



In-Home

PRESENTATION GUIDE

GETTING STARTED



The MANNATECH XFM Experience

XFM's are in-home or in-business product demonstrations that introduce the many facets of Mannatech - our products, our opportunity and our mission to make a difference.

XFM's are easiest and most effective when you can present to a small group of people who know each other so that your presentation is part of a social get together. It's a friendly, fun and non-obtrusive way to demonstrate and share with others what we're all about.

Two XFM's suggested options.

XFM NUTRITION

Health and Wellness
for you and your family



Key Products
NutriVerus™ and OsoLean®

XFM BEAUTY

Healthy skin care
education



Key Product
Ūth™ Rejuvenation Crème

To start, you may choose to host your own events and invite different groups of people who are interested in each of the above. However, for a more effective way of reaching a larger number of people, we recommend you use your list of friends and contacts to ask them to host an XFM, therefore inviting people beyond your own personal circle. This will ensure you are always meeting new people with whom you can share the Mannatech opportunity.

Getting STARTED

Steps to XFM Success

- 1) Organise your Diary
- 2) Create your List of potential Hostesses
- 3) Event Promotion and Invitation for Hostess
- 4) Hostess Coaching
- 5) Preparing for your Event
- 6) Planning the XFM DAY
- 7) Follow-up

Tip

On average 1 in 5 people will agree to an XFM, so if you want 6 XFM's in your diary, approach 30 people. Law of Averages says every 'no' is that much closer to a 'yes' so persevere and your diary will fill up!

BOOKING *your first XFM*

1. ORGANISE YOUR DIARY

Block out times when you're not available to conduct XFM's and create timeslots which are convenient to you. This ensures you are able to offer and lock in a time with your Hostess straight away.

Don't allow bookings too far in advance. Most people know what they are doing for the next 7 to 10 days but further bookings have a greater chance of being cancelled.

If you're new to XFM's and would like your Upline Leader's help, make sure you check their availability with your own. It's a good idea to ask your local leader to do your first one or two XFM's with you so you can watch and learn how it's done.

Aim for 2 to 3 XFM's a week. The more you do, the more people you meet and the easier it is to fill your diary.

2. CREATE YOUR LIST

Make a list of everyone you can think of. Don't pre-judge. It's often the people you expect least to book, that do. Think of friends and acquaintances from different circles so you can expand your contacts for future bookings.

People like to share new products and discoveries with friends so make sure you tap into all the guests of your Hostess to expand your reach and opportunity.

In order to help you kickstart your list, we've provided a few contact types you may want to consider approaching.

XFM Prospect List

- Family members
- Friends
- Professionals
- Neighbours
- Organisations
- Local Businesses

Once you have your list of names identify those most likely to have an XFM and contact them first. Family and friends are most likely to help you kickstart your business.

3. EVENT PROMOTION & INVITATION TO HOSTESS

Benefit

Before making your first phone call you will need to clarify the benefits of hosting an XFM. This will help you address any possible objections.

- Mannatech's mission to help people improve their health and at the same time nourish children all over the world.
- An opportunity to get together with friends to sample a unique range of products which can enhance their wellbeing.
- You the Associate are there to explain the wide range of product options.
- There is no obligation for anyone to sign up at the XFM – you are there for exposure and to share.
- Trying to achieve your goal of nourishing (add your number) of children.
- Associate does it all – Hostess simply organises the guests and they do the rest, including bringing the dips and crackers you'll be adding NutriVerus to, and the ingredients for the agreed upon mocktails or shakes for adding OsoLean to. (Non-alcoholic recommended for the presentation).

Now block out a dedicated amount of time for you to start contacting your list and filling your diary.

Ask people in person or make a phone call. Your results will be much higher as you can more effectively sell the XFM experience and address any objections.

Promoting your business through Facebook and other social networks, text messages and emails is encouraged to create awareness for what you are doing and can offer through XFM's. But the best way to lock in a firm booking is through direct contact. Nothing can replace personal conversations over the phone or in person.

Tip

Create a possible guest list for those you know well, to help them compile their guest list and to avoid the response "I don't know anyone".

Tip

Set yourself a goal of locking in 2 to 3 XFM's in the next 7 to 10 days

Tip

Building rapport is the first step to a sale, as it establishes likeability and trust. This can be achieved with kindness, charm and a shared connection.

