

# How to get to President's Team?

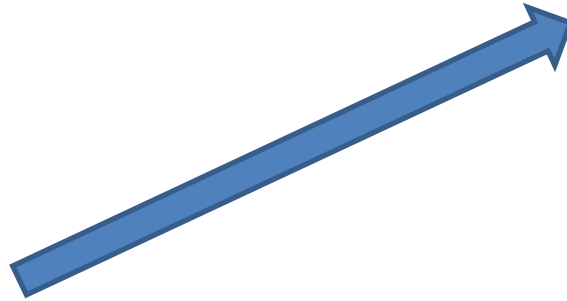


**Leon Waisbein**  
**Future President's Team Retreat**  
**Malta 2010**



**President's Team is too big but we can definitely  
plan and execute GET Team project**

# From Supervisor to GET Team



# From Supervisor to GET Team



Some Distributors have been stalled at GET Team level for years and don't move up.

Their further growth (after reaching GET Team) will depend on how they reached this level:

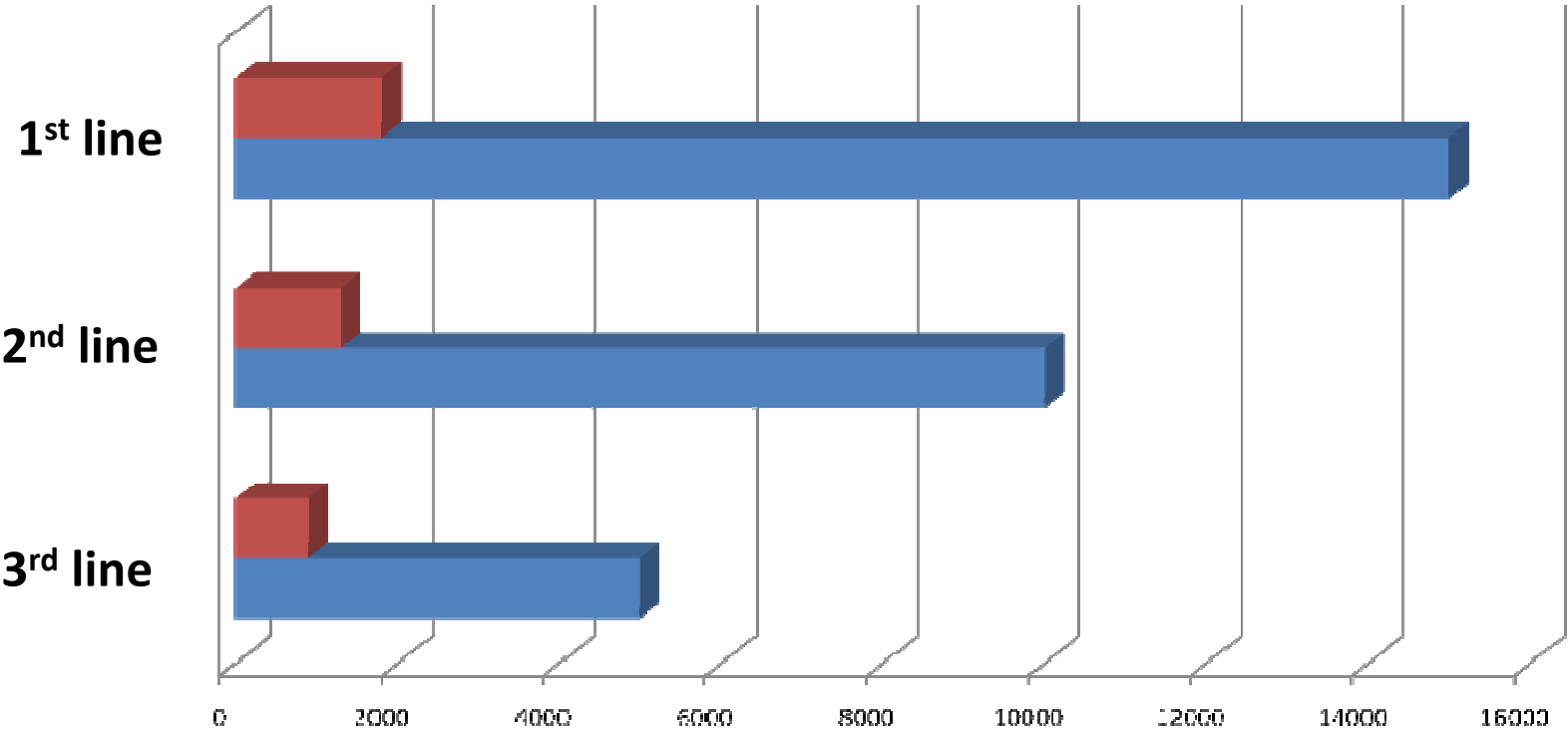
- Will keep growing by creating new leadership groups
- Will be stalled there for years

