

## Presidential Summit Summary Monday Call, January 23, 2012

- Free Shipping for product orders over \$159 extended to April 13<sup>th</sup>
- New Combo Pack – 1 Ambrotose and 2 Phytomatrix for \$159 and free shipping
- Tuesday Night Live – Kevin Robbins at Mannatech Corp Offices at 7:30 PM CST
- Check out the Real Switch Road Show for locations and dates go to <http://www.mannacomm.com/mannatechevents/#meeting>

### Tuesday morning...ALOHA!!

#### Al Bala

We are eagles...and eagles fly

"only sustainable force is to learn faster than our competition"

People are attracted to "WHY" you are, not who you are

Our uniqueness creates our importance and eventually our rewards.

3 critical factors:

1. Get corporation committed to flawless execution
2. Bring to the marketing
3. Bring to the field

Think smart together

"Begin with the End in Mind" Stephen Covey

IT IS A NEW DAY:

#1 Let's go on the offensive, tired of being on the defensive

When you know who you are and WHY you are, you will be attractive

Lives are at stake

#2 Think different thoughts...Act different actions...expect different results

#3 Compelling case for change...

You are not average...don't go to your grave without having sung your song

#4 Catalyst for change...using Tony Jeary to support us...both corporate and field

#5 Remove perceived barriers for change

Heard from rest of corporate staff.

Stan Frederick: We are still ranked 57th largest MLM; more importantly we have \$20 mil in cash and no debt!

Sam Caster:

Social entrepreneurship new book "Shake the World"

job market failed, education failed, so head to entrepreneur status

Question: *How do We become the most compelling story this industry has ever seen?*

Tony Jeary is a catalyst

He has no answers but is a strategist

He has some "best practices" and the entire corporate team is working with him

Help all of us get on the right strategic path.

What we need to do to be extraordinary?

VISIONS and WANTS:

***Be Attractive:*** unique and Relevant

***Provide Exceptional value/be competitively priced***

***Increased Recruiting..***this is our wheel house

we must have confidence in the company, in the tools

***Growth in International..***not haphazard, no repeat mistakes of past

***Growing a profitable company that is sustainable where associates are experiencing financial growth, strategically developing and living fulfilling lives.***

**TEN OBJECTIVES for 2012:**

1. Return to Profitability
2. Complete the development of NEW PRODUCT
3. Develop a Sizzle Story for our NEW PRODUCT  
Stories sell, facts tell
4. Simplify and amplify our message in a way that is easier to share  
Get the info to the field more effectively
5. Develop a customer acquisition program
6. Develop and implement a duplicable business system/tool  
NAVIG8
7. Re-engage our current Leadership
8. Create a culture of Strategic Business Development so our associates THRIVE!
9. Support ethnic markets
10. Leverage prudent International expansion

**Brett Duncan**

If we are not clear on who we are, and what we do, we can't communicate it

Clarify our message

Simplify our message

Amplify our message

This is not an exercise on who we are...what we are passionate about

We are clear WE ARE PASSIONATE about:

1. Life changing impact with Real Food Technology
2. Promoting entrepreneurship...  
We are not interested in opportunism  
We are in for the long haul...we have a passionate purpose  
We are social entrepreneurs
3. Solving global malnutrition
4. Building better people

## 5. Sustainable profitable business

How do people come to Mannatech?

Draw an M and M (three concentric circles)

Center is smallest and represents Entrepreneurs

Next layer is Interested

Outside is largest and Consumers

Goal: To increase the core, the committed, the entrepreneurs

Consumers => Interested => Entrepreneurs

Become great at moving people in this direction as well...

