

"Straight Talk" by George Zalucki

Monday Call, February 20, 2012

- February 20th, Sam Caster at Tuesday Night Live at 7:30 PM CST at Mannatech Corp Offices or www.mannatechlive.com
- February 28th Navig In-home Workshop - Merri-jo Hillaker, Tuesday Night Live at 7:30 PM at Mannatech Corp Offices or www.mannatechlive.com

George: His book is all about ideas that are clearly proven. "It is up to you to master the lessons and put them to work." It is simply whether or not you are committed: "Commitment is doing the thing you said you would do long after the mood you said it in has left you!"

1. ***The Basics*** of Network Marketing for beginners
 - a. Understanding the power of multiplication is the key to understanding your Network Marketing business and its potential.
Do you want 100% of income from your efforts or 10% of 1000 people?
 - b. People who earn BIG Incomes in this business learn how to sell products, but they also learned how to encourage and motivate others. Sponsoring Business Builders is key...it creates the power of compounding.
 - c. People move for their own reasons...not yours.
 - d. "Rich Dad, Poor Dad" The 5% on right side of Quadrants generate wealth through a SYSTEM. (Navig8 is ours today)
 - e. You are not going to accomplish big things without working on you first. Are you working on **you** every day? How and what is your commitment?
 - f. "You will not fail in your business because you lack ability. If you fail it will be because you failed to take responsibility for your own success."
 - g. Selling is something we are all doing every day of our lives. "Salesmanship is inextricably tied to your survival instincts."
 - h. Responding to Objections: About 65% of the first stated objections are not the true ones.
All objections typically fall into 1 of 5 categories:
 - 1) Don't need the product: you have not done a good enough job in creating the value and the benefits of the product. Work on presentation.
 - 2) Object to the product itself: typically comparing it to something else. Find out the features they like and take the opportunity to show how your product outperforms.
 - 3) Object to the price: Price means failed on value. Also, typically the objection on price merely reflects the salesman's (your) own attitude about price.
 - 4) Object to buying now: simply ask "Ms. Prospect, what information have I failed to give you in order to make a decision?"
 - 5) Not interested: Usually CATCH ALL OBJECTION. To counter, say I know how you feel, most of my customers said the same thing until they found...(and go into your presentation). If

they still say not interested, then ask one more time, "I don't understand, please excuse me, but what exactly are you not interested in?"

- i. Fear of rejection: "If you fear rejection, you are already rejected in your own experience of yourself.
- j. The reason most people are poor recruiters is because they tell the wrong stories.
 - 1) Statistics on home based businesses (*Page 6*)
 - 2) If you don't identify the situation people are trying to leave behind or improve, how can you expect to get their sincere attention to your opportunity?
 - 3) Best recruiters
 - 4) Two essential principles to be a good recruiter:
 - a) Tentative is NO POWER. If you are still wondering if your business will work for you, you cannot become a good recruiter.
 - b) All of selling is reduced to a personal conviction and confidence being passed from you to a prospective buyer.
- k. Critical to emphasize the following in recruiting for business partners:
 - 1) Joining a solid company
 - 2) Solid support
 - 3) Flexible Hours
 - 4) Being your own boss
 - 5) Quality Training Provided
 - 6) Exciting travel
 - 7) Increased freedom
 - 8) Unlimited income potential
 - 9) Legal tax advantages of Business Ownership
 - 10) A proven business concept
 - 11) Ability to Pass business to children

"Remember when the prospect is listening to the opportunity, they are listening for only three things:

1. Can I trust this person telling the story and the story itself?
 2. Is this for me?
 3. Can I see myself successful if I join?"
- l. Finding Business partners

"When you find a person's reason for doing, you have found the key to his will."
 - m. Keys to being a great sponsor
 - 1) Knowledgeable
 - 2) Patient
 - 3) Consistent
 - 4) Keen Observer
 - 5) Excellent Listener
 - 6) Trustworthy
 - 7) Firm but Caring Demeanor
 - 8) Direct Communicator
 - 9) Sets Performance Expectations
 - 10) Stimulate Action
 - 11) Demand Accountability

