

## Notes – Leon Waisbein – Sun City Extravaganza 2010

- **Our business objective is to have constantly growing royalties.....for our people. Then your royalties grow anyway.**
- **You must have a strategy!**
- **Focus must be on ROYALTIES!!**

So, let us look at some of the most important dimensions of developing independent leaders in your business and building royalties:

1. **Satisfied customers** – every distributor/Supervisor must have many satisfied customers who want to buy the products. Products need to be consumed by happy customers for you and your team to have a thriving and profitable business that grows.
2. **Profitable Supervisors** – Supervisors in the team must feel proud of their income and should build their customer base up to a group of 30 – 40 customers to be in this situation. Supervisors must get to a situation where they do not “need” another job. Demand of your Supervisors to build this up and make R10 000 profit or more from personal activities (customers and wholesale) and not from royalties.....within a few months.
3. **Leadership and Duplication** – this is a lifelong process of improvements. You start to get results and it starts to work and you learn more.

### **Points about leadership:**

- People follow you when you show the way – “Doing and Being Forever”. It takes time to get that and then to keep it. How do you lead the way to your people? Here are some of the most important ones – your “look or image – the way you dress”, language, weight and fitness, punctuality, keeping your word, reliability, integrity, your personal volume every month, your productivity levels, personal momentum, conscience, modesty, positive attitude, ethics, initiative, responsibility.
- Leaders don’t look for somebody to blame.
- Leaders look for solutions.
- Leaders are followed because people are attracted to the value of being connected with the kind of people who show the way.
- Leaders are positive people – always remember that your team and other people “scan” you all the time! With a magnifying glass sometimes! They judge our reactions and

nobody wants to follow a negative person. When it comes to your organisation, your reactions and expressions are so important.

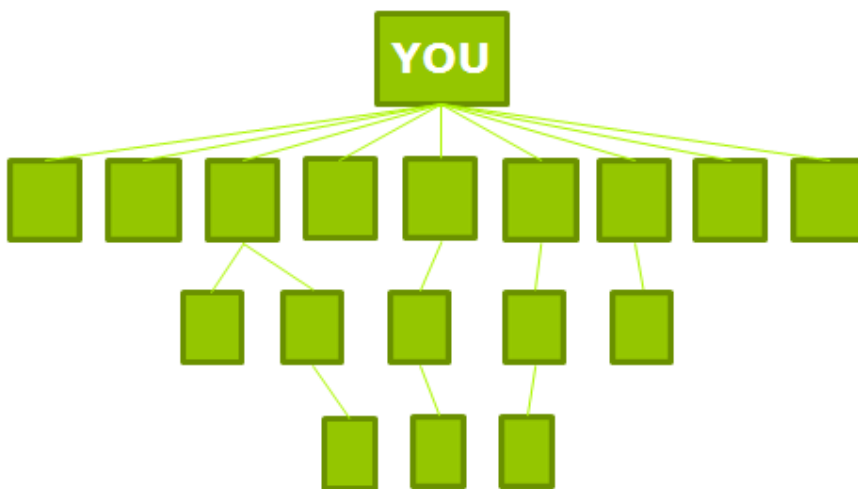
- Demand of your organisation to be better, more ethical and have more integrity than ANYBODY else!
- Leaders don't put themselves on a pedestal and don't act like a big boss.
- Leaders keep a low profile and promote their people more.
- Never make yourself an issue.
- Leaders forge good partnerships with other leaders and have mutual respect for each other – leaders promote each other.
- Leaders value co-operation, teamwork, unconditional effort to help – when you help somebody, you lose nothing.
- Leaders control own ego.
- Leaders unite forces to develop a city, a region, a country.
- Leaders see several steps ahead – they have an annual plan – a few 90 day plans in succession.
- Leaders see the context – when something happens, they keep it in the context where it belongs and don't exaggerate. Help your people not to blow things out of context.
- Leaders do what their people need – not what they need. You need to have big character for this – this is an ongoing test of leadership.
- Leaders don't create "victims" around them.
- Leaders don't spread rumours about others and don't support them either.
- Leaders don't "RE-ACT" – they check the facts first.
- Leaders are loyal to the company, the products and to people.
- We **NEVER** say bad things about other companies or other products – just be positive and say....."Let me tell you about my company."
- Leaders are focused on **DUPLICATION**.
- Leaders take care of the brand.
- Leader means reliability and predictability.
- Leaders see the goal and don't deviate from it.
- Leaders develop new leaders.
- Leaders always promote their sponsor.

