

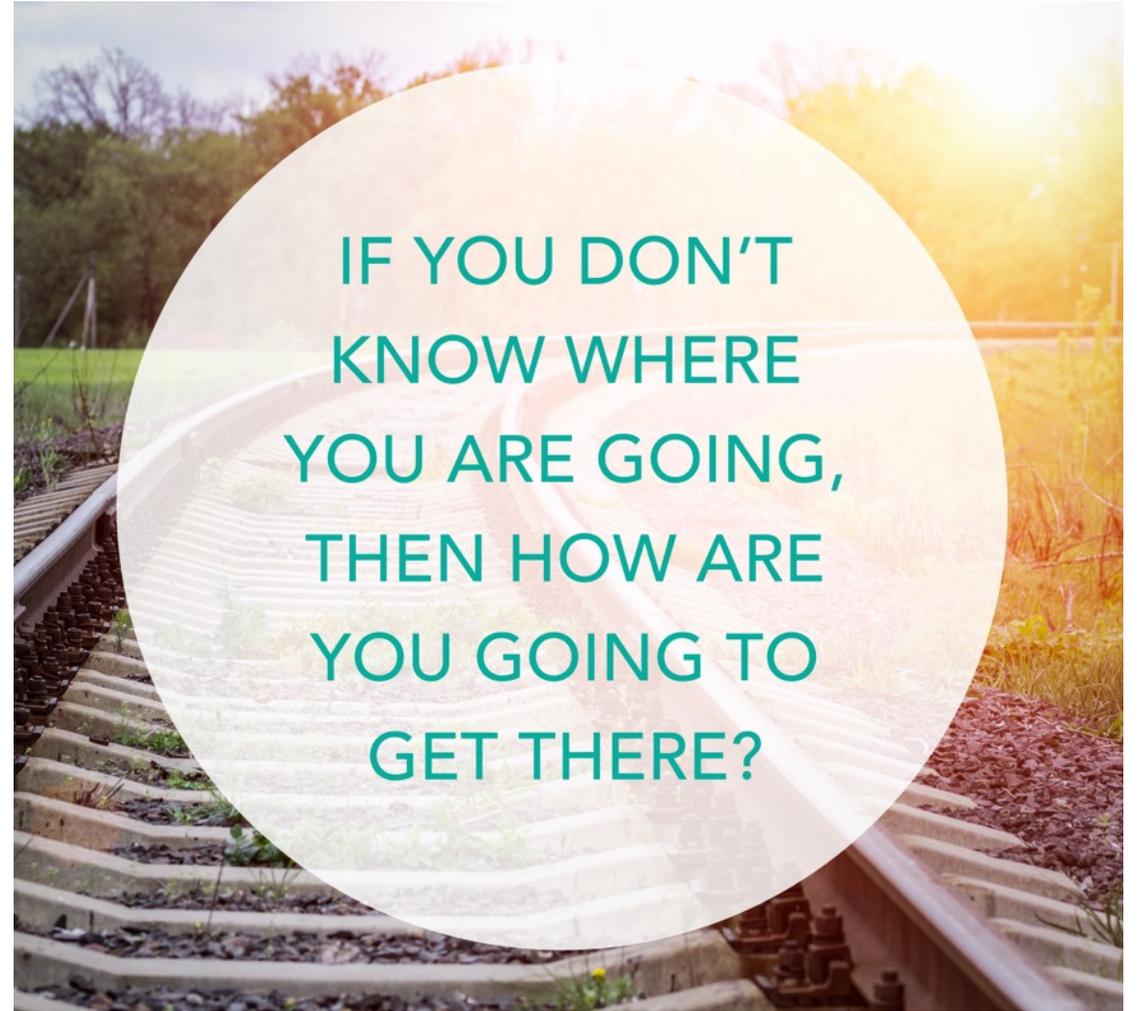


# THE FOUR BASICS

GETTING STARTED RIGHT

# START WITH THE END IN MIND

THE GOAL: PLATINUM  
PRESIDENTIAL



IF YOU DON'T  
KNOW WHERE  
YOU ARE GOING,  
THEN HOW ARE  
YOU GOING TO  
GET THERE?

