

Reactivation: Now's the Time!

Monday, February 8, 2010

- Mannafest: Are you on track? How many in your organization?
- Incentive: Understand What to be doing NOW to win
- Book of the Month for February: "The Soul of Money" Lynn Twist
- Essential Source™ Omega 3 Promotion
- Direct Selling News Article "MannaFest Destiny"

Guests: Presidential Directors Paula Underwood, Gary Hilt, Lloyd and Shelene Van Wyk

1. Reactivation is a Must in Network Marketing
 - a. An annual activity to pick up lost associates
 - b. Win the incentives with points
2. Paula Underwood
 - a. Her current approach
 - b. Letter she uses (see attached)
 - What are the items of excitement?
 - What do you do with people you don't even know?
 - c. Results she is getting
3. Gary Hilt
 - a. What is most important to understand
 - b. How to build Belief...tools used, other
 - c. What are his results
4. Lloyd and Shelene Van Wyk
 - a. The incentive is NOW
 - b. Use what you know will work with the specific individual
 - c. What are their results
5. Merri-jo Hillaker
 - a. Make a Plan...10 per day for how ever many days
 - b. Importance of verbal communication...get personal
Use Natural Selling techniques
 - c. Scripts can be used
 - d. Always bring them up to date with new products
 - e. The 6 month money back guarantee is very important
Commit to a new relationship of support

Make Mannatech your source for supplements

Happy New Year to you! Thank you for your purchase of Mannatech products in the past. I want to share a new product with you: PhytoBurst Nutrition Chews, another breakthrough product in **Mannatech's Real Food Technology Solutions!** See the enclosed information sheet, for details, and enjoy the samples enclosed. PhytoBurst chews may be the most nutritious food you put in your mouth today! Just 2 chews contain all the nutrients listed on the flyer!



Essential Source Omega 3 was introduced in September, and provides an ultra-pure source of omega-3 fatty acids:

- Over 1000 mg EPA/DHA
- Two-step molecular distillation removes harmful contaminants
- Pleasant lemon flavor—helps prevent “fishy reflux”
- All at a great value! \$28.25 Associate price for 60 capsules



Items of interest:

- **Co CEO's named!** We are very excited about the new co-CEOs at Mannatech. Dr. Rob Sinnott, who has been Chief Science Officer is dedicated to product excellence and the mission of Mannatech. He will be serving along side Steve Fenstemacher, who has been Chief Financial Officer for many years, and has a proven track record of excellence in the area of management of Mannatech finances. These two gentlemen will work together to take Mannatech to a new level while preserving our unique culture and mission!
- In September, we launched operations in **4 new European countries:** Austria, Norway, Sweden and the Netherlands. We now have operations in 15 countries outside the USA!
- **Mannatech's Wealth Optimizer** software is our new and exciting tool to help you quickly pay off debts and help you increase your net worth. This online program provides you with a customized plan to manage and schedule your financial activities to maximize your net worth.
- **Expense Tracker** is included with Wealth Optimizer, and helps you create a budget and spending plan that is right for you. Visit Mannatech.com to learn more.
- Core products now **NSF certified**. NSF International is a not-for-profit public health certification organization that ensures a product's label reflects the contents of the supplement, that all ingredients are openly disclosed on the label and the product's purity is acceptable
- Lose fat the healthy way with **OsoLean** powder. Call Paula to create your Wellness Plan today. For more information on OsoLean, go to www.mannatechosolean.com. (See Paula's success story!)
- Remember, Mannatech now offers a **6-month satisfaction guarantee** on all products!

Mannatech continues to bring innovative, **effective** technologies that come from real food. Please contact me to get back on track with Real Food Technology Solutions from Mannatech, or visit www.mannatech.com and log in to your account. If you need your account number, just contact me.



