

# **Mannaquest 2012: It is All About Execution!**

## **Monday Call, September 10, 2012**

- Tuesday Night Live – Kevin Robbins and Simeon Cryer at 7:30 PM CDT at Mannatech Corp Offices or [www.mannatechlive.com](http://www.mannatechlive.com)

An incredible weekend that brought us all a simple, duplicatable system with phenomenal tools. No excuses left for any of us!

### **Friday Morning:**

**SAM CASTER**

#### **Invest in Your Future**

Anyone can start, only a handful can make an impact on the world

Head to heart this weekend...malnutrition either grabs you or it doesn't.

New "Hidden Hunger" 66% of homeless are obese...too much of the wrong kinds of food.

70% of all health care costs can be eliminated just with proper nutrition.

Laws protect the food companies and the proliferation of "bad food"

**REAL FOOD REVOLUTION**

we have the answer

technology supported by over 70 patents

business model to impact the world

XFM can change anything you eat to most nutritious thing you eat

Is this your passion? He showed film from trip to Guanajuato with Mtechers.

Here are passionate people!

Feed the Children could be a terrific partner for us.

### **ROB SINNOTT**

How to meet Sam's vision...that is Rob's job.

What will the world be like in 5 years...that is where we need to be looking.

"S" Curve...all businesses follow this...and we are on the upswing after downswing.

Major predictions;

- 1) Continuing pressure on public finances
- 2) Poor health
- 3) Increasing self-reliance
- 4) Wellness industry consolidation

McKenzie & Co. survey said 5 major indicators of future potential:

- 1) Undervalued
- 2) growing, innovative sector
- 3) Oriented to large and growing base
- 4) Invest and reinvest in their business
- 5) Revenue growth

Broad Plan for next 5 Years:

Innovation  
Don't cut corners; never cheapen our products  
Core technologies  
Reinvent aspects of our value innovation  
Intl expansion of our products  
Leadership and take it forward  
"We will dominate the industry in the next 5 years and have fun doing it."  
Keep our message simple especially for part-timers.  
Stay true to our cause and serve mankind globally.  
"People deserve RFT but by fate, don't have it. We have a goal...to provide it to them."

### AL BALA

This weekend is about asking three questions:

1. Is it worth it?
2. Is this the right time and right place to be? Rob vision  
If you are not leading the pack, your view never changes.
3. Can I do this?

We want change in Health and in Wealth.

Wealth: resources to change this world.

Message for this weekend: Incredible Team, Incredible Tools

Serenity Prayer

It is a trap...Anyone can do this...don't pray to know the difference, rather  
BE THE DIFFERENCE. Learn so you can teach.

Exponentially XFM

Blue Ocean versus Red Ocean...Red is where all the sharks are feeding off each other. Like supplement industry. Mannatech is in a Blue Ocean...Real Food separates us out, making us 10 years ahead of competition. Our shift was huge! He read Marianne Williamson's piece that Nelson Mandela read (attached)

### LOCAL LEADERS:

Ron and Paulette Roy

Dream...we all need to dream again! Like Disney World.

Luciano:

We will be Ready to Blast off after these next 2 days!

Susan and Dwight:

There is a higher power...it is not us making this work; it is God who has a plan for who we are and where we are going.

### INCENTIVE QUALIFIERS RECOGNIZED:

Over 130 alone in the Happy Team (Chinese in Vancouver)

Asked how: Teamwork...every ED every ND every RD work together. Plan and follow the strategy to a T.

Drive the Incentive with pictures of Dolphin and Disney World.

Julia and Tony Bao...now Silver Presidentials

They are running a "Presidential Factory"

THREE top winners with most points: they did an Olympic Medal Presentation

### SAM CASTER

Story of Phytoblend...tried bears, chews, and all they were doing was grinding up and putting in food. So why not save a lot of money by just making a powder. Perfect to add to the enriched grain based cereal.

Myth Busters:

Food documentary about the "enriched" foods, magnet moving the filings, cereals with pics of blueberries that have no blueberries, Food Matters.

Realization: there is a problem

XFM: tool kit so anyone can do it...as easy as 1-2-3, just click the buttons

Paul Zane Pilzer in The Next Trillion Dollar Industry...talked about the conspiracy between the food and medical industry, and it is alive and well.