- Analysis of the statements of various either not growing or slowly growing organizations shows a similar picture
- The analysis points to the wrong order of priorities when building an organization
- The main priority should be understanding what we are striving for
- To do this, let's analyze the notion “**Royalty Composition**”

# A flawed foundation doesn't allow to erect a solid building

	2009-09	2009-10	2009-11	2009-12	Level average volume	Supervisor average volume
0 World Team	5177.09	3319.25	2590.5	4697.85		
<b>Level 1</b>	<b>15907.1</b>	<b>16840.2</b>	<b>11636.2</b>	<b>16355.1</b>	<b>15179</b>	<b>1167</b>
1 Supervisor	538.25	299.65	441.4	227.15		
1 Supervisor	0	194.45	0	2583.55		
1 Supervisor	0	0	764.6	0		
1 World Team	1635.8	1325.05	1193.1	576.85		
1 World Team	8903.55	4431.5	3487.12	4639.27		
1 World Team	680.7	627.4	738.95	183.05		
1 Supervisor	0	0	0	0		
1 Supervisor	598.15	2035.59	0	1544.35		
1 Supervisor	2573.72	2504.8	2500.55	907.85		
1 Supervisor	25.35	381.95	0	450.55		
1 Supervisor	0	0	0	0		
1 Supervisor	0	0	0	0		
1 Supervisor	951.6	5039.85	2510.5	5242.47		
<b>Level 2</b>	<b>1356.8</b>	<b>2876.4</b>	<b>4567.9</b>	<b>5807.1</b>	<b>3651</b>	<b>456</b>
2 World Team	0	0	0	2290.1		
2 Supervisor n/a	n/a	n/a	0	289.85		
2 Supervisor	0	0	0	0		
2 Supervisor	721.85	1125.35	2509.95	2506.79		
2 Supervisor n/a	n/a	n/a	0	0		
2 Supervisor	19.5	1089.65	416.6	454.05		
2 Supervisor	615.4	222.35	869.65	0		
2 Supervisor	0	439.05	771.7	266.3		
<b>Level 3</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>0</b>	<b>0</b>
3 Supervisor n/a	n/a	n/a	n/a	n/a		

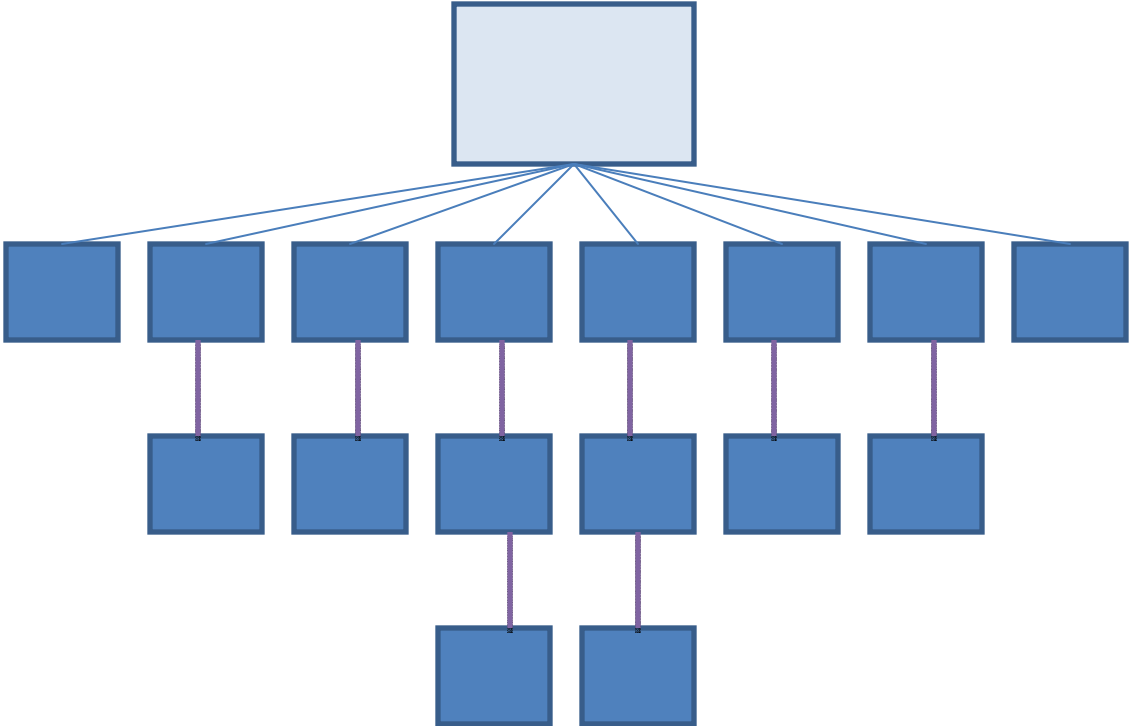
# A flawed foundation doesn't allow to erect a solid building