July 2008: Consumer Reactivation Program Script for First Call

We all recognize that over the past year a lot has transpired in Mannatech. We have all experienced the loss of some GPV, but more importantly, people who are dear to us who quit taking the products. Now is the time to get them back on track. With the advent of the new 6-Month, 100% Money Back Guarantee program, and the fact that it applies to ALL ASSOCIATES, new and old, what a great opportunity to get some of these non-current associates back on order! Also we now have more exciting facts to disclose:

1. The Company hired a new CEO with 40+ years management experience.
 2. The Company hired a new Intl Marketing Executive, Al Bala, with 20+ years experience, who plans on expanding into 20 new countries in the next 5 years.
 3. The Company won it's patent litigation and is now actively pursuing 35+ other "copy-cats" in the market place who equally violated the law.
 4. The Company has settled all shareholder litigation and securities litigation with no fault attached to the Company.
 5. The Texas AG suit is in its final stages, with a No Fault Consent decree forthcoming.
 6. The glyconutrient technology just received yet another accolade from the industry. NSF International, a 64 year old international company in consumer nutritional protection, just certified all four Ambrotose products for their quality and purity
 7. Tremendous new Public Relations program as evidenced by recent article on the 13+ Olympic athletes taking Mannatech supplements.
- You can use any or all of these in your conversations with the associates you contact.

Step 1: Prepare yourself before you start reactivation calls. Before you get started, take a few deep breaths, participate in a little exercise or motivational music, and read through these affirmations:

It is not about me; I am here to make a significant contribution in other people's lives.
I love people and respect their choices they make for their health and happiness.

This mission of supporting people to take back control of their health is critical for the future of our country and our world, because the current health care industry is not meeting our needs, is destroying the human body with toxic drugs, and is dying under the incredible weight of the costly yet ineffective services offered.

Thank you Lord for giving me such a significant role in this paradigm shift which truly honors you in honoring your creation, the human body.

Step 2: Get your list of those you have committed to call. Have Data Collection Forms nearby to use for each of those getting started again. Make notes on those who are not. This will allow you to carry forward that knowledge to any future reactivation programs you do.

Step 3: Here is the suggested script (of course, you can develop whatever you feel comfortable with as well). Come from the heart with a focus on the other person.

“Hello _____, this is Merri-jo Hillaker. Am I catching you at a good time? I am calling on behalf of _____ (enroller) who was involved in getting you started on the Mannatech nutritional products. Do you recall working with her (him)? I know in the past year, you were taking the Mannatech products but have not done so for awhile. Could I ask what caused you to stop?”

(Hear them out; do not make them wrong. The more they talk sometimes they talk themselves back into it)

You know, I understand what you are saying.

(If they quit because they did not see a difference: I feel there are a lot of people who just did not take the right products in the right quantities for the proper amount of time, which is why I am calling. You obviously saw the need before you started, and I am intent on supporting you to meet that need. I would enjoy the opportunity to work with you in a health consulting relationship for six months...no cost for the biweekly calls to track your progress and adjust the program where needed, and if at the end of six months, you are not totally satisfied with the results you achieve, then you get 100% of your money back for all the products you have consumed. You are at no financial risk. Does that seem fair to you?)

(If they quit because it cost too much: *I certainly can respect your decision especially with what is going on in our economy today. But you were dedicated to nutrition as a way to maintain or improve your health were you not? Let me ask you _____, if I could help you offset the cost of the Mannatech products would you consider getting started again?*

HOW?

We have a referral program that works extremely well in providing \$100 per month to cover the monthly cost. I start getting some referrals from you of people you know (family members, friends, and acquaintances) who might enjoy learning about glyconutrients and other cutting edge health technologies. I am estimating that it will take 3-4 months to get you the \$100 per month. If not, and you are no longer willing to continue on the products, I will get all your money back for the products you chose to take. Is that doable?

Thus, if there is any way I can support you to relook at that budget, or even consider working with me over the next few months to get your products for free, know that I am committed to make that happen. Can we get started?

(If they quit because of bad PR: *You know, the issue with the internet is the lack of honesty. Anyone can write anything. Also, we all know that when something is really terrific like Ambrotose, it is going to attract a tremendous amount of adversity. Mannatech has attracted plenty of that, clearly, but all of it is behind the company now and they are off to the races once again. We have new corporate officers at almost every position to drive this company to \$1 billion and it is so exciting. Would you like to review some press releases and new materials because I sure would not want you to make an uninformed decision?*

(If they quit because they started on another product: *So what made you decide to try something new? (Listen) I appreciate your commitment to finding health solutions with nutrition. That is admirable and truly the only way this country will get a handle on run away health costs. However, I would like to support you in getting restarted on the Ambrotose since it is an incredible breakthrough technology that no one has been le to duplicate. Did you feel you learned enough about the glyconutrients before you started taking them? (If not offer to send her more information or to a website.) So, _____, what would it take for me to get you back as a loyal customer? If I told you I would get you 100% of your money back after six months if you were not totally satisfied, would you start up again?*

Other language:

#: *Mannatech has a new policy based on the tremendous success so many have had, which allows you to get restarted on the products at NO FINANCIAL RISK. Let me show you how this will work for you:*

First, we review your and your family's health concerns.