Brett reviewed results of surveys sent to Presidentials in advance of Summit

Sam Caster... on the new product

Talked about the evolution of our products

there is a certain amount of overlap in our core products

Ambrotose is our top technology

A/O is our top antioxidant which is 2/3rds Ambrotose

Phytomatrix is our great Vitamin/Mineral which has a lot of antioxidants

**Current Statistic: 215 million people in US suffer from a diet related health challenge (TWO/THIRDS of our population)**

Our Criteria:

1. Combine all three of our products
2. Create in base of Real Food (not just grouping individual ingredients)
3. Make sure covered by existing patents to protect the product
4. Make it competitively priced
5. Pricing must meet the comp plan structure for qualified order
6. Best Value, Best Delivery
  - have alternatives, including indiv. wrapped servings with great flavor like our GI Pro
7. Distinguishable from every other product in the market place.

**Right Now:**

1/2 product: organic greens plus Rice Bran (research this incredible ingredient)

1/6th: Ambrotose

1/6th: Fat and water soluble antioxidant

1/6th: Vitamins and Minerals

Different Combo Packs: \$100 for 1 New, 1 Plus and 1 Omega 3 w/D

Call "Complete System Support"

\$159 for 1 New plus 1 tub Ambrotose

Rob Sinnott:

This is not just a new product, IT IS A GAME CHANGER!

Leverage off patents  
Global formula in every country  
Driven by VALUE

Sam Caster

**New Customer Acquisition Program**

Review other MLM companies

They have customer programs where by just referring, you can get your products for FREE ("1-2-Free")

Revamp our "Member" Program

- a. Consumers can come in just as consumers, no soc sec # and no compensation. Possibly buy at same price so no conflict around the choice of "associate versus member."
- b. Customers can earn "credits" for each consumer they bring on...like 25% for each purchase. So if they get one customer ordering 100, then they would get \$25 credit against their next month order. Can never of course get more than 100% credit against an order...
- c. So consumers can sponsor other consumers

THIS is in its formative stages...but meets our consumers where they are!

Truly a non-MLM model within an MLM company. Honor customers.

d. Build a website like the one for Whole Foods...for our customers:

Real Food Technology Buttons

Testimonials

Integrative Health

Give for Real

"Are your Vitamins Killing You?"

Fat Loss

etc...

Al Bala

SALES SYSTEM

We need a System Culture

Everytime we do something, we ask: does this duplicate?

"Leverage lots of people doing the same things for a long period of time creating awesome results."

Navig8 which will be covered on Thursday morning

Launch a Leadership Revolution

**Tuesday Afternoon**

Tony Jeary

"What does excellence look like here?"

Everyone has a next level

We spend too much time doing...do do do; we need to spend more time thinking, and thinking smarter. Tony has some best practices to support this shift. Life is a results context. The right thinking accelerates results. "Create the right results faster."

Example: Social Media

93% of marketers use social media..."the speed of life"

he showed a video on what Facebook, Twitter, is today.

We are riding an ocean wave, and if you don't get on, you will get wiped out.

Opportunities are everywhere: have to be available, meet the pressures, achieve the positives SPEED creates positives and pressures.

#### 7 TAKEAWAYS:

1. Life is fast...we must effectively deal with speed
2. Acceleration requires Clarity, Focus and Execution
3. Beliefs impact our results
4. Strategic IQ Matters...most of us need to be more strategic
5. Clarity pulls us towards the results we want
6. Focus on HLA (High Leverage Activities)
7. Constantly improve your persuasive abilities

The enemies of SPEED are lack of clarity, focus and execution.

We all have BLIND SPOTS...Fed Ex example.



We need mentors, informal boards, coaches to help us see our Blind Spots.

Beliefs determine results

List your beliefs that serve you being excellent

List those that hold you back

Corporate and the field **MUST BE ON THE SAME PAGE.**

Find out what is working, make fine distinctions and implement

Work with your TEAM to correct the limiting beliefs

Tactical versus Strategic

Tactical: tasks, calls, activities, paper work

Strategic: Planning, thinking, studying, meeting key people

Most of us spend 80% on Tactical when we need to spend much more on Strategic

"What is the best use of my time right now?" Should always be asking this question

Vision Board is critical...make sure you have one.