# THE FOUR BASICS



# BASIC #1



# MAKE A LIST



Every business needs a market in order to be successful. You can begin to build yours on your first day with Mannatech by creating a list.

# LIST OF 100 NAMES



- Take time to make a list with each new Associate
- Do not prejudge: at first, do quantity over quality
- Make a BIG list, as it gives CONFIDENCE
- Use a memory jogger to keep track of potential Associates
- Make an international list – build a business without borders
- Keep a copy of the list

CAUTION: AVOID MAKING A SMALL LIST

# WHO AM I LOOKING FOR?



FOUR CANDIDATES FOR A  
1,000,000 RAND-PER-YEAR POSITION

Mannatech is for people who:

- Care for others
- Dream
- Hope
- WANT TO BE SOMEBODY
- Will fight for what is right
- Are honest
- Have integrity

# WHAT DO THEY WANT?

## PRIMARY MOTIVATING FACTORS

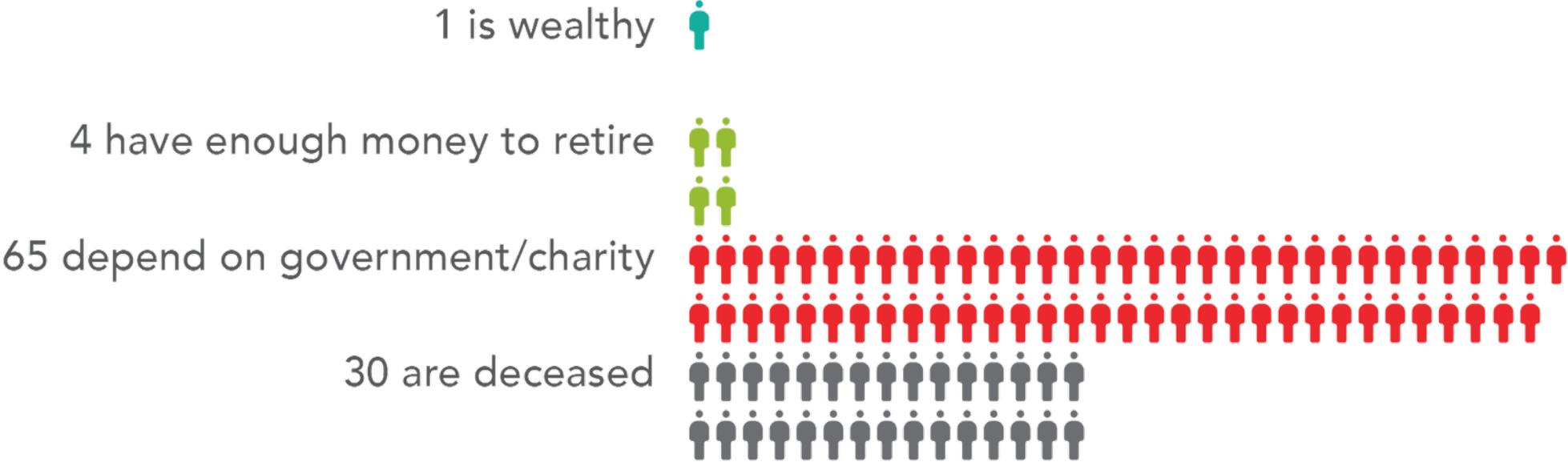


- Better health
- Financial freedom
- Time and money
- Extra income
- More time with the family
- Have their own business
- Call their own shots
- Personal development/growth
- Helping others
- Meeting new people
- Social life
- Comfortable
- Early retirement
- Leave a legacy
- Multi-generational income
- Live a life of significance

# DID YOU KNOW?



Out of 100 people that start working at the age of 25, by the age of 65\*:



\*According to the Bureau of Labor Statistics

# BASIC #2



# CONTACT AND INVITE



Contact the people on your list via phone, text, email, social media or face-to-face and then invite them to a meeting to learn about Mannatech.

