Mannatech: State of the Union for 2020
Presidential Call on Jan. 3, 2020
Monday, January 6, 2020

- Your "2020 Mannatech Planners" have shipped. Will take orders through Jan 31. Updates on "Social, Mobile, Global!" https://www.mannatrain.net/new-2020-planner.html
- TruHealth Bundle at a great price and NEW Transformation Challenge starting now
- New in library…the 70% Rule
- Mannapalooza – Live from Chicago; Watch parties in Dallas, Toronto and Vancouver or your computer – January 11th. See flyer in the library or watch this video https://library.mannatech.com/11432
- Next TNL, January 14th at Mannatech Corp offices or www.allaboutmannatech.com

On Friday, January 3, 2020, Mannatech held a Presidential call to cover the "State of the Union for 2020". Here is that update.

Al "*New Year of Speed and Acceleration*"

1. Ray Robbins: He felt God was giving him prophecy... He had visions and saw Mtech in a very, very high place.

"North America is our weakness." *"We are just starting the roaring 20's!"*

2. Al's broader vision/facts over next few months

    a. Year of Customer Obsession

        1st heard from Jeff Bezos at Amazon over a couple of years ago...

        1) Bringing a consultant to do an audit of our touch points have this done so talk about it at Vision 2020

        2) Culture to attend to our customers...come not just for quality product but also "how they feel" when they are with us! Make each "touch" great

        3) New role: hiring a person "Customer Experience VP or Director" book "Chief Customer Officer"

        4) We need to delight our customers every single day...and a happy customer will tell others. We start in a good place: our products deliver exceptional experiences...probably why we are still in business with all we have been through.

        5) Mannatech job: Customer Retention ("but the field too have responsibility because people buy you as well") It is the relationships we have with customers...people don't build a relationship with Amazon. This is OUR SECRET SAUCE! This is what makes MLM (our "channel") relevant for next 10-20 years...the relationship, confidence trust is what drives it.

        6) Other MLM companies doing extremely well in customer acquisition.

Every business needs customers...we need bonding.
Associates in other companies today have 50-500 customers
How? Today we have massive access, social selling without ever
seeing them...build relationships online!
7) Mannatech around the world
Korea will have best year yet
China we will figure out
Mexico has own system
S Africa has own system
Here in NA... we will do great things!!
Talked about ATM... $3 mill in one day on Black Friday
*"**This (NA) is the place we have most potential**"* Al

b. We are going to favor **New Customer Acquisition**
1) Keep the ones we have by improving the experience
2) Incentivize us to bring on New Customers
GIG economy is driving millions into new activities.
It is unprecedented...never been that many people doing something on
the side.
    a) Wages have not stayed in line with inflation...
       need $300-800 more a month.
    b) 58 million people doing something extra
3) Possible changes: 1st order bonus: 15% to 25% is where they see
a change. Subsequent orders: some further $$ to keep them on.
4) Accelerate the process to make sure the new Customers get the
Most Amazing Experience...
1st order inserts different, emails, follow up, phone calls...
To insure they all feel *really special* as they enter into our
"ecosystem"

c. Also speed up payment process...for Associates and credits for Customers
    Sell by Thursday and paid by following Friday

d. Create an opportunity for Customers to attract other customers (1 level affiliate
Program). People can build a team as a customer and then convert to an Associate if they
choose.
1) today "Influence of Online marketing"
Expose people in masses
100,000 in your FB Customer Group
Then, when do Cyber Monday, $3 mill in one day
2) We can reward them with "points"...use as bank, use to buy, use ....
Historically, we created a "fictitious associate" in past...so they never
came in to be an Associate.
Most did not convert, and we frustrated them by talking to them about
things they are not interested in.
3) Our reality today: the percentage of people who actually recruit is
much smaller.
Eric Worre:
90% of people who join MLM will sponsor 2 or less

70% sponsor 0
20% sponsor 1-2
2% of the people recruit 70% of the business builders
"***Let's not promise what doesn't work.***"
We can Promise that you will have an awesome experience on our products.
4) Once have exhibited ability to bring others in, they are closer to being an Associate...so "why don't you trade those points to be dollars?"
Start by going after those who would love to take our products!
5) Another issue: FTC takes a really tough look at "people inside the system"
They want to see greater volume from Customers versus Associates
For us, 28% comes from customers because they came in as Associates. We labeled them wrong...
Give these people ability to pay for products by finding other customers.
1 level affiliate program that will bring you lots of volume
People want to make $3-800 without changing their lifestyle
58 million in GIG after 10 years
5 million after 100 years in MLM
    and only 1 million are active
"***SO we NEED TO MOVE!!***"

e. Al: our commitment to create the right stories
Al, Stan and Landen going to Costa Rica in next weeks
Ambrotose with a premium story will sell!!
We don't want cheapest as we are not a commodity!
We are a premium product company! Need a great story but not one of sickness!

3. 2 Tools that will be critical for our business:
   A. Mannatech+ App
We have brought resources on board and staff to make us "Mobile first"
It takes trial and error and we have been too slow!
So, lots of changes. 1 already: all kinds of notifications will be sent on the App. The world rotates around the Smart Phone..."We will become App Centric." "I need you to trust us one more time"
All our communication will come in the App... Text or App
Everyday: wake up and look at the APP, this will be your routine.
"This is going to be everything to everyone."
"Everything will be happening here...buy, sign up people, training, personal development, pathways...different things for different people..."
    App is like offline
    Then the online system
   B. Online Selling System

Al**:** "***Have never found one single method of doing business online that he liked and now found it!***"

      a. WE are late to the game...ATM...Merri-jo and Luciano "I already have this"
      "How to Use FB Groups"
      ATM: Add, Tag and then interact by Message
            (80% of the people are using this system at Eric Worre's event)
      b. We need the Premium Story...
      Dr. Nugent to have product education videos to speed up the education.
      This is the insight on where we are going.
      Don't believe me just watch us...
      "If I don't deliver, then you need to find someone else."

4. "What will set you up for best decade?" Burst of activity, look at Al's FB page
      a. 20 in 30...Eric Worre, bring in as many people as you can in a short period of time!
      We need new blood in our business
      b. Achievers for 1 per month...this concept of 1 a month to create a new habit but it is a recipe for disaster in our industry.
      Need to bring NEW people in in batches.
      Need an injection of NEW people
      More exposures...20 in 30!
      b. Go to Al's FB on his broadcast or Eric Worre 1 hour 15 minutes
            Your business is going backwards if 1 a month
            take 5-6 new every month
            New People!
            Bring in batches of people together...set mindset
            Success loves speed
            Make yourself a 30-day commitment.
            Al says they need to recognize that commitment.
            New ways to recognize this speed and momentum.
      "***You can go and join Eric or just be part of a community here if you are committed to 20 in 30!***" Mannatech will run its own "20 in 30" Program.

"***I want this to be better for you so it will be better for us. Our best days are ahead for us.***"
"***Year of acceleration and customer obsession.***"
      Al Bala, CEO