

Review of "The Presidential Summit" January 14, 2019

- Next TNL – Tuesday, January 22nd at 7:30 PM CT at Mannatech Corp offices and www.allaboutmannatech.com
- 2019 Tax Class is coming on January 19th... you can register on <https://www.mannatrain.net/tax.html>
- 2019 Planners...you can order now on <http://www.mannatrain.net/new-2019-planner.html> All orders have shipped.

From The Del Coronado Hotel, San Diego...Jan 9-12

Kicked off with a great piece on Wizard of Oz...actors and music involved. What is it all about? Don Partridge summarized later at the non-Chinese NA break out by saying:

recognition is huge (Wizard), acknowledge what you already have, validation, gave them permission so "you can go be courageous"

1. Al Bala

- a. Celebrating 25 Years...Mannafest 2015 will be **25th Anniversary Party!!**
Be there and bring at least 3-5-10+ people on your TEAM
- b. Word is like thunder and action is like lightening
- c. We are influencers: Today
 - 1) Belief in our Industry...Al
 - 2) Belief in Mannatech... Joel
 - 3) The TEAM, Industry NA TEAM...Sona and Landen
- d. We are going through most rapid rate of change in the world
What we are doing is so consistent with what is going on in the world:
Alibaba...\$30 billion in one day
We are websites for wellness...we have the relational world that Ali Baba doesn't
- e. Fortunes are made in times of transition
- f. Our Industry
 - 1) Global Wellness in \$3.7 trillion #1 segment of industry
Growing at 7.5% per annum
Tablets and Soft gels growing fastest
 - 2) Globalization
We're in a global village/Mannatech in 27 countries
Just need a few things to go right and we will be in 100 in next 3-5 years
China: we need everyone involved...Big market
- g. Social Selling
 - 1) 1st was Direct Sales...we have the relational piece
We need to make our mark in the social selling space...
We need to get in this faster!!
71% are influenced on SOCIAL MEDIA
90% are influenced by a friend (most trusted source)
 - 2) The rise of the microentrepreneur
Greatest migration of employment to entrepreneur we have ever seen in history

- 3) Millennials will soon be highest demographic.
- 63% of these millennials will do something on the side
- 50% of Gen Xer's
- 33% of Boomers

h. Creating multigenerational legacy

What we do is a viable alternative

g. LEADERS:

- 1) Independent
have space, think outside the box, problem solver,
- 2) Consistent
in effort
in attitude...**everyday!**
- 3) Create action
- 4) Big Vision
Don't get stuck in minutia
Don't let the small things trip you up
Keep your eyes on the horizon

2. MANNATECH VISION

a. Going to \$1 billion by 2020!!

b. **Offer "M Life"**

- 1) it is a lifestyle of experiences
traveling the world, doing the things ordinary people don't experience
- 2) being healthy
- 3) making an impact: create awesome experiences

c. Network marketing will be a \$1 trillion industry in the next 5 years.
paying out \$400 billion..."With us or without us"

3. Landon Frederick

a. 4 ways to grow network marketing company

- 1) more sales to existing base
- 2) get associates to sign up more customers
(linear growth)
- 3) Increase retention

4) Increase Associate recruitment and selling (exponential)

Example: 1000 associates recruit 1 new associate per month and the new associates do the same ...in 6 months, 64,000 new associates!

Mtech could be the largest MLM in US by building a culture of recruiting and retention...

b. **Turning customers into subscribers (auto-orders)**

- 1) We now live in the subscription economy...#shifthappens
a shift from products to relationships...a Global Phenomenon
changing how people think/buy...
Outcomes not ownership
Customization not generalization
Constant improvement not planned obsolescence
- 2) 2000...\$215 Bill spent on subscriptions
2015...\$420 Bill

- 3) 80% of customers are demanding new consumption models
- 4) Every industry is shifting
- 5) The best companies have shifted away from products...it is all about relationships

i.e. Gen Elec...from light bulbs to digital services

IBM from punch card tabulators to cognitive data services

Amazon, Google, Apple, Facebook, Salesforce all relationship-makers

Uber, Spotify, Box, AIRBNB...the new disrupters

It is a WAY OF THINKING.