Tip

Loyalty Credits are a great way of stocking up on Hostess gifts

Hostess Involvement

You will be asking your Hostess to host their friends in their home for no more than an hour. They should try to get 10 - 12 confirmed friends, with a goal of 6 - 8 attending (people always drop out at the last minute)

If you have too many people you won't have time to build rapport with your guests.

They will not be required to do anything, outside of inviting, and following up with their friends. You will provide the snacks, the drinks, the product and the FUN!

We suggest you offer the hostess a free product to thank her for hosting an XFM – find out what types of products they are interested in upfront – eg. MannaBears® for the small kids, GIPro® Balance or Ūth™ sachets.

Booking an XFM SAMPLE SCRIPT

If you are a bit nervous or shy about approaching people, we have a simple script you can use as a guide until you feel more confident.

The XFM Approach

You “Hi Susan, I’m wondering if you can help me out? My company has asked me to test this new way of presenting our products and I could really use some feedback.

They have asked me to find some friends who will host a couple of what we call XFM’s or Extreme Makeover’s. And no I’m not coming over to makeover your house but I can help by showing you ways to make over your diet and fitness.

They’re really fun and they’re pretty simple. There’s not a lot of display to set up and I won’t need a lot of space. I’ll bring the drinks and snacks so there’s nothing for you to set-up or prepare, you can just enjoy yourself.

I really don’t want you to feel pressured or anything. It’s totally fine to say no, it would just be helping me out and there is no obligation to purchase. It will just be a bit of fun.

Can I explain how it works and then you can decide if it’s something you can help me with?”

When she says “Yes”

You answer “Thank you so much. It’s really really simple. I’m going to send you a link for a short video to watch so you can get an idea of what I’m on about. It’s the same video I will share with your friends on the night. I’ll email it to you now, if you can check it out and I’ll call you back in around 10 minutes – is that ok? Great!”

Email them “Shocking Truth About Food with M5M”

You call them back in 10 minutes

You “So, pretty compelling isn’t it?”

Tip

Most people around us today are interested in improving their health and wellness and are looking for effective ways to nourish their families.

Nourishing children globally is an attractive added benefit.



"And as you can see, not only is Mannatech passionate about nutrition and the right supplementation, but they've also got a very big heart. They're not just another greedy corporation obsessed with profit. Their generosity with the M5M program is really special I think, and every customer is automatically part of the program, with every purchase.

All we need to do now is set up a date and time that suits you for your XFM. It's really casual and the demo and product tasting shouldn't take longer than 45 minutes. We find smaller groups are best so if you can organise 6 to 8 guests that would be perfect. We find it best to invite around 10 as there are often cancellations on the day.

We'll do some product tasting on the night as well. We'll make smoothies and some dips that we add product to, so no mess, no fuss, but a lot of fun.

I'll also have a little gift for you on the night.

So what do you think? Can you help me out by hosting a party and inviting some friends over?

What date works best for you?

Great! Let's lock that in and I'll send you some more information and invitations you can send to your friends. I'll touch base with you a couple of days beforehand."

4. HOSTESS COACHING

Get In Touch

Within 24 hours contact your hostess to:

- reconfirm date and time
- discuss guest list suggestions
- arrange the electronic invite and links
- discuss dietary requirements
- agree location in house for XFM

Guest List

You may need to help them compile their guest lists. You can begin with:

- Friends
- Relatives
- Parents from school
- Work colleagues
- Sporting teammates

Hostess to confirm her XFM booking by email and text.

There are many different ways of sending out an invitation to an XFM but nothing will replace a personal phone call. Encourage them to call and invite guests to the XFM they are hostessing.

Follow-up with an email invite with the link to 'The Shocking Truth About Food' attached.

Provide your Hostess with electronic invitations they can email or print out and send to their guests. Provide them with the link to 'The Shocking Truth about Food with M5M'

By having the Hostess share the Shocking Truth About Food Video with their invited guests they are inviting, you are creating a WHY, with you, the Associate, offering a solution.

Tip

Studies show that people must have at least one exposure to a product or brand before making a buying decision. If the Host can create awareness prior to the XFM you will have a greater result at the XFM.



