

**XFM 2.0: Adjustments in the Field to**  
**the XFM Home Party Concept**  
**May 13, 2013**

- TNL – Kevin Robins and Jeff Allen – 7:30 Pm CDT at Mannatech Corporate offices or [www.mannatechlive.com](http://www.mannatechlive.com)
- Thursday night XFM Support Call at 8 Pm CDT 800-768-2983 access code 471- 7417#
- Last BP to win the CABO... Make a Plan and don't be left behind!

**Guest today:** Lawanda Murphy, Executive Director (to make Presidential Director status this BP6!!)

1. How to Incentivize Others to Host an XFM
  - a. Script
  - b. Benefits to them
  - c. Schedule 10 in 10 days...
  - d. Confirmation emails/letter
2. Changes to the "Run Sheet"
  - a. How to include the "4 Core Products" or any you choose to add
  - b. Health Inventories...start everyone off with recognizing their needs
  - c. Tear Sheets to add to "handouts"
3. How to/not to Incorporate use of the Story Book
4. Closing
  - a. Individual Close
  - b. Group Close
  - c. Sign up forms (other than those forms from Mtech)
5. Follow up to all XFM's
  - a. Scripts
  - b. Scheduling XFMs from XFMs
6. Other Issues

## **Phone script to set up 10 XFM's**

**Susie, how are you? after she responds say, Do you have a quick minute? I am so excited! I am starting a brand new career as a Social Entrepreneur! And.....I am participating in a promotion that my company is running during the month of \_\_\_\_\_and I really need your help. You see, our company is committed to provide real food nutrition to malnourished children around the world, including the US. Did you know that a child dies from malnutrition every 6 seconds?! ? That is 5 million children every year! I have committed to help save the lives of 100 children this month and I was told to make a list of people I knew that have charitable hearts, with a desire to improve the lives of those less fortunate and I immediately thought of you!**

**Susie, I can't do this by myself! I need your help! We are on a mission to end malnutrition and our company has asked us to host 10 XFM's in the next 10 days! All you need to do is invite 3-5 friends beside yourself, have a few snacky foods, and I will do the rest! Doesn't that sound like fun!?!?**

**Wait for a quick response then assume they will say yes and go right into setting up the event.**

**My part takes just about an hour. There is no purchase requirement but in addition to supporting the health of your family, there is an incredible opportunity to give the gift of life to a malnourished child thru a donation thru consumption program. As you choose to support your health and your family's health, the Company's Give For Real Program will automatically support a malnourished child with a matching donation! We want to partner 5 million consumers with 5 million children and end malnutrition. So you can see why this is so important. Is there any reason why I can't count on your help? It would mean a lot to me!**

**Again, assume they will help and continue: I have chosen to do my food makeovers between \_\_\_\_\_ and \_\_\_\_\_. Which is better of you, the first part of the week or last? Day or evening? Ok, I have \_\_\_\_\_ or \_\_\_\_\_. Which you prefer? Oh, And what is your email and I will send you just exactly how to invite your friends.**

**Susie, thank you so much for being willing to help! I knew I could count on you!**

Letter to send to your hosts: You want to send this in the mail asap!

Dear Virginia, Rhenea, Diane, Bea, Cecilia, Leta, Sandy, Jennifer, Carol, and Melody  
(this is important to list all of their names and simply use a highlighter to underline the person's name)

First of all, I want to thank each of you so very much for agreeing to be one of my hosts for my 10 Extreme Food Makeover Events! This is so very important to me and even more so for each child that we are able to give the gift of life! What a great feeling to know that I can depend on each one of you to help me and these children! **YOU ARE GREATLY APPRECIATED!** (highlight this last sentence)

Just to make it more exciting for you, each of you will receive a \$25.00 gift certificate from me to purchase your families nutritional needs AND, help another child! And my top host during this period will receive an additional \$75.00 gift certificate for helping that many more children!!

Please remember that all you need is to have at least 3-5 people who have never been to an event before. If someone you invite tells you she cannot make it, ask her if I can call her and send her an email and if she orders something then that will help give the gift of life as well as count towards your event total for top host. The timing of helping all of the kids we can is so critical! Just during the time you are hosting this there will be another 360 children who die! You can see how we need each one of us to make a difference!

I will call you on the day before your event to find out how many to prepare food for.

Again, thank you for making this contribution, and I will be looking forward to seeing you on \_\_\_\_\_ at \_\_\_\_\_. I am so glad you have chosen to support Mannatech in their so worthy cause of ending global malnutrition! Jesus said "as to the least of these" should be our response for these vulnerable little children. I love being part of a mission that can change so many lives and truly make a difference in today's world!