Focus on your High Leverage Activities

This is the WAY to close the Gap: between where you are currently and reaching your VISION

What are your HLA?

MJH: prospecting, great meetings, motivating my leaders, training new business builders, investing in my growth, getting great feedback/counsel

What is most important to you personally? HLA there as well!

Communication Mastery

How is your brand? Branding is critical.

It affects how people take action on what you communicate.

Presence, Persuasion, Production

What characteristics do you want/have?

Integrity, consistency, authenticity, unique, good listener, creative, understand personalities,

"Life is a series of presentations. Get really good at communicating."

See attached branding exercise he distributed

GOOD => GREAT => MASTERY

Don't allow great become the enemy of Mastery in your life. Fight for the top!

### **Wednesday Morning**

Bob Adams

Highway to Hope concept: support non-qualifying Presidentials to get back to qualify

"SILVER FLIGHT TEAM"

Kicking off soon; Mannatech will share the data they have collected to support anyone of us

Nothing builds success like success

Brett Duncan

Free shipping continues through BP4 for all orders over \$159

New Pack available: 2 Phytomatrix, 1 Tub Ambrotose for \$159

Goldmail: a way of sending voice over powerpoints to people

Have a New App awaiting approval to allow you to get all the resources right on your IPAD: all videos, Resources, News feed, Tear Sheets all Mannatech

Kevin Robbins

### **NEW INCENTIVE!!!**

Review the 4th Quarter Incentive for 2011 for NEW ASSOCIATES

This was the template used for the 2012-13 Rolling Incentive

Now, all of us can WIN the Ipad, the Disney Trip, the \$10,000 Bonus and the \$20,000 Bonus no matter where you are!

HOW?

Definitions are important (Differ for each of the 4 Awards):

So first determine where you are for the rewards:

**How to Win IPAD:**

***New Associate:*** Associates who has never enrolled in Mannatech (see Terminated Associate as qualifying as well). An associate who enrolls from BP2 (Jan 21,'12) through BP13(Dec 12, '12)

***Existing Associate:*** Associate who enrolled in Mannatech prior to BP2, 2012

***Transition Associate:*** (important status because you can WIN two separate ways)  
Associates who enrolled in Mannatech from BP12, 2011 (Oct 29) through BP1, 2012 (Jan 21)

**Requirements to WIN;**

1. Must Enroll at least 2 new associates during Qualification Period ("QP")
2. Must have 100 PV order in each of the BPs during QP
3. Must accumulate at least **24 points** (your enrollees **and activity under them**) in BP2, BP3 and BP4 (3 complete BP's) for Existing Assoc, and for all New Assoc, 3 complete BP's after your enrollment BP. Points are earned as follows:

	<u><b><i>New Associates:</i></b></u>	<u><b><i>Existing Associates:</i></b></u>
Pack Points:	1 point each preferred pack sold	same
	2 points each All Star pack sold (+upgrades)	same
	2 points to New Assoc buying their All Star pack	to Existing Assoc upgrading

Qualifying Product Orders (100 PV):

1 point each Qual Order by each New Assoc or New Member for each BP during QP	same
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Activity of Transition Associates:

does not apply to New Assoc	points above will accumulate once a Qual Order is entered in QP by Trans Assoc
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Transition Associates can earn the IPAD either under 2011 Incentive Rules or under these new rules as an Existing Associate.

Note: ***No more than 12 points will be counted from any given leg***

**How to win the TRIP**

Definitions:

***New Associate:*** Associates who has never enrolled in Mannatech (see Terminated Associate as qualifying as well). An associate who enrolls between BP1 (Dec 24, '11) through BP13 (Dec 21,'12)

***Existing Associate:*** Associate who enrolled in Mannatech prior to BP1, 2012 (Dec 24. '11)

***Transition Associate:*** (important status because you can WIN two separate ways)

Associates who enrolled in Mannatech from BP10, 2011 (Sept 3, '11) through BP1, 2012 (Jan 21)  
(Under New rules treated as Existing Assoc)

