

The Business Unit:
Understanding the New Business Track
Monday Call, June 4, 2012

- Tuesday Night Live – Dr. Steve Nugent at 7:30 PM CDT at Mannatech Corp Offices or www.mannatechlive.com
- Last week of BP, - support your downline to achieve the results they want and drive your business

Article by Rick Tonita "Predictable Behavior Generating Predictable Results"

1. Theory: How to generate predictable results
 - a. What is it we are trying to duplicate? Ourselves or an organization?
Why does this matter?
 - b. The core of duplication is structure.
Structure generates predictable behavior.
Predictable behavior produces predictable results.

2. Elliott Jacques invested 40 years of research into creating organizations that generate predictable and sustainable outputs.
 - a. He found the desired output had to be defined.
 - b. He found the process for creating it had to be based on legitimate education.
People have to progress through 4 roles:
 - 1) ***Learn and practice***
 - 2) Then step back to ***teach*** others what they learned and practiced.
 - 3) Then ***mentor*** other teachers to make sure they are teaching the "learn and practice" role to generate the same result.
 - 4) Finally, assume the ***manager*** role and become responsible for ensuring that the people in all the other roles fulfill their responsibilities in making the same output happen.

3. Let's say our DESIRED OUTPUT in network marketing is build a **Business Unit**
 - a. A Business Unit is: 20 Customers, and 4 Associates
 - b. See the attached chart for building and achieving all Incentives Mannatech has set out for New Associates.

c. At FIRST STEP: we all need to learn and practice
Build our own Business Unit

4. Learn the following Skills:

a) Using the Navig8 System

1) For sharing with people

2) For the foundation on How to do the Business

(Review the Plotter: The Why, the Ideal Day, the
Goals, the Commitments)

b) How to approach people to consume NutriVerus

1) Build a personal Contact List

Languaging

2) Extreme Food Makeover Events

3) Other Marketing Methods

(a) BNI or other networking groups

(b) Chiropractors Offices (or other Integrative
medical professionals)

(c) Sharing

(d) Non-Profits

(e) Etc.

4) Use Navig8 Email Compiler

5) Hand out Navig8 Cards

c) How to approach people to become Associates

1) Build a personal Contact List

2) Navig8 In Home Workshops

3) 1 on 1's to show the Business Presentation

d) How to service customers

1) Information updates – Contact system

2) 4Free Discount Program

5. Teach your 4 Associates to do/know the same

6. When your 4 build their Business Units, Mentor them to be great teachers

(a) Host leadership calls and review teaching skills

(b) Provide group teaching to review Plotter, Navig8, 4Free Discount
Program, Products, Compensation Plan