- A true leader is not afraid to tell the world he is the leader and to start acting accordingly.
- There is always light around a leader – even in darkness.
- Leaders have priorities set up.
- Leaders know what they are fighting for.
- Leaders know the classics – Mark Hughes trainings and DVD’s, Jim Rohn CD’s, books and DVD’s – they soak up the enormous values of learning from these people. Mark always said “optimal is fastest, if it’s not optimal, it falls apart.”
- Leaders know how to rest.
- People are not born leaders – they become leaders.
- **The first significant leadership position in the Herbalife Marketing Plan is the *Active World Team* position.**

#### 4. Royalty Building

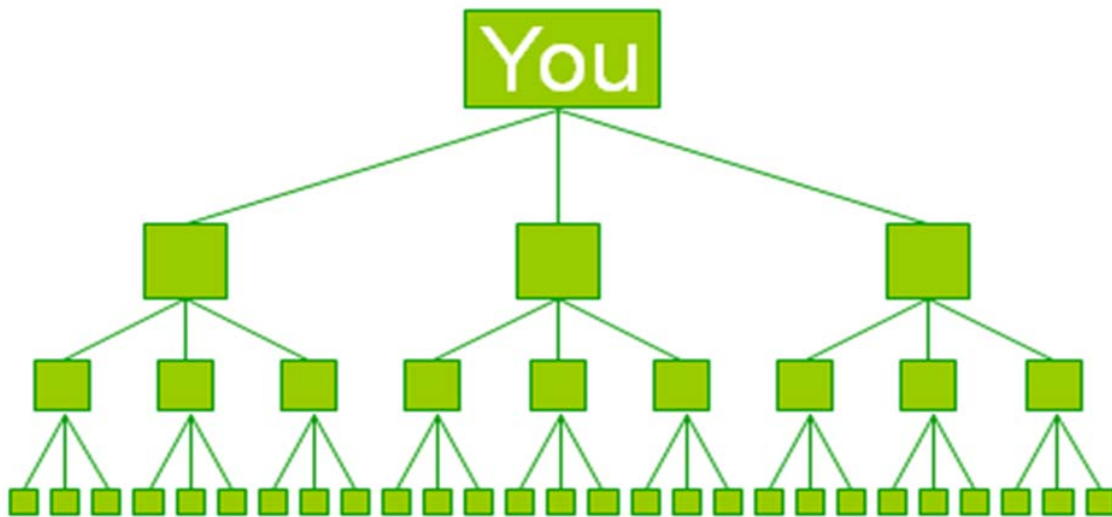
Draw your organisation so that you can see the shape it is in.

Flawed Shape



- This is not a good shape – it means that you are focused mostly on first line recruiting and not on DUPLICATION.
- Building only first line will yield no lasting results.
- This approach will mean that your ROYALTIES will grow very slowly.
- THINK 6 GENERATIONS DEEP!!! Mark Hughes always taught this.

Correct Shape

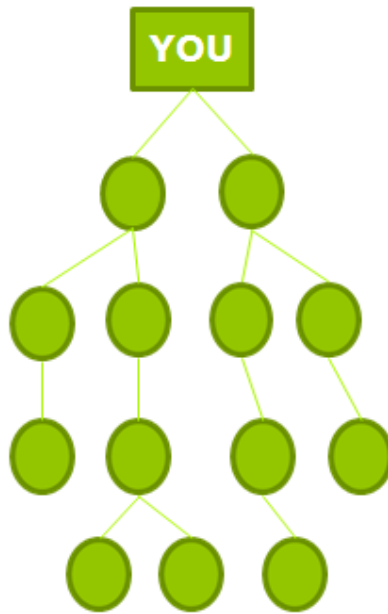


- This is a very healthy shape. It means that there is DUPLICATION happening at all levels and that you are building “Leadership Groups” within your organisation.
- How do you divide your time?
- Ofcourse you must build WIDE and DEEP, but your priorities will change as you go along depending on the condition of your first line and the maturity of your leadership groups.
- A developed line is where DUPLICATION is happening.
- A line that is 6 levels deep with all Supervisors earning ROYALTIES is a developed line!
- When you know how to build DEEP, then there’s reason to build many more first line.
- **WIDE AND DEEP!!**