### SIMEON CRYER

Success has to be simple

People are using XFM "bootlegging" before we even got the packs out; some with reactivation and others to new prospects.

### Merri-jo Hillaker

Discussed the Pottenger Study from 1932: 900 cats, control group received only raw meat and raw milk, other received cooked meat and milk (raw, pasteurized, sweet condensed)

After 1-3 generations: Control group totally healthy

Other Group:

1. Fertility: 83% of males no longer could reproduce
2. Calcium: calcium content in bones down to 1%, called the bones "like rubber"
3. Allergies: rose almost 100%
4. Aggravation: cats became very mean and agitated
5. Hypothyroidism: increased considerably in the cats

Recognize any of this? we are living the HUMAN Pottenger study but it is not a study...it's reality!

### Susan Havener

Talked of her experiences with XFM...100% results; new program at salons (don't have open food containers there)

### ***Friday Afternoon***

### ROB SINNOTT

What does it mean to be a Real Food Champion?  
a strong advocate of the movement

"So companies have to be very schizophrenic. On one hand, they have to maintain continuity of strategy. But they also have to be good at continuously improving." (Michael Porter)

Mannatech's competitive advantage:

1. 95% of nutritional products in the market are synthetic  
We are in the elite top 5%
2. Mannatech employs only natural active ingredients to create their products
3. The vast majority of people prefer natural

Quantifying the opportunity:

Conservative calculation:

assume only 50% want real food products  
Of the 150 million that would be 75 million out there who want  
Mannatech products

Unlock the opportunity:

1. Create awareness
2. Offer a solution  
Alternate to synthetics; real food technology; a company of quality
3. Be a Champion for natural supplements

Start the Journey: NutriVerus

1. Affordable
2. Entry-level product
3. Easy to use and understand
4. Customer experiences first hand are awesome
5. Builds trust and loyalty
6. You keep the dialogue going

Address other health needs

Goal: Develop loyal customers for life

1. Start at entry point  
affordable natural effective  
builds personal experience  
overcome skepticism  
develop trust and relationship
2. Follow up regularly with personal contact  
information, articles, newsletters, etc.
3. "Developed" customers will use several Mannatech products  
"If I took all the money I spend on Mannatech supplements for a year, it doesn't even come close to what I would spend on one day in the hospital."

DON'T OVER COMPLICATE IT.

### STEVE NUGENT

Gave a complete overview of NutriVerus

Has Manapol...without glycos, nothing else matters!

"Mother of all glyconutrients"

Antioxidants: fat and water-soluble not like the "fluorescent" tested products  
Incorporates the technologies that were awarded over 70 patents worldwide  
Global formula for all countries

Stabilized rice bran

Discovery 1912

Unstable due to the omega 3's...oxygen destabilized

Rice bran is the ingredient between rice and the hull

IP6: Dr Oz says need a lot

Well, there is a lot in NutriVerus!

Gave a great ingredient list

Impact of bad Nutrition:

Leading cause of death in the US

580,000 deaths

We have 500 million taking supplements so this is a Phenomenal LARGE  
WARM MARKET

Approximately 50% of the population is taking synthetic supplements...

RESULT:

90% deficiency in Potassium

80% deficiency in Vit E

75% deficiency in Vit D

70% deficiency in Calcium and Magnesium

Synthetic Vitamins are killing us

Studies:

1. 18,000 smokers using synthetic beta carotene, vit A  
NE Jour of Med 1996
2. 22,000 pregnant women taking synthetic vit A  
NE Jour of Med 1995
3. 47 clinical trials using synthetic supplements  
JAMA Feb 28, 2007

Even the scientist who discovered Vit C discovered that ascorbic acid alone could  
not cure scurvy...it took other nutrients (rutin...vit P) 1937

SIMEON:

New Bundle

\$189

NutriVerus, Bulk Ambrotose, Plus and Omega 3's

Testimonials:

Constance Solano

Her son who is developmentally challenged...seeing incredible results  
beyond what he experienced just on Ambrotose.

Running now, cognitive function better

Paula Underwood

Using NutriVerus parties and re-igniting new interest in associates who not only quit, but never wanted to do the business again. Now renewed as All Stars and doing their own parties without her help!

