

PERSONALITY/COMMUNICATION STYLE QUADRANTS

Analysis for Mannatech Business

February 15, 2021

- Weekly Product and Business Meeting: 1st Saturday of month is live 10 AM CT. <https://zoom.us/j/215452258> or www.allaboutmannatech.com: the others are prerecorded links that are text to you by 10 AM CT on Saturdays.
- Next TNL, February 23rd at 7:30 Pm CT www.allaboutmannatech.com
- This week's "Product Focus:" Catalyst
- Are you on your way to Hawaii with us??? Link to chart: <https://drive.google.com/file/d/1e8igQYKtIQjlz56HdmRIHrr3YTIWis1s/view?usp=sharing>
- Special Complementary 3 part master class on "Mastery of Clarity to Maximize Results" with Patrick Dean and Merri-jo Hillaker <https://www.gmma360.com/clarity>

Another source: www.cenaynailer.com/marketing-to-the-four-personality-types

How to work with people in the different quadrants for my Mannatech business:
Why do we do this? Because if you become effective in meeting people **where they are**, using their communication style, you will gain their trust and confidence more quickly.

Controller:

You need to be: ie beingness

Be confident (they do not like wimpy people)

Keep relationship very professional

Never try to be "right" i.e. dominate the conversation

Recognize them for their ideas and where they are

In presenting the Mtech story:

They love Robert Kiyosaki...

stop exchanging time for money...time is money

let's earn through leverage

You are your own boss (in control)

Book "The New Professional" they would enjoy

Persistence pays off;

Reveal why Mannatech is #1: Glycobiology

Use the chart on #'s of articles in PubMed:

Keyword search for Glycoprotein on Pubmed

2010 22,884

2020 838,684

"My story...I found the product in 1996...before the science of

Glycobiology was being taught in med school

Incredible how it has taken off...but like everything in science,

slow to adopt...it takes 101 studies before adopted!

It was truly like finding a breakthrough...no more Shiny objects

But everyone knows ALOE...just not how it works! Now you do!

Analyst:You need to be:

Be very organized, detail oriented

If you do not know the exact answer, never make one up

Integrity is crucial

In presenting Mannatech story:

Comp plan down pat or materials to let them understand it "The Ultimate Gig Income Opportunity" document

Integrity of company: so many companies slammed by FTC...NOT Mannatech

Financials of the company, ranking with Forbes and Business Week
100% money back guarantee...for 6 months so NO ONE has a worry about getting started;

Less than 1% per year for over 10+ years have asked for a refund!

Promoter:You need to be:

Be relaxed and joyful

Make the time fun

Give them center stage

Talk about creative stuff, dreams, ideas

Be entertaining

In presenting Mannatech story:

Talk about fun projects

Mannafest conventions/quarterly now with Covid

All the Support calls weekly by many Presidentials

ATM and FB and Social Media shares and E-Merge, and...just use your imagination

The incentives and how wild and crazy they are...right now heading to all expenses paid to Oahu!

Love Residual Income....produces time freedom!

Supporter:You need to be:

Be a great listener...

Show interest in their interests

Take them out of a formal atmosphere (like walk in the park, the beach, small quaint restaurant)

Very informal

In presenting the Mannatech story:

Talk about teams and support calls and unity

M5M...Sarah Bowen, give them site...

Loving other people and hearts of contribution

Incredible relationships we build...25+ years (whatever for you)

Loyalty to each other; crossline support...we are all in this together with incredible fun

Understanding Personality Quadrants - Worksheet

1. How do we Recognize the Quadrant another person falls into knowing that MOST have percentages of other quadrants as well?

a. Controller

b. Promoter

c. Supporter

d. Analyst

2. How do we best share Mannatech with them?

a. Controller

b. Promoter

c. Supporter

d. Analyst