Food and Drink for XFM

Have some fun with this!

Share with your Hostess some recipe options. Explain that you will be demonstrating the product in dips and shakes or mocktails.

Let them choose from a few of our suggested dips – Nutrilicious Veggie Dip, Nutrilicious Fruit Dip, Nutrilicious Hummus and Nutrilicious Guacamole are good suggestions. You can make your own with the recipes we've provided or simply purchase them from the store. You should have at least 2 dips and plain crackers.

For your welcome drink – an OsoLean Mocktail or Smoothie. You should have at least two different types of drinks to cater to different tastes. If you are going to make smoothies make sure your Hostess has a blender you can use or bring one of your own. Try Strawberry/Almond, Berry/Banana or Pineapple Smoothies or for mocktails, simple fruit juice mixers. Check out our great recipe ideas or make-up your own!

Tip

For ease of cleaning, bring plastic cups for your drinks and add a bit of party fun with straws and swivel sticks. Not only will these liven up the drinks but they will also help keep the powder dispersed in their drinks.



Pre-XFM MAKEOVER PREPARATION

1 week prior to XFM

Always call your Hostess, never email!

This is a great time to reconnect and create excitement for the upcoming XFM and assist with increasing guest attendance. Contact your Hostess to see how she is going so you can confirm a few things:

- Number of guests
- Best time for you to arrive - preferred 30 min before guests to set up and prepare drinks
- Check if any allergies among those attending
- Ask what dip flavours she would like
- Help her choose a smoothie or mocktail recipe from the list of OsoLean recipe options
- Confirm that you will be bringing a laptop to show videos, and ideally you would like to connect your laptop to the TV. Or you're happy to bring a DVD version to play on their player and TV.
- Discuss with your Hostess where they prefer to hold the XFM so the area is ready for you and the guests. The living room works best as you would like to be able to use the TV for either your laptop or DVD. The dining room table can also work as long as you have all videos downloaded on your laptop.

2 Days before the XFM

Check in to see if everything is still OK with timing and numbers.

Suggest she text guests to confirm the XFM. *"All set for my XFM. Everything is organised and I'm so glad you are coming! See you (time and date)."*

Let your Host know you're looking forward to the event.

5. PREPARING FOR YOUR EVENT

Make sure you have your videos uploaded to your laptop or ipad or your DVD.

Videos to upload include (add links)

- Shocking Truth About Food
- NutriVerus is Real Nutrition
- M5M
- 3 Types of People/ You Choose

What to bring to your XFM

- NutriVerus for adding to dip in front of guests
- OsoLean for mocktails and shakes - Blender if required
- Plastic cups, straws, swivel sticks
- Ūth for spot testing
- Product for demonstration and display
- Tablecloth for display
- Questionnaire (general questionnaire or skin assessment for Beauty XFM)
- Pack Options
- Price List (printed out)
- Applications/Order Forms (enough for all guests attending)

Tip

We also recommend you bring some "before and after" testimonial photos. You can have these on your ipad or print out photos to share with the group.

HOSTING *your own XFM*

You may choose to host your own XFM's on occasions when you don't have a Hostess. When you invite your guests keep in mind your goal is not only to introduce guests to Mannatech and the 'You Choose' program but also booking XFMs with at least one or two guests so they can introduce you to their contacts.

The formula is the same, except you will be both the Associate and the Hostess.

The Script for inviting your friends is the same except you are inviting them to your house and your script could be something like this.

You *"I will be hosting an XFM at my house where we'll look at health and nutrition. I'd love you to come.*

You don't need to bring anything, just come along and I'll whip up some mocktails and tasty dips, we'll watch a couple of videos and talk about a few products.

If people want to take part that's great, if not that's OK too.

And just as I'm catering a little, I'd like to confirm numbers. So I can count you in for the [date]?

Great! Let's lock that in and I look forward to seeing you. It'll be fun!"

Follow up with a confirmation invitation email and a reminder text a couple of days before your XFM.

Your XFM will run the same as one hosted by someone else with the exception that you're not thanking the Hostess and giving yourself a gift!

TIP

Create 2 XFM opportunities -
one for nutrition and one for beauty, and invite your friends along to the one you think they'd be interested in.

