

**"Why Choose Direct Sales (Mannatech)  
In this Growing GIG Economy?"**  
Monday July 15, 2019

- Don't forget we are in the Recruitment Extravaganza. You can sign up your new associates for \$24.99 (50% off) and they get 50 loyalty points with a \$100 or more order.
- Next TNL, July 23rd at Mannatech Corp offices or [www.allaboutmannatech.com](http://www.allaboutmannatech.com)
- Are you in the Achievers Club?  
<https://mannatech2.s3.amazonaws.com/mtlibrary/107262904840689.pdf>
- Have you checked out your new Mannatech Personal WebPage (MPW)? Information in the library...start using it!!
- Next Saturday DFW Business Training- August 3rd from 9 AM to 12 PM at Mannatech Corp offices or [www.allaboutmannatech.com](http://www.allaboutmannatech.com)

Article in The UltimateGig Economy 2019 Special Report

1. Turning Passion into Profit

- a. GIG economy is filled with thousands of possibilities. Most popularly covered are Uber, AirBNB, etc. Many are just "side jobs" and produce income to live.
- b. Others are perhaps involved in marketing products on behalf of someone else such as independent sales in Network Marketing. Here you have your own business with "*passive income potential.*"
- c. With Network Marketing (Direct Sales), you can actually shop around for product/services that *you feel passionate about.*
- d. All of this to say, never jump on the hottest thing (CBD Oil) unless you like the "Hot to Cold" experience, and are just chasing money....typically not what will fill your soul.

2. Direct Sellers

- a. These are *independent business owners*, distributors, social sellers, consultants, affiliates or brand ambassadors.
- b. This is a *personal approach to sales*...with one person marketing a product or service directly to another...person to person often with an exchange of product catalogue, sample or other marketing material. Also, can be group...home parties, Zoom, corporate events, etc.
- c. *Technology is being used to give these sellers tremendous advantage:*  
eCommerce sites provided by the companies with personal webpages to tie sales to networker, also education sites, social media as well as company provided mobile apps.
- d. MOST IMPORTANT BENEFIT: *opportunity to build your business by developing both repeat customers and by recruiting others into the business and benefitting from their sales success.*

***"Direct selling companies make both possible (repeat customers and recruiting business people and benefitting from their businesses as well) through the most unique form of compensation offered by any gig opportunity provider."***

3. What to look for (in other words, how do you distinguish Mannatech from all others):
- a. As you evaluate companies that interest you,
    - 1) take a close look at whether their ***offerings match your passions, goals or needs, AND***
    - 2) ***ensure that the company has a set of principles and values that match your own.***
    - 3) ***Find one with products or services that excite you...and align with your values.***
  - b. Here is a checklist ...when you can check them all affirmatively, you are on your way to selecting the right direct selling company for you. (I have attached a Sheet you can actually use with a prospect).
 

1. Easy to Engage	The Enrollment fee should be Reasonable	Yes	No
2. Start up Support Provided	The Company should provide specific guidance on the best way to get started	Yes	No
3. Free Product, Marketing Sales Training	Training should be available Online	Yes	No
4. Excellent Marketing Tools to support Customer Acquisition/ Recruitment of other sellers	Digital marketing tools, replicated website and easy to use apps are considered essential	Yes	No
5. Compelling Compensation	Compensation should reward personal sales and customer acquisition as the primary focus	Yes	No
6. Incentives and Recognition	Additional incentives, such as special trips and recognition for consistency and performance, are known attributes for direct selling	Yes	No
7. Special Events	Direct selling companies are known for their special events. Hundreds even thousands of independent contractors come together at conventions and special events.	Yes	No
  - c. How does Mannatech check out against this list?
    - 1) \$49.99 registrations fee only for becoming an Associate  
Replicated websites now available for all (PMWs)  
On-line backoffice included
    - 2) Start up support: [system.mannatech.com](http://system.mannatech.com) is super outside of the #1 support which is their Enroller. No additional cost.
    - 3) Free on-going training...products, TNL, Saturday Monthly trainings, all available

4) Excellent marketing Tools: Mannatech library is in remake so it will be SIMPLE TO USE! New search engine to simplify finding all you need. Digital tools like your apps, PMW's, digital marketing through mobile, lots of compelling videos.

5) Compelling compensation: our new training on how to build, level by level to get to higher and higher pay without the morass of the "19 ways to get paid" is a blessing!

***According to the DSA's research the average "gig worker" is looking to make an additional \$500 to \$1000 per month!***

(magazine article said the average Networker makes 25% or more on their group sales...see our chart for Mannatech)

Repeat purchases from customers is another important attribute of the direct selling opportunity for those who love the work. ***With Mannatech experiencing an estimated 9+ years average stay on the products, WOW!!***

6) Mannatech provides a community and that sometimes in and of itself keeps the associate base fighting every day. Incentive trips and recognition add fuel to this comradery.

7) Events...Mannafest is our annual and then Mannapaloozas are now happening so these regional events are also essential for the gathering and community of Mannatech. You can also engage people through social media forums to engage people around the world.

## **Checklist for Desirable Attributes of a Direct Sales Company**

As published in The UltimateGig Magazine

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|---|--|-----|----|
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| 3. Free Product, Marketing Sales Training   | Training should be available Online  | Yes | No |
| 4. Excellent Marketing Tools to support Customer Acquisition/<br>Recruitment of other sellers | Digital marketing tools, replicated website and easy to use apps are considered essential  | Yes | No |
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| 6. Incentives and Recognition   | Additional incentives, such as special trips and recognition for consistency and performance, are known attributes for direct selling                            | Yes | No |
| 7. Special Events   | Direct selling companies are known for their special events. Hundreds even thousands of independent contractors come together at conventions and special events. | Yes | No |