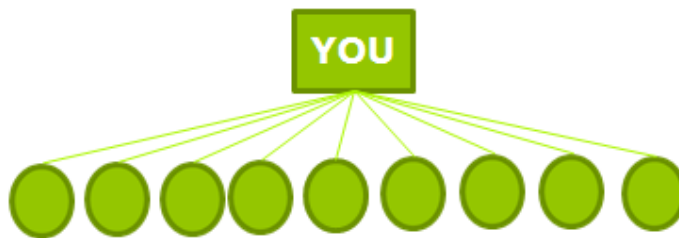
### How do you build your ROYALTIES?

- Through your PERSONAL VOLUME! Through Distributors AND Customers! Your first line includes all your distributors AND your customers!
- If you build your personal volume correctly, your royalties WILL GROW!
- You build your team up to 6 levels deep WITHIN YOUR PERSONAL VOLUME!!!!!!
- Home parties / Grand Openings are the best way to get this going and then lead them into your Weight Loss Challenges and constantly practice the “TELL, SHOW, TRY, DO” approach.

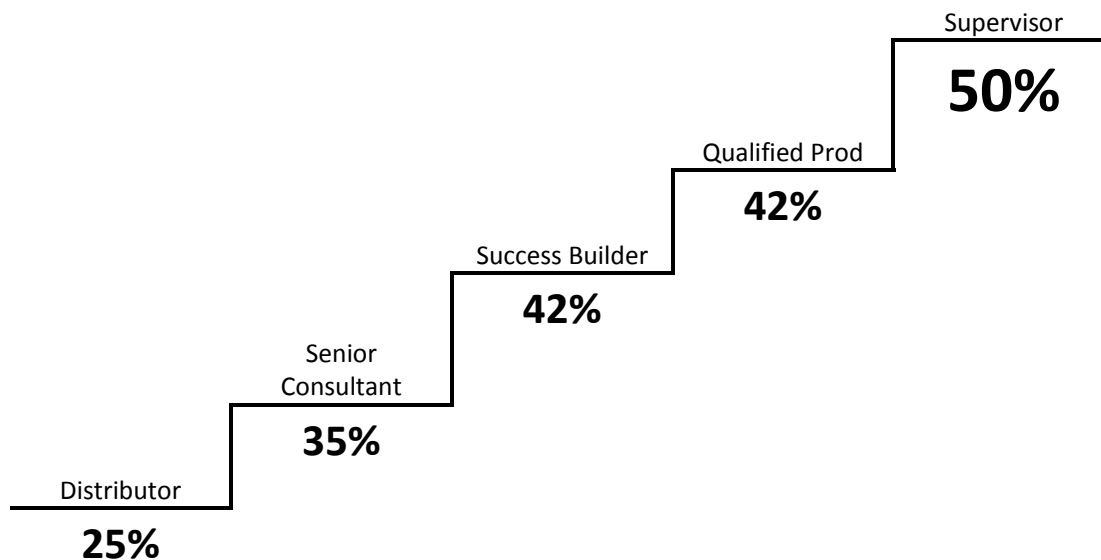
**CORRECT SHAPE ..... CUSTOMERS AND DISTRIBUTORS – If you do it like this, YOU WILL BUILD ROYALTIES one person at a time until they have built a team under them – see script end of this doc!**



**Flawed Shape .... NO DEPTH and NO DULICATION and.....therefore..... NO ROYALTIES**



5. **Marketing Plan** – show Supervisor is the place to be (talk the tab levels once growing!)



- Be flexible with people and how they get to the Supervisor level.
- Do massive action / lead generation so that you accumulate many moving Distributors in your first 3 levels.
- Be patient with your people and with yourself.
- You will create an empire when you work like this.
- Make the SUPERVISOR level so important.....it must be the “Pres Team” level of your marketing plan.