# GO FOR “NO”

## HOW TO OVERCOME THE FEAR OF FAILURE!



Develop a more empowering definition of “failure”

*“Every adversity, every failure, every heartache carries with it the seed of an equal or greater benefit.” – Napoleon Hill*

Within every NO is the information needed to improve

# GO FOR “NO”



- Learn to love and embrace opportunities to hear “no”
- Your NO - quotient is more important than your IQ
- The quantity of presentations trumps the quality
- Your reaction to YES & NO should be of equal emotional intensity
- Start counting your No’s and calculating their value
- “YES goals” are important, but “NO goals” are critical
- Takes the same energy to get a BIG NO than a SMALL NO
- Do not make decisions for others as to what they’ll spend

NO doesn't mean NEVER; NO means not YET!

# BASIC #3



# PRESENTATION MEETINGS



- Daily 1-on-1
- Bi-weekly
- Monthly Training
- 3 Monthly Super Regionals

# THE 5 GOLDEN RULES OF SUCCESS



RULE #1: See more people

RULE #2: See more people

RULE #3: See more people

# THE 5 GOLDEN RULES OF SUCCESS



## RULE #4: Use the law of averages

The Law of Averages governs the success of every activity in life.

- Network marketing: 10:6:3:1
- 10 presentations = 6 will get excited / 3 will start / 1 will succeed

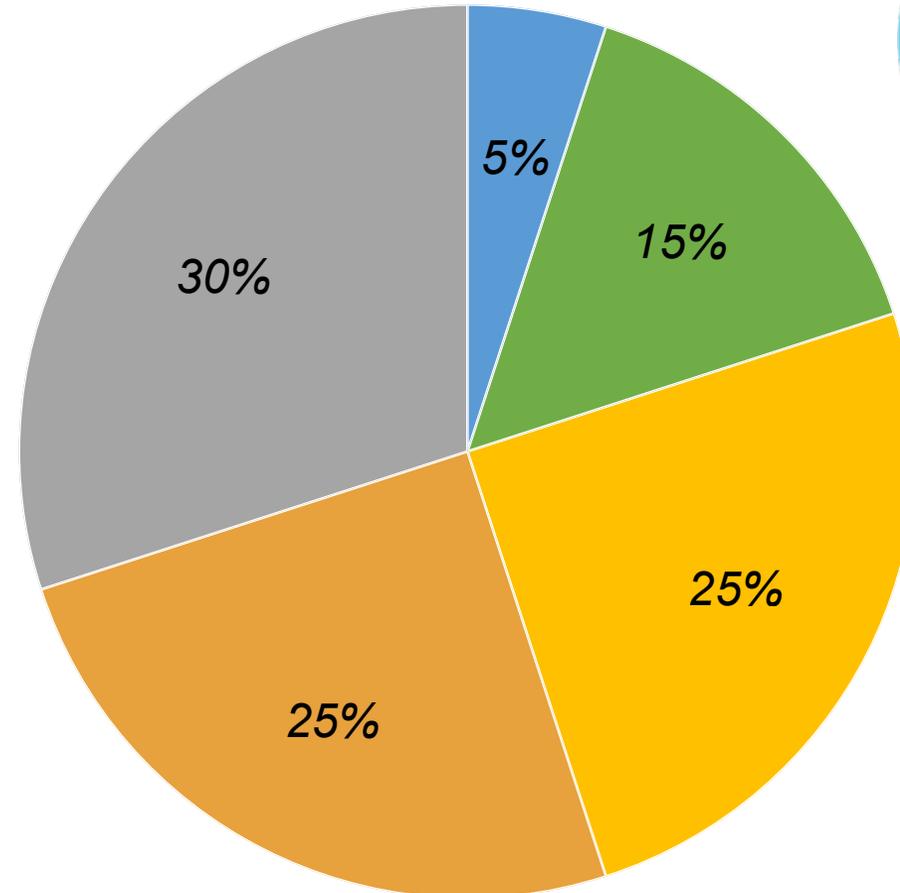
## RULE #5: Improve your averages

- Within every NO is the information needed to improve
- Consistency is KEY – Five nights per week will improve your ODDS