 Supervisor average volume – 3 levels

 Number of supervisors in 1<sup>st</sup>-3<sup>rd</sup> levels

**A flawed foundation doesn't allow to erect a solid building**



**With such an approach royalty growth is extremely slow**



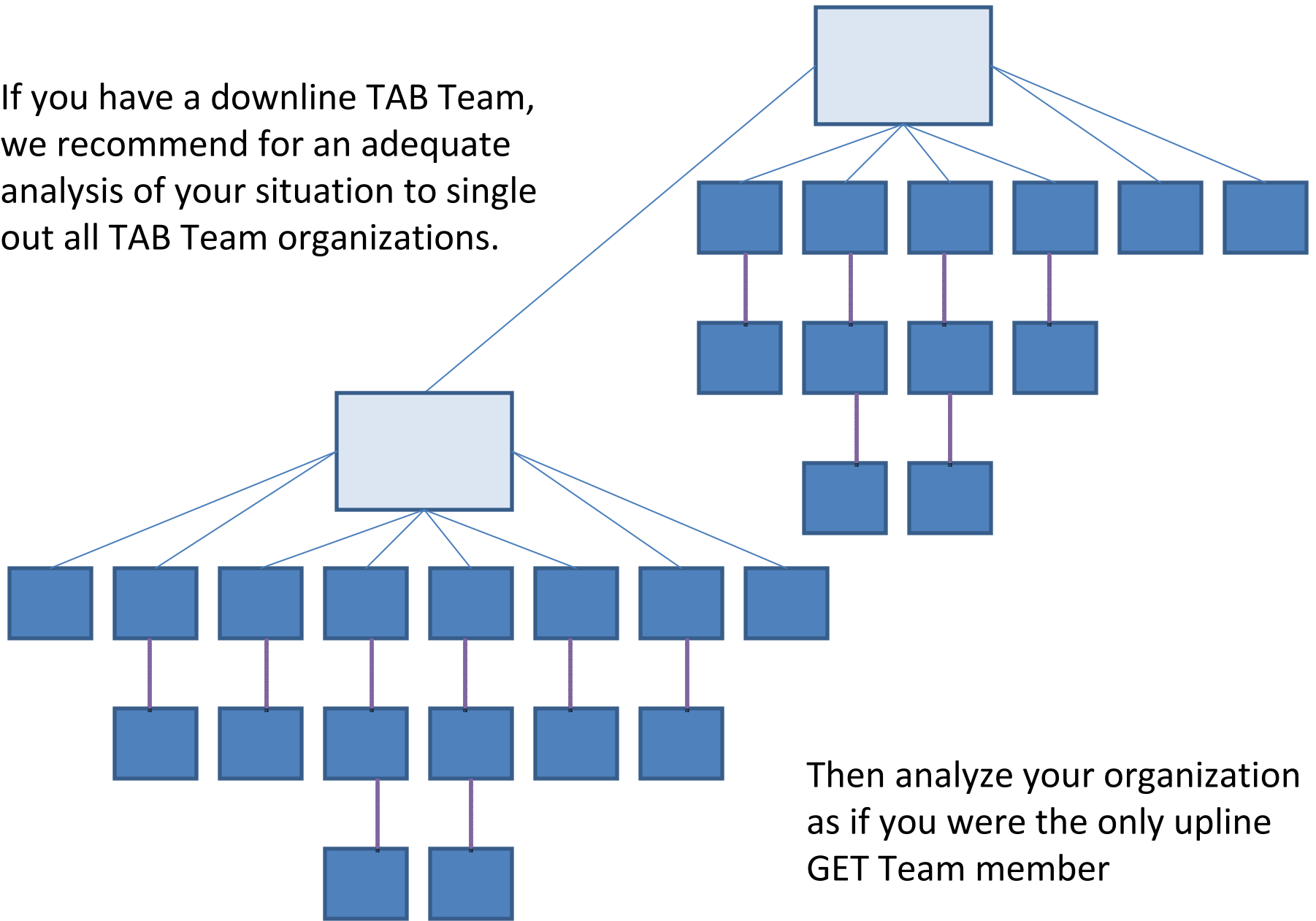
The chart on the next page allows you to analyze how the organization is developing, to find weak spots and create the right order of priorities.