**Requirements to WIN:**

1. Must personally enroll 3 New Assoc during the QP
2. Must have 100 PV in each of the BP during the QP
3. From BP2 through BP7 of 2012 (Six Business Periods):  
Must accumulate 100 pts for Hotel (for 2) for 3/4 night stand at Walt Disney  
Regis for 2 Mannaquest at Walt Disney  
Park Pass for 2  
Must accumulate 120 pts for above plus \$500 travel subsidy  
Must accumulate 140 pts for above plus \$1000 travel subsidy

Points are earned **SAME AS FOR IPAD.**

**Minimum of 50% of your points must come from qualifying orders.**

**You may not count more than 50 points from any given leg.**

Transition Associates can earn the TRIP either under 2011 Incentive Rules or under these new rules as an Existing Associate.

**How to win the \$10,000 Cash Bonus**

Definitions:

***New Associate:*** Associates who has never enrolled in Mannatech (see Terminated Associate as qualifying as well). An associate who enrolls between BP10 (Sept 3, '11) through BP13 (Dec 21,'12)

***Existing Associate:*** Associate who enrolled in Mannatech prior to BP10, 2011 (Sept 3, '11)

**Requirements to WIN:**

1. Must personally enroll 3 New Assoc during the QP
2. Must qualify as EXECUTIVE DIRECTOR or above

For New Associates:

Must reach 20,000 in a given BP sometime during your first 12 complete BP's after enrollment.

The GPV must be earned in a minimum of 3 legs

Max 14,000 in any given leg

Additional 6,000 spread between at least 2 legs (no more than 4500 from any 1 other leg)

To earn complete \$10,000 must have 5 BP's in first 16 BP's from enrollment (earning \$2000 in each one of those five).

For Existing Associates:

Must increase your GPV by 20,000 from your GPV at end of BP13, 2011

Must achieve this by the end of BP13 2012.

Must be achieved in at least 3 different legs...

14,000 max in any given leg

4500 max in any other leg (total of 18,500 in 2 legs, so at least 1500 GPV in outside legs)

Any leg that has 14000 GPV on Jan 21 (beginning of incentive): can't count any increase in GPV from these legs for Incentive  
Must have overall business growth from BP13 2011 to BP13 2012  
Qualify at this GPV increase for additional 4 BP's during Incentive Period and 4 BP's beyond (April 2013), and you collect the total \$10,000 (\$2,000 per period you qualified)

### **How to win the \$20,000 Cash Bonus**

Definitions:

***New Associate:*** Associates who has never enrolled in Mannatech (see Terminated Associate as qualifying as well). An associate who enrolls between BP10 (Sept 3, '11) through BP13 (Dec 21, '12)

***Existing Associate:*** Associate who enrolled in Mannatech prior to BP10, 2011 (Sept 3, '11)

### **Requirements to WIN:**

1. Must personally enroll 3 New Assoc during the QP
2. Must qualify as PRESIDENTIAL DIRECTOR or above

For New Associates:

Must reach 60,000 in a given BP sometime during your first 18 full BP's after enrollment.

The GPV must be earned in a minimum of 3 legs

Max 40,000 in any given leg

Additional 20,000 spread between at least 2 legs (no more than 14,000 from any 1 other leg)

To earn complete \$20,000 must have 5 BP's in first 22 full BP's from enrollment where you qualify (earning \$4000 in each one of those five).

For Existing Associates:

Must increase your GPV by 60,000 from your GPV at end of BP13, 2011

Must achieve this by the end of BP6, 2013.

Must be achieved in at least 3 different legs...

40,000 max in any given leg

14,000 max in any addtl leg (total of 54,000 in any 2 legs, so at least 6,000 GPV in outside legs)

Any leg that has 40000 GPV on Jan 21 (beginning of incentive): can't count any increase in GPV from these legs for Incentive

Must have overall business growth from BP13 2011 to BP13 2012

Qualify at this GPV increase for additional 4 BP's during Incentive Period or 4 BP's beyond (BP10, 2013 Sept 27), and you collect the total \$20,000 (\$4,000 per period you qualified)

See Rules on the Mannatech website for all further details.