# TARGETING PROSPECTIVE CUSTOMERS AND PARTNERS



- *Ready NOW!*
- *Interested*
- *Think they're not interested*
- *Not even thinking about products*
- *Not interested*



# LAW OF CONSEQUENCE



## SUCCESS IS A GAME:

- The MORE times you play, the more times you win.
- The MORE times you win, the more successful you will play.

## APPLIED TO NETWORKING:

- The consequences of asking MORE people to join you is that MORE people will join you.
- The MORE times you ask them to join you, the better you become at asking.

Do whatever it takes to register 2 All-Stars per week!

# NATIONAL MEETINGS GRID

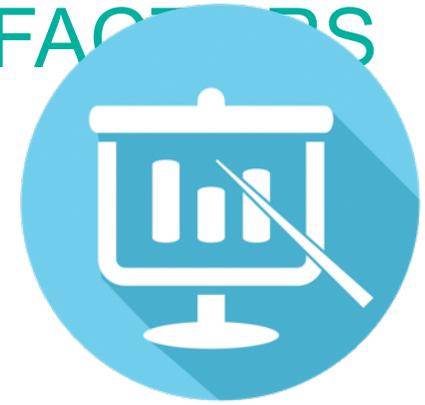


# 4 KEYS TO A SUCCESSFUL PLAN PRESENTATION



1. **Melt the ice – set at ease**
  - Sell yourself and establish TRUST: people enjoy people they trust
2. **Find the DREAM – ask/listen**
  - Discover the prospect's dream or primary motivational factors
3. **Elaborate on the DREAM**
4. **Get a COMMITMENT**
  - “This is what we need to do next”

# HOW TO UNCOVER THE PRIMARY MOTIVATIONAL FACTORS



YOU MAY WANT TO ASK:

“Do you know why people start  
a networking business?”

- NO → “Let me show you.”
- YES → “Five solid gold questions”

# 5 SOLID GOLD QUESTIONS



1. What is your number one priority?
2. Why did you pick that one?
3. Why is that important to you?
4. What are the consequences of not achieving it?
5. Why would that worry you?

# PRIMARY MOTIVATIONAL FACTORS:

Everyone is motivated by one of two things:  
to make a GAIN or to avoid PAIN



Health  
Extra income  
Financial freedom  
Time freedom  
Have my own business  
Personal development

Helping others  
Meeting new people  
Retirement  
Leaving a legacy  
Living a life of significance

# BASIC #4



# FOLLOW-UP



The goal is to follow-up and then start the process all over again with a new person!

# LEADERS ARE READERS



“Remember, you are the same today as you will be in five years, except for two things: The books you read and the people you meet. Choose both very carefully.”

- Charlie “Tremendous” Jones

# THOSE WHO GO, GROW

## THE POWER OF ASSOCIATION



“People seldom improve when they have NO other model than themselves. Iron sharpens iron.”

- Goldsmith

# TRIALS AND TRIBULATIONS

IT IS SIMPLY PART OF THE  
PATH TO SUCCESS



We cannot predict when or why, but we can be assured that any company in operation long enough to be successful will always experience its fair share of trials and tribulations. We need to prepare our organisations with the right tools, the right training, the right coaching & mentoring and the right attitude to succeed.



**MANNATECH<sup>®</sup>**

INDEPENDENT ASSOCIATE