

# **Retention: A Major Key to our Business**

## **Monday, August 13, 2007 Call**

**Mannaquest**

**Mannafest**

**Incentive**

**Reactivation Program: Just Call 10**

### 1. Reasons Why People Quit:

Nearly 80% of all people who start a home based business quit in their first year

- a. Lack of Support
- b. Never set their goals (or set unrealistic goals and fall so short!)
- c. No true vision for themselves or their business
- d. Never develop a passion for the products
- e. Never make any money
- f. No sustainable educational program

### 2. Extrinsic motivation is not enough...it works for about a minute

- a. Extrinsic motivation occurs when you are motivated by outside things...three major motivations are Money, Recognition and Rewards
- b. Bryan Klemmer's concept about motivational means of changing behavior

### 3. Intrinsic Motivation is a Must for People to Hang Around for Lasting Wealth

- a) Intrinsic Motivation is when you are motivated by inner things like purpose, passion, and mission.
- b) Extrinsic motivators attract people; Intrinsic motivators make them stay.

### 4. Retention programs for consumers: equally important as business partners

- a) 4 step consumer follow up program
  - Letter of congrats upon sign up
  - Call in 5 days to acknowledge products came, get started
  - Call in 2 weeks to touch base, cleanse response?
  - Send letter after 3 weeks announcing soon to come auto order

- b) Invite to all local events even if just consumer
  - c) Put on your Mannamail list (see copy of monthly newsletter)
  - d) Contact every few weeks to see how they are doing; as soon as they see results, introduce them to the Rewards Program
5. Retention program for business partners
- a) Create a welcome team
    - Send their name and phone to five others in your group to call and welcome them
  - b) Go to work with them
    - Policy: do not talk to anyone until we meet
    - Give them compliant materials to work with
    - Do at least 5 three way calls with them to get them started
  - c) Put a training program in place with accountability  
(Mannatrain.net 7 Step Program is an example)
  - d) Secure commitments from them to attend National and Regional Events...these are a must to build the Intrinsic Motivation

## **“Just Call 10” Reactivation Program**

With all that has transpired over the past few months, we have seen volume in our GPV fluctuate. With the advent of the new 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!

So, we have developed a **Just Call 10 Program**...each day during Period 9 which begins tomorrow, set aside 30-60 minutes everyday to just call 10 people on your downline report and see if you can get them back on the products with “no financial risk.” This really will take limited time and effort by you but is so very necessary to support these people in their wellness. We have developed language around how to do these calls as well as a FORM to use when you are on the phone with them to get all their information.

Here is the language we advise (of course, you can develop whatever you feel comfortable with as well).

“Hello Sara, this is Merri-jo and I am happy to get a hold of you. I know at one time you were committed to taking the glyconutrients offered by Mannatech but have not taken them for awhile. Could I ask what caused you to stop?

You know, I feel there are a lot of people who just did not take the right products in the right quantities for the right amount of time which is why I am re-contacting those who did the research and at one time saw the validity of these nutrients. 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 FINANACIAL RISK. Let me show you how this will work for you:

First, we discuss your health concerns

Secondly, I set you up on a program to support you including 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.

Finally, if 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- Bulk Advanced (or Classic) Ambrotose

1-Plus

1-Phytomatrix

(Optional: 1-A/O)

Servings: Take 2 tspns Ambrotose daily

3 Plus

4 Phytomatrix

(Optional: 2 AO)

(Note: most will qualify for 1 free product (Plus) in their first month back)

If they do the standard pack, then cost per month after 1<sup>st</sup> month is

\$178.26 (w/Advanced) plus tax and shipping

\$167.01 (w/Classic) plus tax and shipping

If they do the AO as well,

\$214.22 (w/Advanced) plus tax and shipping

\$202.97 (w/Classic) plus tax and shipping

**Let's create some real excitement around this in Period 9 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!**

## **First Month**

### **Support of New Consumer Associate**

1. Upon signing up a new consumer associate, send a letter to new associate welcoming them and highlighting what is coming as well as what they agreed to take. (See Exhibit A) This letter should also include “Introduction to Mannatech Product Usage” (See Exhibit B) and “Improving Health Through Nutrition (See Exhibit C)
2. Five Days after signing up a new associate, call the new associate and discuss the receipt of their products. Walk them through getting started as well as answering any questions they have.
3. Two weeks after signing up a new associate, call them and make sure they are continuing to take the product. Go through with them any possible cleansing responses as well as answering any questions they may have.
4. Twenty-one days after signing up a new associate up, send the associate a letter preparing them for their first auto order. Describe the products they will be getting, what it represents in their commitment to get well, and how they can manage their order going forward. (See Exhibit D)