Secondly, I set you up on a program to support you including if you would like diet/exercise advice because we all know that health is not only about supplements.

Thirdly, every two weeks we touch base to see how you are doing, and I will make further suggestions or get you in touch with people who can truly help you be satisfied with your results.

At the end of 6 months, you are not totally satisfied, Mannatech will refund you 100% of the money you have spent on their nutrients over the entire 24 weeks.

The only financial risk you have is that in six months you feel great! Do you have any questions?

Okay then let's get you started. I am going to need some information about your health concerns."

Everyone gets started as follows (unless you decide to give them more):

Restart: Auto order to ship immediately for:

1- Optimal Support Packets

Servings: Take 2 packets per day

Cost: Approximately \$110 for each 28 days.

Let's create some real excitement around this in Period 8 and get people back on track to wellness! Remember: When you focus on others and come from your heart, you can never say anything wrong!

Reactivation Program
Data Collection Form

Date of call: _____ Person contacted: _____

Tel. number: _____

Reason quit taking the products: _____

Health concerns: _____

Program to get back on track:

Adjustments over 6 months:

Ambrotose: _____

Plus: _____

Phytomatrix: _____

Optimal Support Packets: _____

Other: _____

Call day/time on a biweekly basis: _____

Diet advice given: Day 1:(Water, Low glycemic diet, etc...):

Exercise advice given: Day 1: Cardiovascular 30 minutes per day: _____

Resistance: _____

Did you share the 6 month guarantee program? _____ Did you fully explain it? _____

Do not forget to follow up with a letter outlining it and the requirements on saving bottles and receipts.

Billing info: _____

If you are going to re-sign them up, get the following information as well:

Social Security Number: _____

Current Address: _____

Email Address: _____

How to Run Cancelled Automatic Order List

1. Log into www.mannatech.com
2. Click on **SuccessTracker**
3. Click on **Early Warning**
4. Click on **Customize my report**
5. Fill in the following:
 - a. Step 1 - Account number
 - b. Step 2 - Cancellation Dates
6. Under Step 4 click on **Selected Columns** and click 2 times on **Select/Deselect All** and then click **Continue to Next Step**
7. The Click **Show Report**

New More Exciting News to Report in 2010

1. Independent 3rd party endorsement for all core products by NSF... a 60+ year old company that reviews nutritional supplements for their consistency, ingredients, representations, and overall purity.
2. The Company has settled all law suits including the Texas AG case which was settled without Mannatech ever accepting any wrongdoing.
3. In our entire history of 17 years, we have never had a product liability issue.
4. PhytoburstsTM Nutritional Chews our newest product which are food sourced vitamin, mineral and phytonutrient fruit chews are running out of stock all the time. Awesome delivery method of these Real Food Technology Solutions. Terrific for children who are not always keen on swallowing pills.
5. New management team of totally dedicated, humble and passionate officers, who truly are committed to bringing these critically missing nutrients represented in the Mannatech product line to everyone around the world, and doing it at the highest level of integrity and with scientific studies to support every technology. "Mannatech is a very different company today," Dr. Rob Sinnott, co-CEO.
6. Recently validated through double blind placebo studies the beneficial effects of Ambrotose[®] on the immune system, digestive tract and cognitive functioning.
7. Introduction in late 2009 of new product, Essential SourceTM Omega 3's, another critical nutrient essential for the human body that is missing from our 21st Century diet in the quantities necessary for human health. It is ultra pure in its double molecular distillation process to provide only the highest quality EPA and DHA (Omega 3's) to your diet.
8. Ambrotose[®] and the science of Glycobiology getting unprecedented attention today...Mannatech was first supplement company to introduce studies at the Intl Glycobiology Conference at the Jenner Institute in the Fall of 2009.
9. New movie out, *Extraordinary Measures*, about a family having 2 children with Pompe's disease, a genetic disorder. Harrison Ford is Dr. Bob Stonehill and he mentions "glycobiology" , its newest advances, and it is through these advances in the science of glycobiology that a cure for Pompe's is discovered.
10. The Company has won all patent infringement case to date (3) protecting the technology behind its flagship product Ambrotose[®], so remains the international leader in the glyconutrient field.