### SIMEON CRYER

Did a total run through of a XFM

Showed the new introductory video ("The Problem"...which is really good).

Could easily be used to intrigue people to get started on the products.

They redid "The Solution" video.

Then they added "The Call to Action" video...are you a #1, #2 or #3.

Work with them each on what they choose to do.

New Forms in the entire kit...great package all in 1 to run simple, duplicable XFM events.

He emphasized:

1. Right music to allow sharing and "meet and greet" or as he said "finding out who's in the zoo"
2. No chairs so stay away from formalism
3. Conversation causes people to relax  
When people relax they stay longer  
When they stay longer, they buy
4. Use FORM if need to break conversation

"Success is not about resources rather about resourcefulness."

"You can choose reasons or results...but can't have both."

Taught "How to develop your 30 second story"...DO it or you will bore people to death.

The shorter the story, the more impactful.

Rules:

1. Smile..."you are happy to be here so some of you need to let your faces know it!"
2. My name is...
3. What things were like before
4. Where I am now
5. "I highly recommend you start with the top package."

Simeon's:

"I was dead broke, making \$300 per week, and had thousands of dollars of debt. I jumped on this opportunity, made \$3000 in the first month, and never looked back...now I am totally out of debt, have made more than \$2 million, and have traveled around the world. If you are interested in being debt free, making a lot of money and traveling the world then I highly recommend you start with the top pack."

Stories sell so build yours...or use someone else's

Either way it works.

## AL BALA

Call to action

Go make a list, book 2-3 XFM's in the next 5 days!

Book additional meetings at each of your meetings.

Remember: don't make your home XFM Central...get others to host and that is how it truly goes viral.

## ***Saturday Morning***

New Presidentials Recognition

7 new Presidentials

6 new Bronze

"Impossible" means I'm possible

"Nowhere" means Now Here!

Turn attitude from can't to can, negative to positive.

3 things:

1. Wake Up Call...Mannatech is a gift; where in my life today am I serving like I can?
2. Vision...I can help people now...like right now I can help save 1000 children around the world. I don't have to wait, and we can end malnutrition.
3. Financial Dream...Craig Hill in his book "..... Wealth" Provision...is for fulfilling your vision. If you go after your vision like Mannatech then God will provide...money will follow!  
Tristan Oh taught him the vehicle...the vehicle of Network Marketing

Tristan Oh:

He drew the analogy of Networking to Dream Car

The need is to have the passion in your heart.

God has given us this car for His Kingdom!

## SIMEON CRYER

Three simple ways to get started...

Are you a number 1 2 or 3?

Ask each of the people individually

What did you like best about what you saw?

Do you see yourself as a number 1,2 or 3?

"It does not matter where people start but where they finish!"

Mannatech is a life transformational business

## KEVIN ROBBINS

How to make money with the business

Kevin reviewed the entire concept of building Blocks: helping 4

Members get their products for free (4 by 4 )

You build your Block and then help 4 other Associates build their Blocks.

He reviewed the benefits to Members, and the 4 Free Discount Program.

So awesome to understand that 96% of the people at first contact are just going to want to try the products so great, bring them in as members.

Then when they start sharing they build their own dream.

When you build a Block you will be making \$320.

New All Star Pack...\$998 (still can do All Star for \$498, just giving another option with greater freebies (like 12 months of free Success Tracker and Navig8 as well as \$1300 of products so almost \$1700 of value.))  
Enroller Bonus is \$200.

Special packs ("bundles") on the sign up forms in the XFM Packs.  
Also, new Renewal Packs are now available through BP 13:

For only \$228:

You get 3 Tubs of NutriVerus  
12 months of Navig8  
12 months of Gold Success Tracker  
1 Mannapage (goes to everyone no matter what)  
(No Gold Mail)

For only \$248:

You get **NO** Tubs of NutriVerus  
12 months of Navig8  
12 months of Gold Success Tracker  
12 Months of Supreme Mannapages  
includes Gold Mail and 5 Mannapages

Note: This will change your renewal date  
(\$228 is no brainer because if you want Gold Mail it only costs \$5 extra per month which will never add up to 3 tubs of NutriVerus!)