- 12) Positive thinker
- 13) Integrity
- 14) Intense desire to achieve
- 15) Charisma
- 16) Persistent
- 17) Courage
- n. He also lists 10 things to avoid (*Page 7*)
- o. And essentials to your SUCCESS:
 - 1) A red hot desire to succeed
 - 2) Humility to be Coached
 - 3) An unwavering commitment to necessary action
 - 4) Persistence
- p. And this is failure in Network marketing:
 - 1) Poor preparation
 - 2) Lack of practice and improvement on presenting skills
 - 3) A small or non-existent contact list
 - 4) Irregular involvement at weekly meetings, leadership, information and inspirational calls
 - 5) Seldom use upline for 3 way calls
 - 6) Has a "once in a while" inconsistent work ethic
 - 7) Never attend company conventions
 - 8) Strong tendency to look at the negatives to take focus away from their own lack of performance
 - 9) Lack passion and commitment to reach the top
- q. Listening-the most important skill to master for Super Star Team building
 - Don't miss a single word out of prospect's mouth
 - Lean into the person you are listening to
 - Maintain attentive eye contact
 - Ask questions when appropriate
 - Don't interrupt
 - End with sincere appreciation for their time and attention
 - In coaching, listening is MOST IMPORTANT.
- r. Telephone and meeting etiquette is critical.
- s. There are really only 12 Steps to Success in your Network Marketing Business
 - 1) Learn about your company. Love the products. Believe in both.
 - 2) Set some very specific Goals and outline activity schedules to reach them
 - 3) Work your business at least 15 to 20 hours per week
 - 4) Have a minimum of 3 sponsoring appointments each week
 - 5) Hold a weekly meeting in your home and one in someone else's
 - 6) Train and motivate your group
 - 7) Have adequate promotional material to supply your group
 - 8) Take responsibility for maintaining your own positive mental attitude
 - 9) Be willing to lead by example
 - 10) Do what is expected of all great leaders: keep on in the face of all adversity
 - 11) Be honest in all of your business dealings
 - 12) Love yourself, Your representatives, and your business

2. Some Important Psychological Insights (Critical in understanding people)
 - a. "Change is a result of changing the filters."
 - b. "If you think you can or you can not, you will prove yourself right?"
 - c. "We all create our own destiny by the thoughts of our minds. We can, therefore, create a new and better destiny by better thinking which will lead to better choices, and thereby create better results."
 - d. "Every choice has a consequence or outcome; and every choice was preceded by a thought of what to choose. Therefore choose your thoughts with great care because they are directing the entire course of your life!"
 - e. "If you expect to achieve results in business that you never in your past accomplished, then you must expect to employ yourself at a level never before attempted."
 - f. The Scale (*Page 8*)
 - g. "Without failure there can be no success." The difference between those who have and those who don't is those who did versus those who did not.
 - h. The most significant battles you will fight are those of the mind. "So go forth with undaunted enthusiasm and determination knowing that you shall, in the end, be victorious."
 - i. "In the final analysis, success will prove to be a matter of hanging on, after others have let go."
 - j. "If you can master your emotional responses, you can master this business."
 - k. "I promise you that you will never regret traveling through life with personal integrity at the helm."
 - l. Affirmation on (*Page 9*)
 - m. Being an Effective Leader (*Page 10*)
 - n. "If you are not committed to preparation you are committed to failure."
 - o. "Managing your time is managing your life." 10 steps for time management (*Page 11*)
 - p. Performance Points: Simply commit to 10 points per day for 30 days

| HLA | Pts |
|----------------------------------|-----|
| Sell a product/consumer assoc | 3 |
| Sponsor a new Business Builder | 5 |
| Make a recruiting appt | 4 |
| Present the Business Opportunity | 3 |
| Conduct a mtg in your home | 7 |
| Attend a mtg | 3 |
| Bring a guest to Bus. Mtg | 3 |
| Conduct a mtg in another's home | 4 |
| Attend a National conference | 10 |

This will absolutely create momentum in your business.