This changes everything! Mannafest 2019: **BE THERE**

a) Mannatech to track identity: demographic, behavioral, financial.

b) Sticky experiences for a "sticky" business

Auto responders, total experience, etc.

c. Objective: North America reclaim their place as global leader within Mannatech

Strategy: Focus, fewer, clearer goals and Initiatives

Tactic: Simplify and Declutter

4. Strategic and Planning Council appointed

Enabnits, Luciano Fidalgo, Cary Fumerton, Merri-jo Hillaker, Steve Hines, Hanson Ma, Don McCormick, Satoe Nato, Don Partridge, Julia Zhu and Tony

5. Sona Van Der Hoop: simplify and declutter so we can all be better

Two clear initiatives: **Recruiting and Retention**

4 ways to increase sales in network marketing: recruiting and retention are the 2 critical

a. Recruiting:

1) Samples will be emphasized: "Try it you will like it"

2) LEARN RECRUTING FROM A LEGEND (full day at Mfest)

Richard Brooke did a taped piece for the Summit

MLM gives businesses geometric growth...all others linear

The right to recruit is inalienable...you can choose to or not to.

It is the size of the sales force that determines the size and impact of the business.

Getting customers helps get people healthier...and produces linear income

Getting a team helps people get healthier physically and financially

"The 5% that are building teams are sharing over \$50 Billion a year in income"

3) Achievers Club: Recruit at least 1 Associate per month on auto order

4) Skinny Pants Promo

5) New Product bundles

6) Armed and Dangerous

New Sizzle video, recruiting video and scripts coming out

7) You've How many likes? Social media explosion

More information and tips and training on social media

8) Need another bathing suit? Another Incentive coming!

b. Retention:

1) Improved customer service

2) "Catch 'em while you can"

better computer analysis of those on products, if they drop off, auto orders; study buying patterns

follow up, using technology to maximize retention

3) Renewal Fees: Start NOW: Only \$24.95 with \$25 of loyalty points...so Free

4) "Stand Out in the Crowd"

Top Associate is now awarded \$1,000 per business period BONUS

5) Don't sell yourself short

massive products available

6) Mannafest 2019: BE THERE!!

Show upto Rank up! Register Today!!

Commit to bringing a TEAM

c. NOW WHAT?

Decide To get to your "**true north:**"

Stay focused, Build a tribe, Set the vision, Execute

FOCUS FOCUS FOCUS

Success is not accident, it is deliberate.

6. Joel Bickman

227 members of million dollar club

137 million meals to M5M

a. Exclusive partnerships to be made...first is already established

industry first, third party validation

every time these famous people intro to famous people it will be shared with you

2 dozen opportunities to share this with your prospects.

b. Brand New TruShape

New and improved

Gentle on your stomach

Even more powerful results

Everything the old product had but some new ingredients

Healthy digestion and util. of carbs

Supports healthy blood glucose levels

may help support healthy blood lipid levels

supports a healthy cardiovascular system

Next month it comes out...

c. Bring Glyconutrition to the world

Bringing it out of the closet

Fitness, antiaging, immune, etc.

1) How will we do this? Help increase awareness

Scholarship

Shareable content

Creative tools

Customized training

master level stuff with him

Doubling down on clinical trial studies...not real soon

Glycan Symposia...not on Mannatech, on Glyconutrition

Did their first one in mainland China

"Glyconutrition needs to become a household world"

d. Glyconutrition "Simpler"

competitively priced at retail

targeted on a need or ingredient
react rapidly to market
more localized products

feature glyconutrition!

e. "Mannatech Essentials"

5 New Products coming out (including a matching "Prime 7" product for women!!)

For each Product:

1. Who do I know that needs a (make your list)
2. Select your preferred tool all simplified
website, video, or digital tool
spending time and energy on very few tools very powerful
simple website

3. Use the specific script they produce to introduce and follow up

Ask for the order and train your downline...

7. Sarah Bowen

a. Strength finder...belief is in her top 5

Mannatech has given you that purpose

We believe in our products, etc.

2018:

20 million servings in 2018

8 mill meals in Kids around the world

in 3 years, 59 million servings!!

137 million servings since flag planted years ago.

So, talking about impact...wow! Other companies much, much larger have less impact

b. We need a comparative chart as she discussed

Scott Hughes of Charity Water

he believes in transparency

he built his on transparency

his goal was radical generosity

She receives calls from people in other MLM's and they can't figure how to get "buy ins"...

c. GOALS 2019

Expand into more countries focusing on Asia

Establish deeper relationships with our partners

Increase communications with stakeholders through monthly newsletter

Adding more opportunities to participate: trips, incentives, packing parties

Enhance M5M Sponsorship Packages at Gala...Ticket info available soon...

7. **Mannafest 2019: April 3-6**

a. Keep showing up to rank up!

b. Show up to catch the feeling...success is a feeling...to feel you need to be there!

c. 25th anniversary...but only amazing if you are going to be there!

d. Synergy we create together...comes from showing up

We carry that energy across the group...we make it happen!

e. Register, Register one other,

How many are you committing to bring to Mfest??