## ASSOCIATES HAVING SUCCESS WITH MEMBERS

Wendy Kremer: Member test drive  
250 new Members with only 1 not on Auto Order

Michael Vanderhoof:

Referrals...he came from life ins business and that is almost entirely based on referrals.

Be clear on what you want, why you want it and focus on HLA's  
(Ron and Paulette Roy's daughter?)

"Don't ignore the doors"

NutriVerus and Members are awesome

XFM is first door...she almost ignored and then got 50 new Members by using it

WIN BACK is another door; everyone in your organization deserves to know about NutriVerus and Members.

Mark and Tina Ackerman

"If NutriVerus and Members don't light your fire, then you are ALL WET."

Recognition of Top 10 Business Builders in North America

7 were the Chinese from Vancouver including Silvia

Top in US was Tristan Oh

Other two US were Michael Vanderhoof and Merri-jo Hillaker

BOB ADAMS the Flight Program

Re-engaging our current leadership through intensive program of

Relational Support

Roadway strategy

Accountability

Go to Resource Library and look under Flight Team

Difference between Pulling people with a Vision and Pushing People through

Bob closed with the quote regarding Apple...in one of their original ads about people being crazy for those are the ones that truly change this world. They think outside the box, and do things different. Think Different.

His closing Challenge: "I want to challenge you to be absolutely CRAZY."

LUCIANO FIDALGO

He discussed the absolute necessity to have a System...glue that keeps the business together.

He first learned "How not to win friends, and Influence Nobody"

Many great books helped him turn the corner.

Network Marketing helps to build incredible leaders.

RODNEY GILCHRIST

Navig8

We are now the 4S Culture:

1. It is Simple
2. It must make Sense
3. Show in a way that says "WOW"
4. All of this leads to Success

Suggests we all re-watch the overview of Navig8 because they have redone it.

Mannatech is greatest opportunity today!

1. Industry has negatively impacted our foods and it probably won't get any better
2. We have the answer with NutriVerus...to add back what Industry has depleted

3. The world needs this Real Food Technology and we need to Champion this cause!  
This the greatest health and business opportunity on the planet!

New video on YouTube: FoodBusters!

Definition of a Champion

One who defends, protects, guards, supports, stands up for, fights for, sustains, and promotes a cause...

"I empower Champions" a new video as well.

We change:

Our health

Our family's health

The health of others

Nutrition of an At Risk child

Rodney ran through a bunch of new templates on Navig8 incorporating NutriVerus

Take time to familiarize yourself with them.

New Concept: XLM (extreme Lifestyle Makeover)

Your personal finances

Your family's needs and wants

Time and financial freedom for others

An opportunity to provide an Xtreme Lifestyle Makeover Globally

### **Lunch Break Out Session**

SAM CASTER ...lunch break out on Non Profits

Great update on the different models

For profit as All Stars like the church in Ukraine and the International Harvest Ministries.

Paradigm shift is major for many faith based organizations because so many have this spirit of poverty mentality...the need to be poor draws you closer to holiness!

Ukraine church loved Mannatech because we were so unlike other MLM's which were all about self-fulfillment; we are about serving others and being fulfilled through serving.

Craig Hill and Sam went to the largest church in Columbia...they started off against MLM and then changed their tune after hearing about this program.

Feed the Children: looks like a great opportunity here...Sam has been there twice and they are doing a trial run in Rwanda. Nairobi slums is where we first would see the products...a place where 1500 people live per 1 acre.

Kathy Jackson, Deb Jones, and Merri-jo Hillaker all spoke on their experiences with not-for-profits...lots of work and not as financially rewarding as growing your business other ways. But it surely is rewarding in so many other ways!

### Saturday Afternoon

Millionaire club recognition

New Presidentials

David Li and Mary Li

David put on his license plate: 148PDL

What is this?

1 is you at top

4 is start 4 legs with 4 business builders

8 is go eight levels deep (including you)

PDL is Platinum Presidential Director (Leader)??

Never any doubt he was making it!

Julia from Vancouver

4 things:

1. Dream...you must dream; they even have dream nights in Vancouver
2. Team...Work together and support each other
3. Value...give value; lots of trainings on business, on products, etc.
4. Purpose...what are we doing here? just breathing and waiting to die? What legacy are you creating? Malnutrition in Children is a great cause to fight.