3. Critical Insights for Success (Detailed Success Principles)
 - a. The 10 Commandments to Network Marketing (*Page 12*)
 - b. In growing your business, you need 4 things: Time, Consistent Effort, Mental Focus and A Never Quit Attitude
 - c. Take advantage of every opportunity every day!

- d. "Persistence is what transforms a person of ordinary ability into a person of extraordinary achievement."
 - e. The Champions Success Formula (*Page 13*)
4. Articles to Encourage You
- "Adversity is easier to endure than an unfulfilled dream."
- Why do people fail? 12 reasons...know them and rid them from your lives!
- (*Page 14*)
- Emerson: "It is impossible for a man to be cheated in life by anyone but himself."
- Thomas Carlyle: "The tragedy of life is not so much what men suffer, but rather what they miss."
- "To win you must stop wandering and make a firm decision to see it to the end this time."
5. Profile of a Champion: the Summary
- A discussion with George which covers a lot which should be rooted in the fiber of your being.
- Socrates tells us "The universe does not favor the timid."
- Jesus "Unless ye become like children, you will not inherit the kingdom."
- ...and much more.

PERSONAL INSIGHTS YOU HAVE GAINED:

- 1.
- 2
- 3.
- 4.
- 5.
- 6.
- 7.

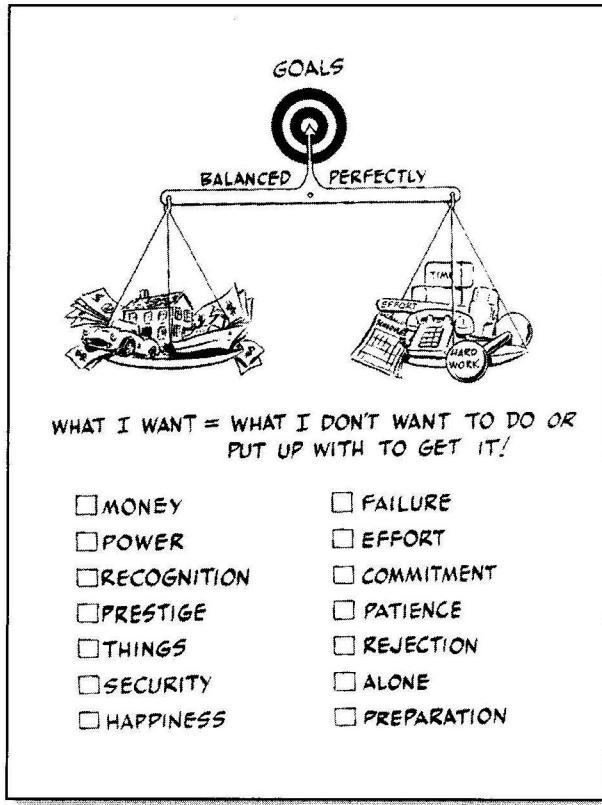
Major Reason Why People are Flocking to Home-Based Business

1. They are tired of the commute to work and the high cost of gas
2. They are tired of the stress associated with dealing with their boss
3. They are tired of the pressures of their job demands and the anxiety about keeping them are very draining on their mental attitudes
4. Their lack of job satisfaction
5. They get little or no recognition or appreciation
6. They desire more quality time for family and leisure activity
7. They finally recognize that financial freedom will never be provided by their jobs.
8. They experience high levels of dissatisfaction and frustration about where they are in life
9. They are tired of ongoing accumulation of personal debt
10. They have come to a point where that feel they must change the direction of their careers and bet on themselves
11. They are attracted to the low financial investment needed to start-up and operate an in-home business
12. They have a recognized need to experience new excitement and hope for a better future
13. They are fed up with needing two incomes to survive
14. They see the clock moving forward while their standard of living stands still or goes backwards.
15. They become educated about the legal tax deductions available to the SERIOUS home-based business entrepreneurs (check on these with your tax experts).

10 Things a Leader Avoids

1. Avoid “The Big Ego” syndrome – Having to be the Biggest Dog Attitude
2. Avoid egocentric emphasis in your language
3. Avoid thinking you have to accomplish your business alone
4. Avoid thinking you title places you as superior to others in your group
5. Avoid being “bossy” with others in your group
6. Avoid thinking you know more than others in your group
7. Avoid having to be the center of attention and always shining the spotlight on yourself.
8. Avoid needing Stage Domination
9. Avoid being enrolled in negative conversation with their downline members
10. Avoid losing belief and focus when having to deal with business problems or change.