## **Thursday Morning**

Special Optional session reviewing Navig8

Will be available by Mannafest for all associates or can participate through Australia now

Packaging when Mannatech offers: \$29.95 for Goldmail, Mannapages, Successtracker, and Navig8

All New All Stars: get 3 months free use of Navig8

## **Thursday Afternoon**

Special Optional Session on Social Media

Use of Facebook and Twitter to do your business

Obvious that these are not business oriented activities...they are about building relationships. So patience is a must.

Brett suggested you should do 5 things daily on Facebook: (spending a limited amount of time):

1. Like something
2. Share something
3. Comment on something
4. Post something
5. Send something

Suggested ways to work with your group on Facebook

## **Friday Morning**

Presidential Recognition: 23 New Presidentials broke in 2011

Name that Product: we worked on naming the New Product

My ideas were: "iTHRIVE" and "VITAL4U"

Send in ideas if you have any

Heard from Platinums

## **Special guest: Orrin Woodward, author of "13 Resolutions for LIFE"**

Private Achievements:

1. Resolved: I resolve to discover my God-given purpose
2. Resolved: I resolve to choose character over reputation anytime they conflict
3. Resolved: I resolve to have an attitude of gratitude
4. Resolved: I resolve to align my conscious (ant) with my subconscious (elephant) mind towards my vision.

Public Achievements:

5. Resolved: I resolve to develop and implement a game plan in each area of my life.
6. Resolved: I resolve to keep score in the game of life.
7. Resolved: I resolve to develop the art and science of friendship
8. Resolved: I resolve to develop financial intelligence

### Leadership Achievements

9. Resolved: I resolve to develop the art and science of leadership
10. Resolved: I resolve to develop the art and science of conflict resolution
11. Resolved: I resolve to develop Adversity Quotient
12. Resolved: I resolve to leave a legacy by fulfilling my purpose and vision through living the 13 Resolutions.

### Ray Robins closed

#### **Ray's Challenge: DO these 6 things**

1. Set 2 Appointments every day
2. Learn Navig8
3. Grow your Belief System
4. Read Strategic Acceleration
5. Know and fully understand our New Incentive
6. Plan to reach the next Leadership Level in 2012

# Branding Matrix

**TonyJeary**  
CLARITY. FOCUS. EXECUTION.  
THE BRAND EXPERTS



## Executive Branding Matrix

#	Element	Description		
1	<b>Brand Description</b>	What do I want people to think? What reputation do I want my brand to develop? What are prospects perceiving?		
2	<b>Values</b>	Core Value & Characteristics people are attracted to		
3	<b>Business Priorities</b>	Parameters for operating in family and business life		
4	<b>_____ is</b>	Work ethic and approach to business and life		
5	<b>_____ is Not</b>	Characteristics do not describe you		
6	<b>Leverageable Uniqueness</b>	Unique attributes and abilities that are attractive		
7	<b>Visual Image</b>	Physical image/appearance		
8	<b>Mission Stmt.</b>	What drives all my decisions		
9	<b>Business Motto</b>	Statement of business approach		
10	<b>What People Think Of You</b>	Your perception of your perception in the market		
11	<b>What People Are Missing</b>	Your beliefs on what prospects are misunderstanding about you		
12	<b>Attributes Prized in the Workplace</b>	Attributes you possess that the market values		
13	<b>Identify Your Passions</b>	Record those things you are passionate about		
14	<b>Top 4 Communication Opportunities</b>	Touch points for prospects, customers and associates in your organization		
15	<b>External Barriers</b>	Real world roadblocks		
16	<b>Internal Barriers</b>	Self-imposed roadblocks		

**Note:** A true professional should be absolutely clear who they are, what they stand for and of course how they can and should communicate this to the world. This matrix can act as a foundation to speed up the process.