

Mannatech:
The "Apple" of Network Marketing
Monday Call, February 13, 2012

- Last day to register for Merri-jo's program "Real Switch... Navig8 your way to success" Check out this video for more info <http://youtu.be/mqmoV1U5V-Q> and to register go to www.mannatrain.net/RSSNAVIGTOSUCCESS.pdf
 - Mannafest 2012... An event you do not want to miss – April 12-14.
 - Attention all Women: Women of Worth (W.O.W.) calls – Wednesday at 9 Pm CST – Merri-jo will be speaking . Toll Free: 888-205-5513 or Direct Dial: 719-955-0562, Participant code is 116385
 - Sam Caster will be speaking on Feb 21 at Tuesday Night Live at 7:30 PM CST at Mannatech Corp Offices or www.mannatechlive.com. Start preparing to get people to the meeting or in your home to watch it.
1. Start up: In the beginning
 - a. Steve Wozniak and Steve Jobs, college dropouts who founded Apple Computer in 1976, are credited with inventing the first computer for home use. Working out of a garage, they spent six months developing the prototype (initial model) for Apple I.
 - b. Sam Caster was asked by Bill Fioretti to market the first wild Mexican Yam to be taken orally (Plus) in 1994. Then, the company (Bill McAnalley) developed the first complete glyconutrient product the world had ever seen (Ambrotose).
 - c. Breakthroughs of these magnitudes just do not happen everyday.
 - d. Brilliant minds with "change the world" perspectives.
 2. Downturn
 - a. Steve was "booted"
Sam was sidelined with Texas AG and Wayne Badovinus
 - b. Products became off line versus mainline
Apple started making lots of products with no precision/excellence.
Mannatech focused on Osolean and started putting their glyconutrient and Phytomatrix products as second fiddle.
 - c. Both companies started financially suffering...close to hitting the skids
 - d. Customer attention was waning; reputation in the market place was also losing its luster.
 3. The Resurgence
 - a. Apple brought back Steve Jobs
Refocused the company on
 - 1) specific products, eliminating miscellaneous lines
 - 2) precision in manufacturing

- 3) precision in breaking out new products (secretive, creative)
- 4) customer service ranked #1
- 5) Product Red Program

Later, under Jobs, Apple signed to participate in [Product Red](#) program, producing red versions of devices to give profits from sales to charity.

Read more: <http://www.answers.com/topic/product-red#ixzz1m8oX89ap>

IPOD followed by iPhone followed by iPad. Apple now #1 company in US
 Company profits in Q4 of fiscal 2011: \$6 billion
 Company profits in Q1 of fiscal 2012: \$13.5 billion!

b. Mannatech brought back Sam Caster

Refocused the company on

- 1) Real Food Technology Ambrotose birthday, Phytomatrix "Real Switch Challenge"
- 2) Reward system for Associates revamped with
 - a) Shared Pools at each Leadership level except Regional
 - b) New 18 Month Business Plan
 - c) New Team Bonus and Power Bonus

New Program to "set us apart": ***Give For Real***

Mannatechers have become "Social Entrepreneurs"

We now are on our "iPhone" Resurgence!! Time to Plant and Harvest!

4. The Customer "Wow" Factor

a. Apple knows exactly how to enhance every customer's experience...it is what truly distinguishes them from all other competitors

- 1) Separate stores...personal treatment, availability
- 2) Packaging is right down to every detail...an incredible experience
- 3) Shopping experience: review the requirements to work at an Apple store
- 4) Perfection in the packaging and in the products
- 5) Exceed "reality" (Job's Reality Distortion Theory)
- 7) Superior people with like attention to details
- 8) Just today Apple took over Google as the #1 BRAND!

b. Mannatech: If we are to create the "Wow" Factor, what can you do?

1) Exceed expectations:

Upon sign up:

Weekly:

Monthly:

Invites:

New Products:

Or are we all about referrals? You get referrals from one thing: developing great relationships

- 2) Consumer Appreciation: acknowledgments
- 3) Personal Touch (Tracker on each customer with a Customer Update File on your computer...tracks all contacts/info)
- 4) Price should never be an issue...only need value
- 5) Meet their needs...sensitivity to the market/to them

NO MORE just talk to get referrals

c. Zappos...another company committed to "WOW" through service

What can we learn from them? They live by these values (including delivering "WOW" through service):

- 1) Embrace and drive change
- 2) Create fun and a little weirdness
- 3) Be adventurous, creative and open-minded
- 4) Pursue growth and learning
- 5) Build open honest relationships with communication
- 6) Build a positive team and family spirit
- 7) Do more with less
- 8) Be passionate and determined
- 9) Be humble

How does this look for Mannatechers? ***Develop a Customer Loyalty Program***

- 1) Growth and learning...monthly newsletters to keep your people growing; training calls, webinars
- 2) Building a team/family spirit by merely giving your team a name
- 3) Under promise and over deliver
- 4) Establish core values and communicate them to attract people who fit both as customers and business builders

What is your ***brand***? Establish and communicate it everywhere

- 5) Surprise and delight
- 6) Understand what your competitors are doing
- 7) Fix all problems...overcome any negative languaging
- 8) Make the customer be "right"