### SIMEON CRYER

Takes a lot of work and commitment

Will you have disappointment? Absolutely, and this business is about managing the disappointment.

It takes work, energy, discipline and focus.

As the Bible tells us, "Faith without works is dead."

### BRETT DUNCAN

Duplication: critical in our business

1. Multiplication is what we are capable with now with the **New Navig8me** website

Understand what it is and what it isn't

Great for Members

Great for getting someone started  
Great tool for Members to share with their friends and family  
Keep it simple...we too many times say too much!  
Duplication is what this truly is about  
Not good for you as an associate perhaps in educating someone new...they probably need more info  
Great to show potential Business Builders as a way to Multiply their business once in  
What is it? It is a video and a BUY NOW.

2. Check out our new Event Scheduler...on Mannatech website  
Test driving it for a few months
3. IPAD App: Better than ever; everyone should be using it as a great tool to drive your business
4. Earning Income in Mannatech brochure  
Building by building blocks
5. Welcome Pack for Members...it is an awesome booklet giving them lots of options.

#### RODNEY GILCHRIST

New 7 Minute animated piece on the Problem, the Answer and Call to Action  
You can choose this for your Health Page on Navig8

Now have a new [navig8.biz/mjh10](http://navig8.biz/mjh10):

Allows any person to choose which site they are most interested in  
NutriVerus has been incorporated in all templates  
So review all the new ones out there for you  
"Greatest blue ocean opportunity for women today"  
"Enhance healthier weight loss"

Navig8 Now: a new little booklet to help people get started

New Navig8 University soon to be available

1. Personal Development
2. Practical How To's
3. Industry best leadership training
4. Complete training on everything you need to know to succeed in Mannatech

If you hear "I don't know what to do?" then send them to Navig8 University!

#### DON PARTRIDGE

So excited on new things...we are finally getting it that all we need to do is build RD's...you build 3-4 RD's and then help them build their 3-4 RD's...totally duplicatable.

Build those Blocks!

Key for us:

1. Go and invite people...Compel people; go out and get a lot of No's...it is your number 1 way of learning.

"Do you want to eat iron fillings and rocks, or Real Food? Your choice."

2. Get your confidence up

How to be an influential person

R&D Company...phenomenal in Dallas Texas; referrals pay!

Give people answers...if they just keep giving more objections MOVE ON!

"Too Expensive?" Then ask them how about 50% off? or 75% off? All of this is available to YOU.

"There is nothing you need to know that you don't know already!!!"

Did you buy the products? Then you already know enough!!!

STOP listening to the little voices...this is too great a mission to listen to nonsense any more!

Reprogram your voices: "YES I CAN!!!"

If someone says "Do I need to show this to my doctor?" Of course not...didn't he tell you to improve your diet? So he has already told you to take this!

"Get the easy ones"

We are in the advertising business...show them a picture of baked vitamins and ask them "do you want this or real food?"

"The only wrong way is to keep trying to figure out the right way before you get started."

"People will listen to you because you are: Attractive, Informed and Determined.

This is a Company of HEART, INTEGRITY and COMPASSION."

#### MS. WASHINGTON: MANDY SCENDEL

She has been on Mannatech products since she was 5...

She started a foundation at 11

Worked for Disney and Make a Wish Foundation

Has now written her own book

Believes in everyone...we all have a mission, a vision to pursue to make a difference

Her foundation: about children saying "I believe in you" and allowing them to fulfill their dreams whatever those might be.

How great it would be to make Mannatech a household name.

AL BALA

The Closing...back to the three things he laid out to be answered this weekend. The crowd roared that all three were accomplished.

What do we do next:

Names list...book massive XFM's in the next 2-3 weeks

Become an events culture!

Plan to be at Mannafest with lots of downline

**Mannafest 2013...April 25-28**

Presidential Summit 2013: If you qualify as Presidential by November 30, you get invited!

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It is not just in some of us; it is in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.”

*~Marianne Williamson, A Return to Love: Reflections on the Principles of "A Course in Miracles," 1992  
(commonly misattributed to Nelson Mandela, 1994 inauguration speech)*