## **Exhibit A**

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

May 13, 2004

Dear:

Congratulations on your decision to commit to a tremendous path to optimal health. This breakthrough technology of glycobiology truly is one that is changing the world. I am excited that you are making this commitment and looking forward to supporting you. Your associate ID # is \_\_\_\_\_, which will give you full access to the Mannatech website, [www.mannatech.com](http://www.mannatech.com).

The packs you will be receiving shortly will contain the following products:

As we discussed, you will take the products as follows in the quantities listed:

Upon receiving the packs, I will touch base with you to insure everything came in appropriately and that you started on the program as outlined. I have included a sheet titled "Introduction to Mannatech Product Usage" that should help you with more information about the product and answer some of your questions. I also included "Improving Health Through Nutrition".

Welcome to our mission!

Sincerely,

Merri-jo Hillaker

## **Exhibit B**

### **Introduction to Mannatech Product Usage**

**Dietary Supplements are nutritional products and are not designed for use in treatment of disease or to substitute for a doctor's care or for proven therapy. However, scientific research has established a connection between nutrition and many disease conditions.**

**Serving Size:** The serving size that you chose to take will support the body in building healthier cells. Healthier cells produce healthy organs; healthy organs result in healthier systems that help make a healthy body. Ambrotose supports cellular communication for optimal health and a healthy immune system. Understand that everyone's body is different which is why it is impossible for anyone to tell you exactly what will work for you. These are not pharmaceuticals, but rather nutrients lacking in your diet. **The only mistake you can make with these products is to not take enough, or not to take them long enough.** Thus, as you get on the program (and your commitment to start should be for a minimum of 6 months), keep in touch with your sponsor to review your progress and to achieve the maximum results.

**Factors Affecting Serving Sizes for Individuals:** There are many factors that can affect your specific serving size. Here is a list of some of them, but certainly not exclusive. Note that in many circumstances, if you correct the issue causing the problem, the serving sizes could potentially be significantly reduced:

Toxic level (environment, diet)	Drug consumption (past and present)
Liver function	Weight
High yeast	Hormonal levels
Dietary shortcomings	Term of disease
Allergies	Mucous buildup

Work with whoever got you started or a nutritionist to help resolve some of these issues. In many instances (not, for instance, dietary shortcomings) your body will begin to correct these inadequacies after being on the products for a period of time, and then the standard servings may be sufficient. The standard daily serving size for a totally healthy adult is 2 scoops Ambrotose, 2 capsules Ambrotose AO, ½ tspn Phytaloe, 3 caplets of Plus; for a child, 1 capsule Ambrotose AO and ¼ tspn Phytaloe (typically no Plus).

**Consumption:** Although it is not required that you take these supplements with food, your body must be fed. In other words, if you are not a breakfast eater, do not take Ambrotose in the morning. Your body's first requirement is to supply itself energy so the body may use the Ambrotose for energy versus its desired result in cell-to-cell communication. The powders can be taken with any foodstuff or liquid. Although not totally soluble, with a little hand mixer, they mix well in almost anything. Ambrotose has virtually no flavor while Phytaloe has a high garlic taste. V-8 Juice is most widely used for masking the Phytaloe flavor. Ambrotose should be stirred before serving to mix the saccharides.

