

Presentations: Prepare and Be Your Best

Monday, November 19, 2007

Mannafest: gotta be there! Set the standard and get people motivated!
New Skin care: Plan for January
Sample Thanksgiving Day Letter: Mine is attached
“I Can” status: Materials available by mid-December on Mannatrain.net
Incentive: 6 weeks left let's get after it!

How To Develop the Most Effective Presentation:

1. Make an Outline

The audience needs a step by step approach so they can follow
Logic is important or they will lose you and your message
First and Last: people tend to always remember the first and last
things covered so make sure they are TERRIFIC
(I use stories...we are emotional beings and love stories)
The outline is so you do not get lost either!

2. Practice, Practice, and Practice

For a lot of prospects, this is their first introduction to Mannatech
What do we know about first impressions?
You are in charge of their first step in Mannatech so be responsible!
I suggest the content almost be memorized, at least the first time
around. Unless you are an extemporaneous speaker, you need it
totally down.
Invite some associates over and present to them before you go to a
group of prospects. Get feedback from other professional speakers.

3. Videotape Yourself

Your practice will help on content, but your videotape will help with
your idiosyncrasies!
What habits do you have when you speak? get nervous?
Here is a list of possibilities...

stutter

hands in action...what do you do with them?

posture...do you stand straight?

movement...walk too much? too stiff?

voice inflection...any? too much? too many questions?

repetitive words or hesitations...are you using “ahs” a lot?

4. Sourcing for All Your Material

Credibility is a must...if you lose that, you lose everything

References for all material

Statistics are good, but they are nothing without accurate references

“But I heard Ray Robbins use that in his speech” Be extremely careful when you pick up items from others’ presentations.

Accuracy in the stories: no hype, no exaggeration...none of it is necessary when you have Ambrotose and Mannatech to work with!

5. Variety

Always use visual aids as well as your auditory presentation

How do you know whether they are auditory or visual?

Do not prejudge an audience

Selection of Material for visual is key:

People will assume this is the best you have so do not settle for second best

Suggestions:

product display

Scientific support: is Physicians Desk Reference better than Science Magazine? and why or why not? Judgment here is important...know the Why behind using materials

Remember, these people may have seen others in networking...so using Paul Zane Pilzer or Robert Kiyosaki is something others have duplicated in tons of other networking companies.

Make it duplicable: if you only use powerpoint, impressive BUT who in your downline is going to duplicate this?

6. Visualize Your Results

Critical: before you start, visualize your results

20 sign ups, everyone understands glyconutrients, whatever your goal is...VISUALIZE IT

7. Know Your Audience

Get to know them by making eye contact; know all the way through are they getting it? Have I lost them? How to bring them back...get them involved; ask questions; add some comedy; BE AWARE
Klemmer comes in big here for one on ones especially!

8. The Seven Deadly Sins:

a. Too Much Detail

This is not to be a training session, seminar or workshop

Sole purpose: To create awareness and excitement;

b. Too Much Hype

We are not “the next Microsoft”

Make everything you say believable

c. Not Enough Passion

What programs are running your life?

A lot of people care more about what they look like, being cool on the platform, than sponsoring people in their organizations

Enthusiasm is contagious

How to express your passion: through your voice, body language, and the words you use.

Selling by attraction: do you know how many people are trying to find others with passion, leaders with passion so they can jump on the bandwagon?

Show your passion, your belief and your conviction both in the opportunity and in yourself!

d. Being Boring

You can be enthusiastic and still be boring...

What is your focus? boring details and features INSTEAD OF ADDRESSING THE BENEFITS

Help your prospects dream again...bring back their childhood spirit

Paint a beautiful picture of what their life could be like if they are successful in your business.

e. Sameness

“The enemy of the speaker is sameness”

same facial expression, same voice, same body language

Sameness puts an audience in a coma.

f. Winging It

This will cost you a fortune. Be prepared.

Memorize so you know your speech word for word.

g. Delivering Straight Content

Content tells, stories sell!!

People are emotional creatures and respond best to story based information. Conducting an opp meeting is not the same as delivering a high school book report.

International Nutracom, Inc.
Merri-jo Hillaker, CEO
1802 Palace Drive
Grand Prairie, Texas 75050
(972) 660-9006

November 21, 2005

Dear :

I just wanted to send you a letter wishing you a terrific Thanksgiving. This time of year is always one of my favorite for it is truly a time for us to show our heart of gratitude for all we have. We have a strong tendency to just go through our daily lives and fail to “stop and smell the roses.” Sometimes it is because the roses are not very aromatic, but I believe it is more so the fact that we take for granted how wonderful our lives really are.

For me, I have so very much to be thankful for. I have incredible health that the Lord has bestowed upon me. I acknowledge that health takes personal responsibility and my commitment to exercise, eating a good diet full of organic foods, as well as taking terrific glyconutrient supplements all contribute. The fact that I am now 51 with no aches or pains, no drugs in my regimen and no signs of menopause is a true testimonial that committed action pays off!

I also feel so blessed for my family, my friends, and my opportunity to now pursue my mission with my brand new foundation, Changing Environments, which is totally funded by my Mannatech residual income. This foundation’s mission statement is “To restore broken families.” We are working on providing free coaching services to families in order to restore their spiritual life, financial life and provide instructional services as to proper nutrition and self development. It is so exciting and I am so thankful for such an incredible opportunity to touch thousands of lives in significant ways. I am hoping that someday you may contribute either your time or your talents to this foundation as we open clinics around the United States.

Finally, I am so incredibly thankful for the heart and souls of the leadership at Mannatech who’s Godliness has driven them to support the efforts in Africa to solve their horrific problem with AIDS. I am enclosing a press release from last week and hope you take the time to read it. It will surely touch your heart as it did mine.

With love and thanks, and thank you for allowing me to be in your life!

Merri-jo Hillaker

Merri-jo Hillaker
1802 Palace Drive
Grand Prairie, Texas 75050
(972) 660-9006

November 19, 2007

Dear :

I just wanted to send you a letter wishing you and your family and friends a terrific Thanksgiving! This time of year is always one of my favorite for it is truly a time for us to show our heart of gratitude for our blessings. We have a strong tendency to just go through our busy lives and fail to “stop and smell the roses.” Sometimes it is because the roses are not very aromatic, but I believe it is more so the fact that we tend to focus on the things not working instead of the greatness of what we have.

For me, I have so very much to be thankful for. People like you in my life are such a blessing. I also have incredible health that the Lord has bestowed upon me. I acknowledge that health takes personal responsibility and my commitment to exercise, eating a good diet full of organic foods, as well as taking terrific glyconutrient supplements all contribute. The fact that I am now 53 with no aches or pains, no drugs in my regimen and no signs of menopause is a true testimonial that committed action pays off!

I also feel so blessed for my foundation and the impact it had on me this year. Through my working with families with severe financial needs, I felt the Lord pushing me to develop a program to support “we the people” in regaining hope and belief in “the American Dream.” Over the past six months this has led me to develop a program called “I Can” to build residual income of at least \$2-6000 per month for anyone who wants to make a 12 month commitment of 6-10 hours per week. The response has been outstanding, and I am ecstatic to provide a simple vehicle for every family in this country to truly tackle their preventive health needs as well as building financial security. Just another way of touching lives and making a difference!

Thanks for being in my life and supporting me as a friend. If you have any interest in the “I Can” program, let me know. I only add one new person a month so let me know soon.

Again, Have a Great Thanksgiving!

God Bless,

Merri-jo Hillaker