Sincerely,

Lawanda Murphy

**Email to send after setting up a makeover:**

**\_\_\_\_\_, I want to thank you for making an awesome contribution to malnourished children by just hosting an Extreme Food Makeover! I just knew I could count on you!**

**Here is a breakdown of the few items you will be responsible for:**

- 1. Call your friends and invite them to your Extreme Food Makeover, sharing that there will be fun and food, popcorn and even a movie! All they need to bring is one of their multi vitamins (if they take one) and, if not, just show up. Let them know that just by attending, they will also be helping your friend (me!) with a unique opportunity to give the gift of life! My part will be about an hour so if you want to allow for anything extra, let them know.) You can tell them that they are welcome to bring a friend but to please let you know in advance so that you will be sure to have enough food prepared.**
- 2. If they ask you for more information, tell them, An Extreme Food Makeover shows us how to make any food, healthy AND taste good! I don't know all the details, only that it is important, and it will be fun!**
- 3. Be sure to invite double to make sure you have the 3-5 guests since there are always a few who have last minute things come up that keep them from making it. I recommend you get a minimum of 6 yes's.**

**\_\_\_\_\_, thank you so very much for helping me and the malnourished children! It is so nice to know in today's world that there are still people who care and love to help others like you!**

## HEALTH SURVEY JOURNAL

Many people begin to notice changes within 3-30 days of taking the products *faithfully*; others require longer. The body seems to utilize these nutrients where they are needed the most, first. Knowing where you stand prior to taking these nutrients and then re-evaluating your well-being at measured intervals over the next three months will give you a clear picture of your overall health improvements. **Using the following statements as indicators of health and wellness, please rate yourself from 1 to 5, with 1 being very poor and 5 being excellent.**

**Products Taking & Amounts:** \_\_\_\_\_

DATE:	Start	Wk 1	Wk 2	Wk 3	Wk 4	Wk 6	Wk 8	Wk 10	Wk 12
Sense of well-being- Physically									
Sense of well-being-Mentally									
Sense of well-being Emotionally									
Mental Clarity; Memory/Focus									
Mental Outlook & Attitude									
Emotional Evenness & Stability									
Stress Tolerance Level									
Endurance/Productivity									
Energy Level/Balance/Consistency									
Age you feel yourself to be									
Sleeping – Soundness/ Hours									
Hair Quality – thickness/gloss									
Skin: color/thickness/wrinkles									
Skin: Complexion/scarring/acne									
Body Weight & Shape/ Appetite									
Water Retention									
Women: PMS/hot flashes/cycle									
Libido									
Cold hands/feet									
Headaches									
Blood Pressure									
Blood Sugar									
Pain Level									
Digestion/Elimination									
Respiratory Status									
Sneezing & Itchy Eyes									
Eyesight									
Circulation/Leg Feet Pain									

**This Survey is for Educational Purposes only. It is not distributed or endorsed by Mannatech, Inc.**

# HEALTH PLAN

<b>Name:</b>		<b>Date:</b>	
<b>Address:</b>			
<b>City:</b>		<b>State:</b>	<b>ZIP:</b>
<b>Email:</b>			
<b>Associate #:</b>		<b>Member #:</b>	
<b>Home Phone:</b>		<b>Cell:</b>	<b>Work:</b>
<b>Person Invited/Told me about Mannatech:</b>			
<b>File#</b> /			
<b>Notes/Comments:</b> _____ _____			

Are you a 1, 2, or 3

1. I want to experience my own XFM by taking the product myself and help ONE CHILD in need.
2. I want to help others start their own XFM and get my products at a discount (25% credit) while helping a child in need
3. I want to partner with you and join in the mission to end malnutrition through Real Food Technology while taking the product myself and impact my own and the health of others.

### Prices with Auto Order

(please mark an X in square of your choice of products)

NutriVerus \$56.53

NutriVerus Wellness Bundle

(NutriVerus, Plus, Omega 3 w/Vitamin D) \$117.10

NutriVerus Integrative Health Combo

(NutriVerus, Plus, Bulk Ambrotose) \$167.99

Integrative Health Combo

(Optimal Support Packets, Bulk Ambrotose) \$167.99

*Approximate savings on either of these two sets is about \$90.00*

## Individual Close

First look over their forms and go over their health concerns and Health Survey Journal. Do this quickly but at the same time begin building a relationship with them. Also you might want to write down their objections/concerns for future reference. (It is good to know what their objections/concerns when you have to follow up! Don't INTERRUPT them, remember it is about THEM.) Once you finish with this, look them in the eye and say, "You know, Susie, you know your situation better than me and I am here to help you, so which would you feel more comfortable starting with? The **NutriVerus**. The **NutriVerus Wellness Bundle**. or the best value both financially and health wise, The **NutriVerus Integrative Health Combo** or the **Ambrotose Optimal Support Combo?** (if you feel more comfortable being straight to the point then you simply ask, "Susie, Which would you feel more comfortable starting with? The **NutriVerus**. The **NutriVerus Wellness Bundle**. Or the best value both financially and health wise, The **NutriVerus Integrative Health Combo** or the **Ambrotose Optimal Support Combo?**") Make sure that you have your display of products handy so that you can touch them and point out each set to them. (I display the same products that I have during the presentation and group close) Also, if you have couples there, meet with them both together unless they request otherwise.