**Products/Packaging:** The Ambrotose and Phytaloe both come in powder forms which are a cost savings (approximately 1/3 the price) in the case of Phytaloe. If you cannot come up with a way to take the Phytaloe and hide its flavor, we suggest you purchase the capsules or buy an encapsulator and encapsulate the powder yourself. Contact your sponsor for this. Note also that the Ambrotose bulk is sold by weight (either 150g or 75g). The powder settles considerably after packaged so do not be alarmed when opening your tub and it appears half empty! You are getting the exact weight as outlined on the container.

**Possible Cleansing Response:** When you begin to use nutritional supplements that support the endocrine and immune systems, and cell-to-cell communication, your body will begin to make positive changes. For most people, these changes will be comfortable and benefits will be noticed from the start. Common effects include more energy, greater well-being, reduced discomfort, relief from acute and chronic problems, more mental clarity, improved performance, etc. Because everybody's body is unique in the way it uses nutrients, the timing and nature of the changes that occur will be different for different people.

When metabolism is stronger because of better nutrition, exercise, improved hormone balance, reduced stress, etc., it will start to flush out the stored toxins. This “cleansing response” is part of the body’s natural health building process. For most people, this process presents no problem. They notice only positive benefits or slight temporary discomfort and then positive benefits predominate. A few people find they don’t notice much at all for up to two to four months of taking supplements. For some people, however, the process of eliminating the stored toxins is uncomfortable enough to warrant attention. These are often the people who can gain the most from taking steps to rebuild their health. It often happens that someone who feels worse after starting a nutritional program eventually feels *much* better after the initial cleansing reaction is completed.

Fatigue, headache, flu-like symptoms, skin reactions, mood changes, changing sleep patterns, digestive reactions, aches and pains, allergic symptoms, etc. may occur or increase during the cleansing process. The type of reaction that occurs depends on the unique body chemistry and state of health of each individual. While most people notice no reaction at all, some do experience one or more of those listed, or some other reaction, according to their body’s own functioning.

### **WHAT TO DO:**

These suggestions are good for *everyone*, regardless of whether you are experiencing any discomfort.

1. Drink plenty of water (purified if possible) every day.
2. Include fiber-containing foods in your diet, especially fresh vegetables and whole fresh fruits. Try to eat mainly fresh, whole foods.
3. Avoid processed food, refined foods, and foods containing toxins and “anti-nutrients” (sugars, caffeine, alcohol, artificial flavors and colors, chemicals, etc.)
4. Reduce your exposure to environmental toxins and pollutants.
5. Exercise. Pick an amount and type of exercise that’s right for your state of health.
6. Listen to your body and do whatever you need to do to stay within a manageable comfort zone. You may find that a smaller helping of a particular nutritional product is better for you, either temporarily while there’s a strong cleansing response, or long-term due to your individual body chemistry.

If a cleansing reaction is too strong, you can reduce or even stop taking the supplements for a few days until you feel better, and then gradually build back up to a regular daily amount. You may need to repeat this cycle more than once.

\*\*\*\*\*If a symptom causes concern, check with a health professional. Some symptoms may be unrelated to the body’s healing response, or the healing response may draw attention to an underlying problem.



## Exhibit C

### Improving Health Through Nutrition: No Quick Fix! By Michael Wagner, BA, LMT, CFT

When recommending dietary supplements to persons with health deficiencies, one of the most common questions we'll hear is, "How fast will this stuff work?"

If we can help steer people away from the "quick fix" mentality and, instead, adapt realistic expectations for realizing improved health through nutrition, I believe we've performed a great service. That's because the restoration of genuine optimal health takes time and patience the quick-fix mind set will never allow.

True, there are exceptional cases, especially with exceptional supplements or unique circumstances. Some people begin a dietary supplement regime and realize amazing results. But they are exceptions. And although certain symptoms may have subsided, the body very often has a lot more healing to accomplish over the long term.

To assist consumers of dietary supplements to "stay the course" and not quit their program prematurely because they "weren't seeing anything" we need to educate them, not only about the supplements in their regime, but about their own body and how nutrition supports the body to effect improvements in overall health.

To this end, I've found seven principles worth remembering and passing on to those people we wish to see benefit from nutritional supplements and programs.