## **Active World Team Level –**

### **Why become an Active World Team Member**

- When you build AWT members, it means that you are building Leadership Groups that are producing and earning ROYALTIES!
- When your people are qualifying to AWT, it means that you have profitable Supervisors in these groups who are making good incomes from their customers and building groups for themselves to progress.
- AWT is the first really significant leadership position in the marketing plan because they have mastered the 3 basic building blocks: 1) Building a solid customer base, 2) Recruiting new distributors and 3) developing a downline.



**It is like a tricycle – all 3 wheels must be well oiled and turning simultaneously to  
create ..... **DUPLICATION****

#### **How to Do It**

- It starts with your personal volume
- Build “correct” personal volume structure that will lead to royalties.
- Customers are part of your first line! This is an important lesson.....Distributors AND Customers are ALL your first line!
- Stop thinking levels or generations.....think ORGANISATION!!
- Build and create little teams / groups with depth and have many people in your 3 levels “In Qualification” for Supervisor. Leon showed us his personal statement dated October 2010 where he had 1500 people in his first 3 levels who are ALL doing volume and in qualification for Supervisor! Some do it in one month others do it in 2 or 3 months.
- Supervisor qualification through 5K method is great when you do it with flexibility for each person. Some want to go fast and that’s great because they can be Supervisors in 1 or 2 months! Great! Sometimes they start out thinking they will do it over a few months and then they can end up doing it in just 1 month.
- Remember...you are building an empire and every new Distributor and every new Customer is the opportunity to build another new leg / group of your empire.

6. **Events and Trainings** – the events and trainings are an important part of building your groups – for them to work with others and to learn from others.

7. **Distributor Tools** – Corporate are setting up more and better tools all the time. New tools that are coming soon:

- Weight Loss Challenge Website for South Africa
- iPhone application
- iPad application
- Online Distributor sign-up facility

8. **Regional Calendar / 90 day plan –**

Nov	Dec	Jan	FEB	Mar	Apr	MAY	Jun	Jul	Aug	Sept	OCT
LDW			Regional			Future Mill Team Retreat & National LDW in Cape Town					
STS	STS	STS	LDW's	STS	STS		STS	STS	STS	Extrav	Extrav
HOM Sup Tr	HOM Sup Tr	HOM Sup Tr	Blake Morgan	HOM Sup Tr	HOM Sup Tr		HOM Sup Tr	HOM Sup Tr	HOM Sup Tr	Barcelona	AFRICA

9. **Recognition –**

Take every opportunity to recognize people – your customers and your distributors.

10. **Promotions and Qualifications –**

**February – LDW’s with Chairman’s Club Member Blake Morgan**

- All new Supervisors who qualify from now till the event will qualify for half price event tickets!

