meeting goals
  9. Leadership with humility...it is never about you, it is always about others and your service to them
  10. "How can I support you" becomes your favorite question
  11. Exhibit all the great leadership traits: integrity, honesty, flexibility, commitment, open-mindedness, courage, perseverance, and over time you will have all the loyalty you could ever dream of.

**LOYALTY BEGETS LOYALTY**