1. With nutrition, we are not suppressing or manipulating symptoms as with pharmaceuticals. We are not treating issue specific conditions as with herbology. We are simply giving the body what it needs to heal itself and rebuild itself anew and this takes time.

When correcting nutritional deficiencies, while we won't see instant improvements in most cases, we will be promoting true and lasting healing. Pharmaceuticals may sometimes "work" instantly, yet never address underlying causes and possess unwanted side effects. Contrary to popular thinking, drugs don't heal anything: only the body can do that - when it gets what it needs.

In Optimum Sports Nutrition, Dr. Michael Colgan explains why patience is the key:

"A principle of nutrition you need to know is physiological dynamics. Unlike drugs, nutrients do not have rapid effects. No quick fix. The business of nutrition is to build a better body. That has to wait on Nature to turn over body cells. A blood cell lasts 60-120 days. In 3- 4 months your whole blood supply is completely replaced. In 6 months almost all the proteins in your body die and are replaced, even the DNA of your genes. In a year all your bones and even the enamel of your teeth is replaced, constructed entirely out of the nutrients you eat."

This time course is well illustrated by the course of deficiency diseases. If I remove all the vitamin C from your diet within 4 weeks blood vitamin C will drop to zero. But, you will see no symptoms of disease at 4 weeks. You will have to wait until enough of the healthy cells have been replaced with unhealthy cells. It is another 12 weeks before the symptoms of scurvy start to ravage your body.

"So when you implement an optimum nutrition program, don't expect to see rapid results. In one of our studies at the Colgan Institute, runners were supplemented to try to improve their hemoglobin, hematocrit, and red blood cell count. But after one month of supplementation, there was no improvement at all. After 6 months, however, all three indices were significantly increased."

"Think of it this way: If you take a neglected houseplant and start feeding and watering it, the leaves may perk up a bit from the improved nutrition. But you have to wait for the old leaves to die off and new leaves to grow before you get a really healthy plant. It is the same with a human body.

When you start feeding it better, you have to wait on physiological dynamics of the body to

grow new, improved cells in the improved medium. After 18 years in sports nutrition, the shortest program we will give any athlete is six months." With patience, nature can do its work and produce its miracles.

2. We are all unique. An individual's biochemistry is affected by diet, lifestyle, drug usage, stress, fitness level, genetics, toxins, etc. It's inevitable, therefore, that some people will respond more rapidly than others to improved nutrition. If you're not experiencing results as fast as you'd like, it could be a factor of any number of things. It might be that the body has priorities other than the one upon which you're focusing. For example, you may want to lose body fat while your body may want to lose a tumor you don't even know you have. Give your body permission to have its own priorities and timetable.

3. Positive health changes can be occurring without you "feeling something." Research studies utilizing blood tests, bone density and body fat measurements, etc. confirm this. Improved health begins on the molecular and cellular levels. On the cellular level, this may translate into the alleviation or disappearance of specific symptoms and conditions.

(The already healthy or symptom-free person, especially persons with abundant energy, might take note: Your health benefits from optimal nutrition tend to come in the form of your body's correcting sub-clinical problems-depletions, imbalances and toxic build-ups that haven't yet become clinical conditions or "felt" diseases. In other words, in optimizing and maintaining health, remember "feeling healthy" really only means "feeling symptom free." Actor Michael Landon was "feeling great" on National TV's Johnny Carson Show ... three months later he died of cancer. Virtually everyone can benefit from improved nutrition since, simply by living, toxins accumulate within our bodies, the body wears out and chronic degeneration slowly settles in. Giving the body what it needs to stay healthy can minimize the ravages of modern living and optimize health.)

4. The greatest health benefits of improved nutrition may well come in the latter years of life. Regardless of the rate your current health challenge is improving, continued optimum nutrition just makes good sense, since the greatest benefits may be experienced in your senior years.

While others are painfully shuffling around nursing homes and tending to medicine schedules, you might be enjoying your summers on the Colorado River and winters in Hawaii. Is this the benefit you want? Learn what your dietary supplements can do for you. Then make an educated choice.