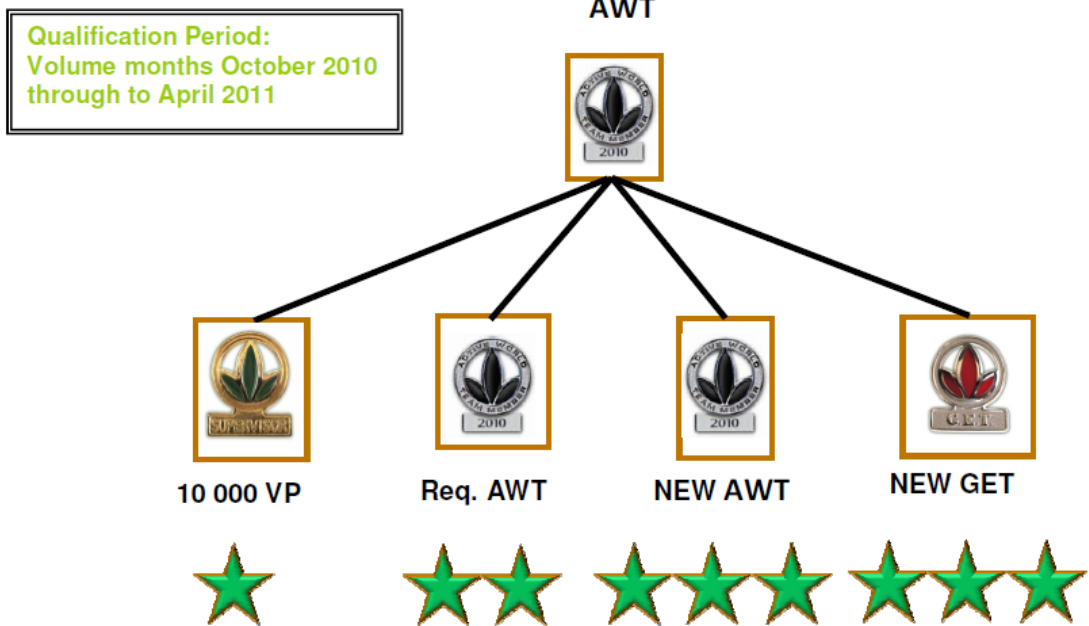


# MAY – Future Millionaire Team Retreat and National LDW in

## Cape Town

- Qualification for Future Mill Team Retreat – existing TAB Team Members and all Supervisors who do 1 month of 1000 ROYALTIES.

## Stars of Africa Active World Team Promotion



Stars	Rewards
1 Star	Event Ticket to the May 2011 Leadership Development Weekend in Cape Town
2 Stars	Event Ticket to the May 2011 Leadership Development Weekend in Cape Town Plus Voucher for 250 USD
3 Stars	Voucher for 500 USD plus special gala dinner
4 Stars	Voucher for 750 USD plus 1 hotel night accommodation and special gala dinner.
5 stars	Voucher for 1000 USD plus 1 hotel night accommodation and special gala dinner.
6 stars	Voucher for 1250 USD plus 1 hotel night accommodation and special gala dinner.
7 stars	Voucher for 1500 USD plus 1 hotel night accommodation and special gala dinner.
8 Stars	Voucher for 2000 USD PLUS Hotel Suite accommodation and special gala dinner, PLUS "President's Team pass" for the weekend.

11. **Knowing your numbers** – you need to know your numbers for every part of your business. Master the habit of consistency with your 90-day plans so that MOMENTUM starts happening for you.

#### **New Distributors:**

- Track how many customers you have – use the retail circles for this. Your goal should be to build a customer group of 30 – 40 people over a period of a few months who are happy customers.....happy consumers of the products.
- Track your volume points and your profits – the retail circle sheet allows for all this information to be on one simple sheet.
- Have a strategy of how you will get to the Supervisor level and track your progress.
- The Supervisor position is the goal for every new distributor – just decide on your personal strategy of how to get there in the shortest time possible as you build your customer base and your distributor team.

#### **Supervisors:**

- Know your recruiting numbers – the goal is to build your momentum so that you recruit 10 NEW people per month. For that to happen, you need to check your activity level and how many prospects and leads you are getting from your lead generation.
- Having the correct numbers is critical to your growth as you move up to the next few levels of the marketing plan. This is important so that you can earn ROYALTIES!
- Have a strategy to build your customer base up to 30 – 40 people because it is very important for you to be a “Profitable Supervisor”. Increase your activities to keep building your customer group. This is important.
- Always stay in touch with your numbers and draw your organisation so that you can see exactly what shape is developing and what the numbers are.
- Track your personal volume and know what your average volume per month is.
- Know what the average volume per Supervisor in your team is. This is the most accurate way to assess how “profitable” your Supervisors are. If their volume is low, it means that they don’t have many customers and they are not recruiting new Distributors.

## **Wholesale profit for Supervisors earn from recruiting activities:**

500vp at 35% discount – upline Supervisor earns approximately R900

1000vp at 42% discount – upline Supervisor earns approximately R1000

2500vp at 42% discount – upline Supervisor earns approximately R2400

4000vp at 42% discount – upline Supervisor earns approximately R3900

## **Working with your customers and building little “groups” of**

### **Customers:**

Customer Script from Leon Waisbein:

Leon explained that this is how he teaches his group to get more customers once their first customer has been using the products for a few days or a week and they are starting to get results. It could be 2 weeks as well – the exact timing is not the point – it’s when your customer starts getting their result!

**“Mary, how do feel about what’s going on here.....how do you feel?”**

Mary answers I’m feeling great blab la etc

**“Great, now Mary.... don’t you think other people need to know this information?”**

Mary says yes of course! ..... You say.....

**“Great! Mary do you remember we started your healthy breakfast programme first and then we met to personalize your programme so that it was just right for you?”**

Mary says yes! I remember! ..... you say.....