(c) Coach them and help with 3 way calls

7. Manage them when they get their 16 to build their Business Units

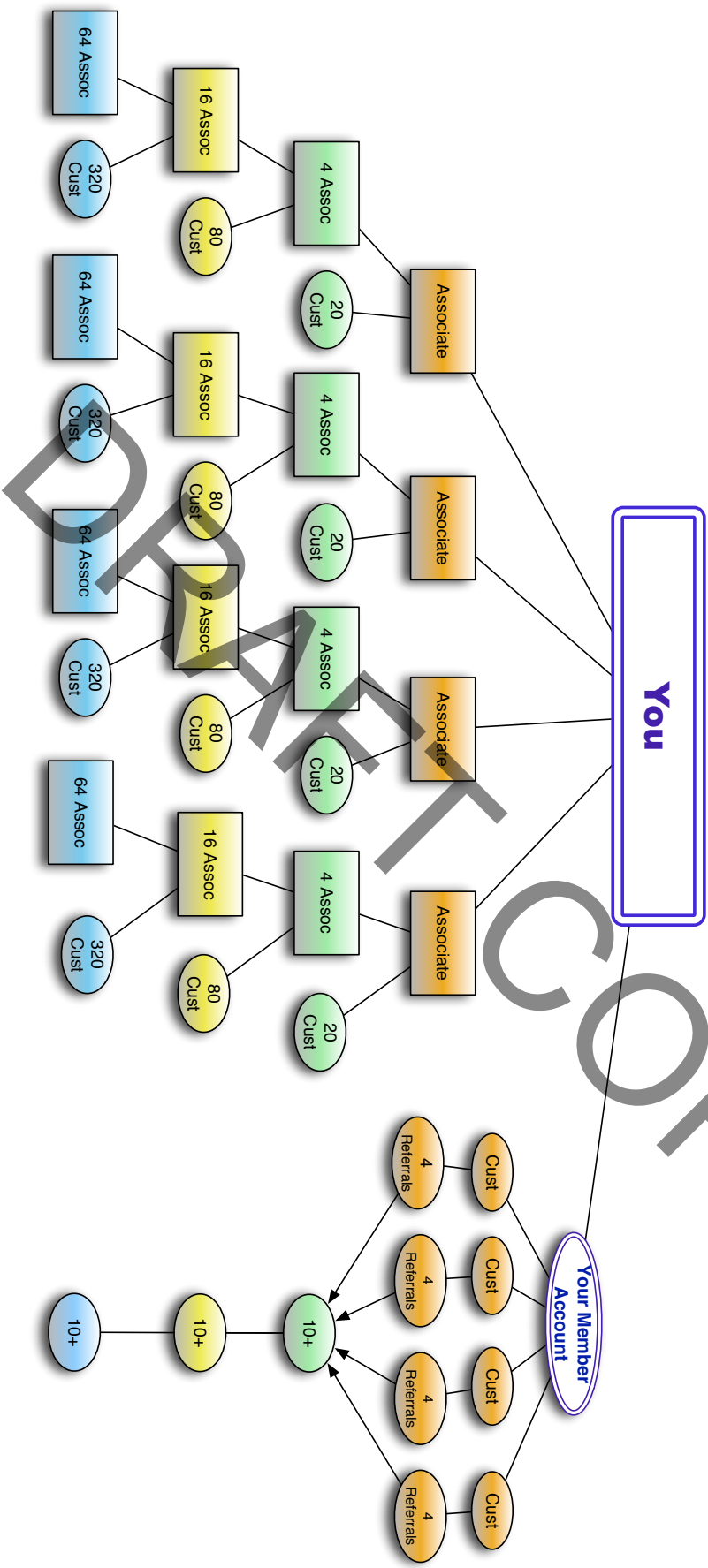
- (a) Encourage them to duplicate the Leadership calls, group teaching, and coaching 1 on 1's
 - (b) Oversee the duplication process so no weak links.
8. The common education must be:
- 1) a structure for communicating and working in a professional and accountable manner that aligns the efforts of the people involved;
 - 2) a structure for selecting and inviting prospective partners through a dignified and respectful opportunity evaluation process;
 - 3) a structure for selecting, inviting and servicing customers in a dignified manner.

"Upon building your Business Unit, you will have mastered the competencies necessary to expand their Business Units in a predictable manner."

Bottom Line: Choose your Business Unit you want to duplicate, the competencies and resources needed to create it, and provide your group with a very specific vision and blueprint for achieving specific, predictable results.

MANNATECH 12 MONTH BUSINESS PLAN

Build Your "Business Unit" then Duplicate



BP 1-3

1. Find 20 Customer (Members)
2. Find 4 Business Builders (Associate)*

Income: \$487
Win: IPAD

BP 4-6

1. Help your 4 Associates build their "Business Unit"
2. Add 10 + more customers

Income: \$1,000 - \$2,500 per month*
Win: Disney Vacation for 2

BP 7-9

1. Help the 16 new Associates build their "Business Unit"
2. Add 10+ more customers

Income: \$2,500 - \$6,000 per month*
Win: \$10,000 Executive Bonus

BP 10-12

1. Help the 64 build their "Business Units"
2. Add 10+ more customers

Income: \$6,000 - \$10,000 per month*
Win: \$20,000 Presidential Bonus Hawaii Every Year in January

* Assumes 100 QV average order in Member & Associates position
 *** Only need 36 total Associate who have complete their business units. If every associate builds their Business Unit, you will have 841 So need less than 50% success rate of this chart to make **Presidential!** If you complete in total, you are 3 BP's from Platinum Presidential

BU (Business Unit) =
 4 Associates and 20 Customers
 For finding customers, as easy as finding 4 and through 14Free Discount Program helping them get their products for free.