5. If you experience a "correcting crisis" while on an optimal nutritional program, stay the course - it's working! When your body begins cleaning out toxins and metabolic wastes are eliminated, parasites and candida die-off and the like, you may experience uncomfortable symptoms. Because you may feel worse before you feel better, it's important to read the articles and books, which address this phenomenon so you can better understand this process. The correcting crisis, when understood, is a clear indication that your improved nutrition program is truly working and leading you to improved health.

6. Licensed health care practitioners still make educated guesses as to how long it might take to see a specific health improvement using nutrition. Admittedly an imprecise science, but as a starting point, a holistic medical doctor uses the following formula:

For a specific health improvements, figure three months, then add one additional month for each year the chronic condition has existed. For example, a chronic condition of 5 years might be expected to see a good improvement within 8 months, provided the body, mind and spirit of the patient gets everything it needs. Experience with nutraceuticals largely indicated the longer the consumption, the greater the benefit.

7. As one very prestigious medical doctor has well stated, dietary supplements ought to carry the warning: "Not to be taken on an empty spirit." The human mind and spirit are powerful beyond measure. They can easily override any optimal health plan. They must therefore be in alignment with the healing process. Sometimes the individual dealing with it poorly understands the non-physical causes of ill health. If long-term attempts to achieve better health bring minimal or no results, there may be a deeper reasons that need exploration. Caroline Myss' works, including "Why People Don't Heal," or the works of Bernie Siegel, M.D., might be a good starting point. Tend to your thinking; nurture your spirit.

Staying mindful of these seven principles of nutrition and healing will hopefully keep all of us out of the trap of quick fix thinking and help allow us to create the time and patience to achieve true healing and enjoy lasting optimal health.

## **Exhibit D**

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

May 14, 2004

Dear:

I just wanted to touch base with you to let you know that in a few days you will be receiving your first automatic order from Mannatech. Your order will contain the following products which reflect your next month's supply of the products you started on four weeks ago:

If you are taking the products as we outlined, you should be almost out of the ones you originally received. This order will ship every 28 days so you should not run out as you continue on the optimal health path. My entire family is on the automatic order to save the 10% off of wholesale as well as receive financial benefits to more than help cover the cost.

There are two ways to adjust your automatic order to add more products after you review the product catalogue or remove a product if you happen to get backlogged, and they are as follows:

1. Call Mannatech on their order processing line, 1-800-281-4469, and just give them your Associate ID # which is \_\_\_\_\_.
2. Adjust your auto order yourself on the website by following the instructions on the enclosed sheet. This way will help you retain the extra 10% discount off of the wholesale price.

If you have any questions, please feel free to call. We are here to support you in any way we can.

Sincerely,

Merri-jo Hillaker

# INSTRUCTIONS FOR ACCESSING THE MANNATECH COMMUNITY WEBSITE & MANAGING YOUR AUTOMATIC ORDER

## Set Up Your Mannatech Online Account

- go to [www.mannatech.com](http://www.mannatech.com)
- Click on your country
- Click on Activate Your Web Account
- Fill out all the fields - your account number is \_\_\_\_\_

## Making Changes to Your Automatic Order

Any changes needed must be made before the order regenerates for the next business period. (See instructions below on how to check this date).

### Option #1: Online Changes

If you change your order via the internet you will receive a 10% below wholesale discount.

- Select "**Managing My Orders**"
- Under Automatic Order click on the order number
- This will show you're your last Automatic Order Summary
- To edit order enter the credit card and then click "**Edit Order**"
- Select "**Add Products**" to change the products ordered.
- Scroll down to the end and Select "**Update**"
- Your new order will appear - click "**Submit**" (located near the top and bottom of the screen)

### Option #2: Order Processing Toll-Free Number

- **Changes** - If you change your order by calling the Order Processing Department at (800) 281-4469, you will receive a 5% below wholesale discount.
- **Starting** - You can start an automatic order by calling the Order Processing department and still receive a 10% below wholesale discount.
- **Canceling** - You may cancel your automatic order by calling the Order Processing Department at any time.

Contact me at \_\_\_\_\_ or \_\_\_\_\_ if you have questions!  
Phone # Email address

Thank you!