

Direct Selling: Unique Position

In the YouEconomy

Monday, May 9, 2016

- The next “Tuesday Night Live” meeting at Corporate Offices or www.mannatechlive.com is May 10 doing the New “Transform Your Life” presentation
- Continue to check out Mannatech Resource Library for new materials
- Dallas Super Regional June 18th with special guest Gold Presidential JP Koster
- Are you using the new Mannatech+ app to share materials with your prospects and also listen to TOMS and Self-Development?
- New Optimal Health System Brochure coming soon that covers Ambrotose, AO, Plus, and Phytomatrix

Direct Selling: Our Unique Position in the YouEconomy Article in Direct Selling News

1. Seismic shift in our economy and no looking back
 - a. No more employees investing time in one job
 - b. Corporate layoffs, downsizing, new job experiences, all leading to shorter term experiences
 - c. Those who stayed, lower morale, change in traditional work day hours lengthening the days; mobile devices put employees on 24 hour accessibility.
 - d. Bottom line profits costing employees professional goals
2. What it means to work today draws upon the ideas and values that are fundamental to direct selling.
 - a. The “Gig” or “Shared Economy” in which entrepreneurs patch together various jobs or gigs based on specific set of skill draws from direct selling model.
 - b. Uber, TaskRabbit, AirBNB, and a myriad of others are examples. It is changing the way Americans work.
 - c. Focus on the individual versus the corporation. Prediction that by 2020, 40% of workers will be doing some kind of freelance work.
 - d. Our role: as all these new hip hop ideas crop up, we must be able to distinguish from these alternatives
 - 1) Our uniqueness
 - 2) The many benefits of direct selling over “trendy” new concepts
 - 3) Strive to be the “hot” alternative
3. Is your company distinguishing itself as one of the most powerful avenues in the YouEconomy? If not, you are holding a losing hand!
 - a) building long-term income
In the trendy new concepts all for them are still exchanging time for dollars. Kiyosaki’s cash flow quadrants is critical to distinguish us.
Residual income.
 - b) Long term relationships between customers and you
In trendy concepts you are connected to the customer for only a very brief time.
Repeat business.

- c) Focus on long term truly sets direct selling apart: build a scalable business that transcends merely a point of sale transaction. The more time we spend **building relationships**, working with consumers and partners.
 - d) Develop a sense of community in the sales force and business partners.
4. The Society for Human Resource Management commissioned a survey in 2014 of 600 employees:
- a. Several conditions in which engagement at work is more likely:
 - 1) Satisfaction with relationships with co-workers
 - 2) Satisfaction with the contribution of their work to the organization's business goals
 - 3) Meaningfulness of the job
Identification of a purpose beyond one's daily tasks is vital.
 - 4) Trust...wanting to work for a company with integrity.
 - b. Apply these to direct sales (Mannatech)...we absolutely help with greater engagement!
 - 1) Mannatech has a family type atmosphere with associates
 - 2) All of us are helping to drive the corporate goals of providing a great means for enhancing and transforming peoples' lives; 22 years of "true health"
 - 3) M5M we have an awesome cause: to transform the lives of malnourished children around the world
 - 4) Mannatech has integrity and stands for what is right; transparency
5. YouEconomy all about connecting (usually via mobile technology) product and service providers with consumers. Requires trust, referrals.
- a. In direct sales, we have always seen this...the very fabric of the direct selling business is strangers extending trust to one another for peer to peer transactions.
 - b. BUT how connected are these non-direct selling contingent workers to the companies they represent?
 - 1) Recognition?
 - 2) Community interest?
 - 3) Transparency?
 - 4) Opportunity for advancement?
 - 5) Improving self?
 - c. In direct selling we realize the importance of establishing a strong culture. A loyalty around your brand. Events serve a huge purpose.
 - d. The "family type" relationships are huge in direct sales. Sales associates live in close proximity, work together. This is rare if ever found in YouEconomy.
6. Journey of personal development
- a. In YouEconomy this is not even a thought. Coaching, mentoring, leadership development are not even thought about for the most part in the YouEconomy.
 - b. In direct sales it is a core value. As Robert Kiyosaki says, he recommends network marketing because of the self-development.
 - c. TOMS in Mannatech
 - d. Now on the Mannatech+ App notice all the self-development materials.
 - e. "Personal development is where the real magic of a direct sales business happens."
7. Advancement

- a. YouEconomy has virtually no advancement. You are truly exchanging time for dollars.
 - b. Direct sellers can climb the ladder and become whatever level they aspire to. In fact it is a major selling point from the traditional economy as well..."you choose your income level" by your dedication to developing the skill set, commitment and dedication to your business.
8. Confusion exists on the legal status of YouEconomy "independent contractors"
- a. Employee versus independent contractor major issue
 - b. Lawsuit against Uber just settled for millions so no resolution
 - c. Leaves issues still outstanding...in July 2015, David Weil, of US Labor Dept of Labor and Wages issued an opinion stating that the majority of contingent workers were in fact employees.
 - 1) work on employer's turf
 - 2) employer providing supplies
 - 3) hours on the job
 - 4) hire/fire potential

"It's up to every one of us to promote better understanding of direct selling, and that's not just because we have the great potential to attract many more Americans to seeking to join the YouEconomy—our channel can and should help shape many of the important discussions that continue to come out of this movement."

"If I had to do it all over again, rather than build an old style type of business, I would have started a network marketing business." Robert Kiyosaki