The Scale



Insight:

These two will always be in balance. The more I want, the more I must endure what I do not want to include. An unfortunate observation—most people would rather endure the hardships associated with having little money than the hardships associated with having lots of money. To the mind, they require the same energy. Once again, the balance is perfect. What people want is on one side and what they do not want to do or put up with is on the other. We can show people our business and tell them the simplicity of it, but they do need to understand what they are facing. If they can include this reality, they can expect eventual success!

Affirmation:

I accept fully the responsibilities for my own thoughts about myself. I accept that I must open myself to new experiences if I am to develop as a person. I forgive everyone (parents, friends, and teachers) who ever told me I couldn't do it.

I accept myself as a person of great, untapped potential; forever capable of growing and expanding in service to others and myself. I accept the responsibility to become all that I am capable of becoming. I am committed to being "Awake" and "Alive" from this day forward.

Insight:

"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 frightens us most. Your playing small does not serve the world." Marianne Williamson

To Be An Effective Leader

1. You must be totally committed to your company and your product.
2. You must accurately define your goals. Your people must define and believe they can attain their own goals
3. You must provide a practical and definite Plan of Action that has exacting functions to be preformed daily, weekly, and monthly.
4. You must monitor your progress and meet regularly with your people to discuss options, make necessary adjustments and modifications and to praise and motivate them for what they've done to date.
5. You must to be willing to do, on a consistent basis, more than anyone else in your organization.
6. You must love your people, even if you do not like the things they are doing or failing to do!

10 Steps to Time Management

1. Analyze how you use your time now
2. Decide what the best use of your time is
3. Organize your time
4. Control time wasters
5. Use time savers
6. Establish priorities
7. Don't major in the minor things
8. Learn the value of saying "no"
9. Learn to make decisions
10. DO IT NOW

The 10 Commandments of Becoming Successful in Network Marketing

1. Thou shalt not expect others to do what you are no longer doing to expand your business
2. Thou shalt not buy into or linger with other people's negative comments or attitudes
3. Thou shalt not dwell on the past nor continue to linger with thoughts of what should have happened, but did not happen
4. Thou shalt not get frustrated or angry when people do not do what they say they are going to do. Many don't.
5. Thou shalt not expect the company to never make mistakes because occasionally it will.
6. Thou shalt face each problem you or your distributors encounter as a leader and demonstrate a calming influence to your group and not spearhead hostile and accusatory complaining.
7. Thou shalt continue to sponsor new first level representatives as an example for your organization to follow.
8. Thou shalt continue to concentrate on those distributors in your group who are working hard and possess the correct attitudes for success.
9. Thou shalt set specific personal performance and income goals and then reach them.
10. Thou shalt reach the next pin level of your company's compensation plan by
_____ (Date).

The Champion Success Formula

- **Intention** – What am I After?
- **Declaration** – I fully intent to get there!
- **Focus** – Mind alignment
- **Skill Development** – Identify Weakness
- **Action** – Employing the necessary attitudes and behaviors to win
- **Persistence** – The driving force behind success

12 Reason Why People Fail

1. They lack understanding of what success demands of them
2. They lack the motivation to learn what is required
3. They lack the necessary self-discipline
4. They constantly offer excuses and rationalizations to avoid the uncomfortable aspects of personal growth and change
5. They lack integrity with self and others
6. They seem committed to maintaining a poor self-image
7. They are strongly inclined toward negative thinking and attitudes
8. They lack self-responsibility
9. They lack the will to sustain their efforts when disappointments come their way
10. They have the habit of projecting their failures and shortcomings on others.
11. They have a low tolerance for emotional, physical or financial discomfort.
12. When exposed to the wisdom, instructions and attitudes of the winners in life, they choose instead the influences and thought patterns of the masses who are stuck in lives of quiet desperation devoid of dreams