**“Great....so Mary.....who else can we help? Let me help you... Just imagine that you have just heard that an earthquake is going to happen in 10 minutes.....who are the first people you would call to get out of their houses? Think of 10 names Mary.....give them to me.”**

Mary says the names and almost each time it will be the immediate family and very close friends.

**“Ok great, now this is what you say to them Mary.....I’m going to be here with you and you’re going to call them now and you say this.....Hallo Mum, how are you doing? You can’t even imagine how I am.....do you remember how I’ve**

*struggled to lose weight? So, I have a nutrition coach and he helped me to fix my breakfast first and also my nutrition and he's coming on Wednesday at 6pm to my house to check my progress again and you must please come to my place. You can meet him too and he can even explain to you what he's done to help me."*

When Wednesday comes, you take your Tanita scale with you and make sure that you have completed Mary's follow-up , weighing and measuring so that she is excited about her new result. When Mary's friends and family arrive to welcome them and invite them to get on the Tanita scale so that you can help them to understand what all those readings mean and to find out what their own numbers are. You are NOT selling products at this stage and you don't talk about programmes or anything like that .....YET! Invite each person to get on the scale and then you "chat" to them.....and this is what you say.....

**"How many of you are buying food?"**

**When you make your choices, what are the parameters you set? Do you look at Glycemic Index? Do you look at nutritional value? What are the things you look at?"**

Allow some conversation to happen and in most cases the responses will be mixed because very few people truly check all this information when they shop. Most people simply put the items into the trolley and rush off to the till and on their way.

Observe what happens in the group and listen well and then you say.....

**"That's why people buy the wrong foods! And that is why we offer this 12 week educational course to help and educate people to make better food choices and it starts with having a healthy breakfast – just like Mary has been doing!**

**So...who wants to join?"**

Hand out the Participants Registration form and allow them to pay their joining fee right there. Those who only have part of the money can pay whatever they have with them so long and bring the balance next time.

Give them a little time to do all this and complete the forms and then you continue.....

**"You see, the food industry wants us to buy more food than we really need – they want us to be fat and sick. There is fast food everywhere we go! They do promotions to get us to buy more all the time!**

**Very often people have so many misconceptions about nutrition, calories and correct choices.....people often just don't know WHAT to buy or cook or eat."**

At this point, ask each person in the room.....

**“What do you have for breakfast?”**

Encourage conversation and allow them to answer your question and be very supportive and friendly so that they feel comfortable to share this information.

That’s it! Confirm the starting date and time with them and thank them for coming to Mary’s house.

When they have left, you say this to Mary.....

**“Mary, you’ve got 5 people here who need products – now it’s simple, they either buy from me or they buy from you.”**

So you show Mary that she can sign up and these customers can be hers and that you will help her to carry on duplicating this with some more people.

- This is how you build your royalty levels – just like little bunches of grapes – you can get many “Mary’s” .....as many as you wish! Work with each one in this simple way and this is how you will build up a big group of people who all have HAPPY CUSTOMERS and are also in qualification for the Supervisor level! They will do it at their pace, but when they see how simple it can be to get a few customers, they get excited and carry on duplicating that. The main thing is...you keep working with these new “Mary’s” until they feel really confident to do it independently and here is the MOST IMPORTANT POINT of all this.....Mary starts doing this with HER customers too!!!! She also builds little customer groups under her own customers!!

**This is how you build your royalty empire!!!!!!**

**Leon showed us his own Herbalife statement of his first 3 levels – at this moment he has 1500 Distributors (non Supervisors) in his first 3 levels who are all in qualification for Supervisor with the 5000vp method. Some go fast and end up doing it in 1 or 2 months and others take a little longer doing it over 3 or 4 months. He explained that after working like this for 2 or 3 years with people in his organisation, he has found that most people become Supervisors within 4 or 5 months. Very few take longer than that and it makes sense because when people have customers, products are consumed and VOLUME MOVES!!!!!!!!!!!!!!!!!!!!!!**

**Here’s to your success in building your ROYALTY EMPIRE (as Leon calls it!) with HAPPY CUSTOMERS, HAPPY DISTRIBUTORS AND HAPPY SUPERVISORS.**