At this point, it is **very** important to keep your mouth closed. The person who talks first here takes the product home with them and you want that to be them, not you! Give them time to think it thru (even tho it seems like an eternity while you are waiting) Typically they will take a choice of the sets OR they will answer something like this. "I would really like to have \_\_\_\_\_ but, and then they give you objection. **Great! Now you know what they want and it is your job to find a way to help them get it.** Overcome their objection and then again say, "How would you like to pay for this? Cash, check, or credit or debit card? (always assume the sale) If they just gave you an objection and did not tell you which set they wanted, after you answer the objection go back to your initial question." Which set would you like to start with? The **NutriVerus**. The **NutriVerus Wellness Bundle**. Or the best value both financially and health wise, The **NutriVerus Integrative Health Combo** or the **Ambrotose Optimal Support Combo?** (touching each set as you say it) And again, you wait for them to be the first to respond. I will do this for as many as 3 objections as I figure out a way to help them get what they said they wanted. If I haven't been able to resolve it in 3 times, then I will say, "You know, I think the best thing for you to do is host and Extreme Food Makeover of your own and together we will work to help you get what you want. Which is typically a better time for you, the first part of the week or the last?" Their objection could be anything from I can't afford it to, My husband will throw a fit if I come home with this, to, I have to check with my husband first, or-I want to use up what I have at home first. Study how to overcome objections before you hold your XFM's so that it will be easy to respond to their objection which is really just a need for more information on their behalf.

## **Xtreme Food Makeover Close at the end of Presentation (Group Close)**

(I display 1 Bulk **Ambrotose**, 1 **NutriVerus**, 1**Plus**, 1 **Omega 3 w/D**, 1 set of **Optimal support Packets**, 1 **Advanced Ambrotose Capsules**, 1 **Phytomatrix**, 1 sm. **AO**. These last 3, I use to show what is in the **NutriVerus** and what they would pay if they were purchased separately. I will often include a **Mannabears** and **GI Probalance** because after my 10 XFM contest, instead of the \$25.00 off, I will give my hosts who have 3 or more new people at their XFM their choice of one of those free.)

I know that at this point, typically you have 2 questions.  
How does it come? And.... How much does it cost?  
So let me show you my best values tonight.

First we have our **NutriVerus Integrative Health Combo** or the **Ambrotose Optimal Support Combo**. Both of these are the same value but they give you the option of pills verses powder. So you can have your preference to what fits both your lifestyle and your tastebuds!

The **NutriVerus Integrative Health Combo** includes the NutriVerus, Plus, and Bulk Ambrotose.

The **Ambrotose Optimal Support Combo** includes Bulk Ambrotose and Optimal Support Pkts.

(Do a quick reminder of what these products do for them and/or how they support the body.)

This set is our best value. If you were to purchase these products separately, they would cost you \$250 to \$265 dollars. But if you purchase them in these special sets they are only \$167.99!

That is a savings of about \$90.00! What a great bargain!

Next, we have our **NutriVerus Wellness Bundle**. This includes the NutriVerus, the Plus, and the Omega3's w/Vitamin D. (again do a quick reminder of what each product does as you pick them up to show what is in the set) This set is only \$117.10.

And lastly, we have our new innovative product that you learned so much about just now.

**NutriVerus** If you were to purchase 3 of the products that are in there individually, it would run you \$132.75 but you can get all 3 of them plus rice bran and organic greens in this product for only \$56.53.

And please remember that with each purchase you are providing Real Food Technology not only for yourself and your family but for a malnourished child around the world! In just this last hour we have been together, 360 more children have died! But you can help save one more.

So....now that you know how to get started, I am going to pass out a couple of forms for you to fill in to help me know about your health concerns and you are welcome to snack on the goodies while I meet with you individually. It has been such a pleasure sharing with you! Is anybody here in a hurry? OK, then I will meet with you first.

## **Booking XFM's from your XFM'S**

After you have helped them chose which products to start with, or the following day at the latest, choose at least 1 person that you would like to host an XFM. (if everything is going smoothly and I am having plenty of time to meet with them each, then I do this right there at the event)

Look them in the eye and say, "You know, Bill, at every event like this I always choose at least a couple of people that I would like to have as my future hosts and today I have chosen you! Is there any reason why you couldn't host an XFM event of your own? Great! Here is my schedule. Which of those times highlighted in green works best for you? Thank you! I will be sending you an email with how to invite your guests and what few snacky foods to fix.

## **What to say to a prospect from an XFM:**

This is usually best done the following day, by phone.

Bill, I am always on the lookout for people to partner with me. And I think you would be great to work with! Let's set up a time that I can take you to lunch and give you the details. Then you will have enough information to see if you are interested and if you could qualify. I have \_\_\_\_\_ and \_\_\_\_\_ open. Which is better for you?