**Here are the main principles:**

- The “**Number of supervisors**” part: if the organization is being built correctly, each following level should be wider than the previous one. Your focus is up to 6 lines deep
- The “**Level volume**” part: in the long term the volume of each following level should grow (together with the number of supervisors)
- The “**Supervisor average volume**” part: this index should not decrease on deeper levels.

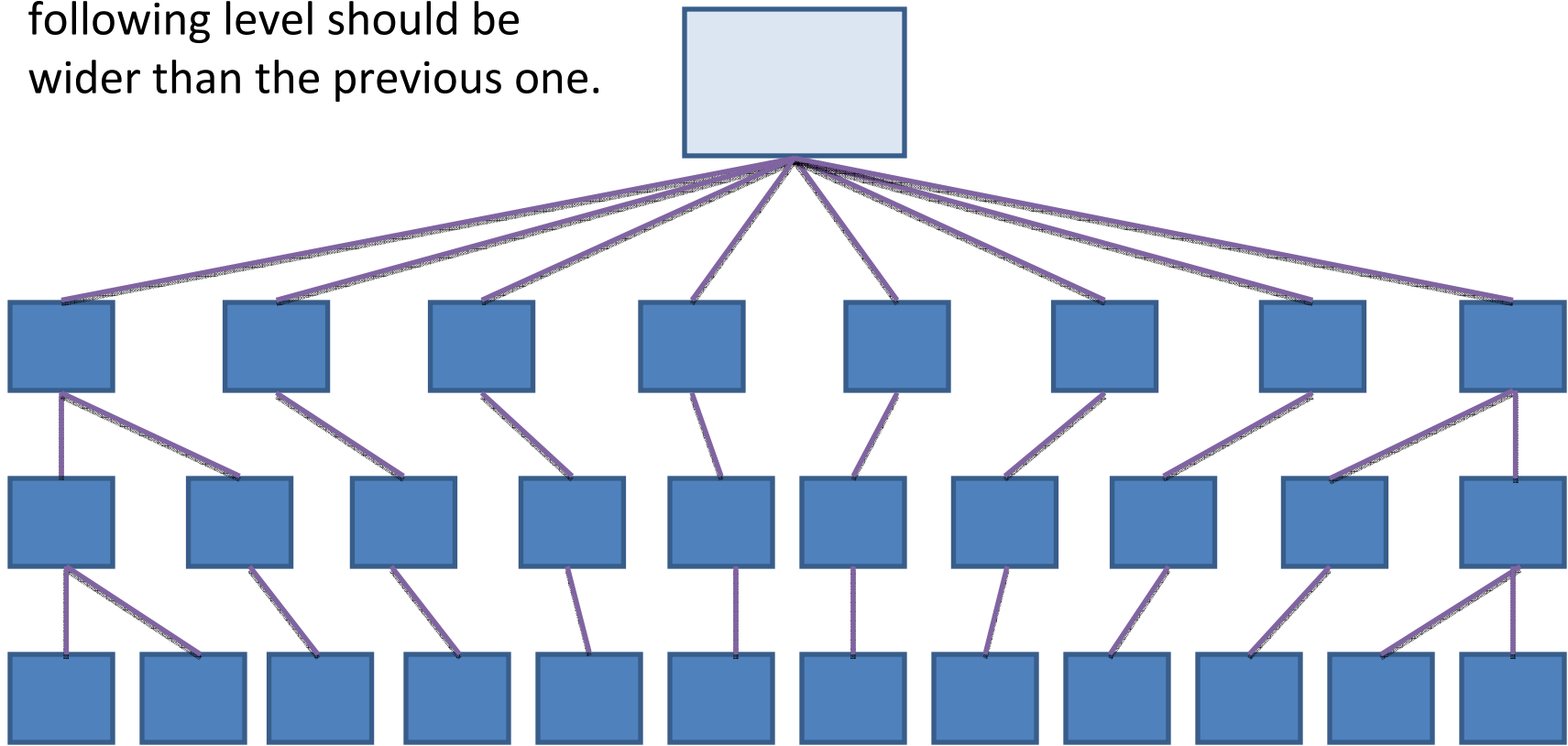


If you have a downline TAB Team, we recommend for an adequate analysis of your situation to single out all TAB Team organizations.



Then analyze your organization as if you were the only upline GET Team member

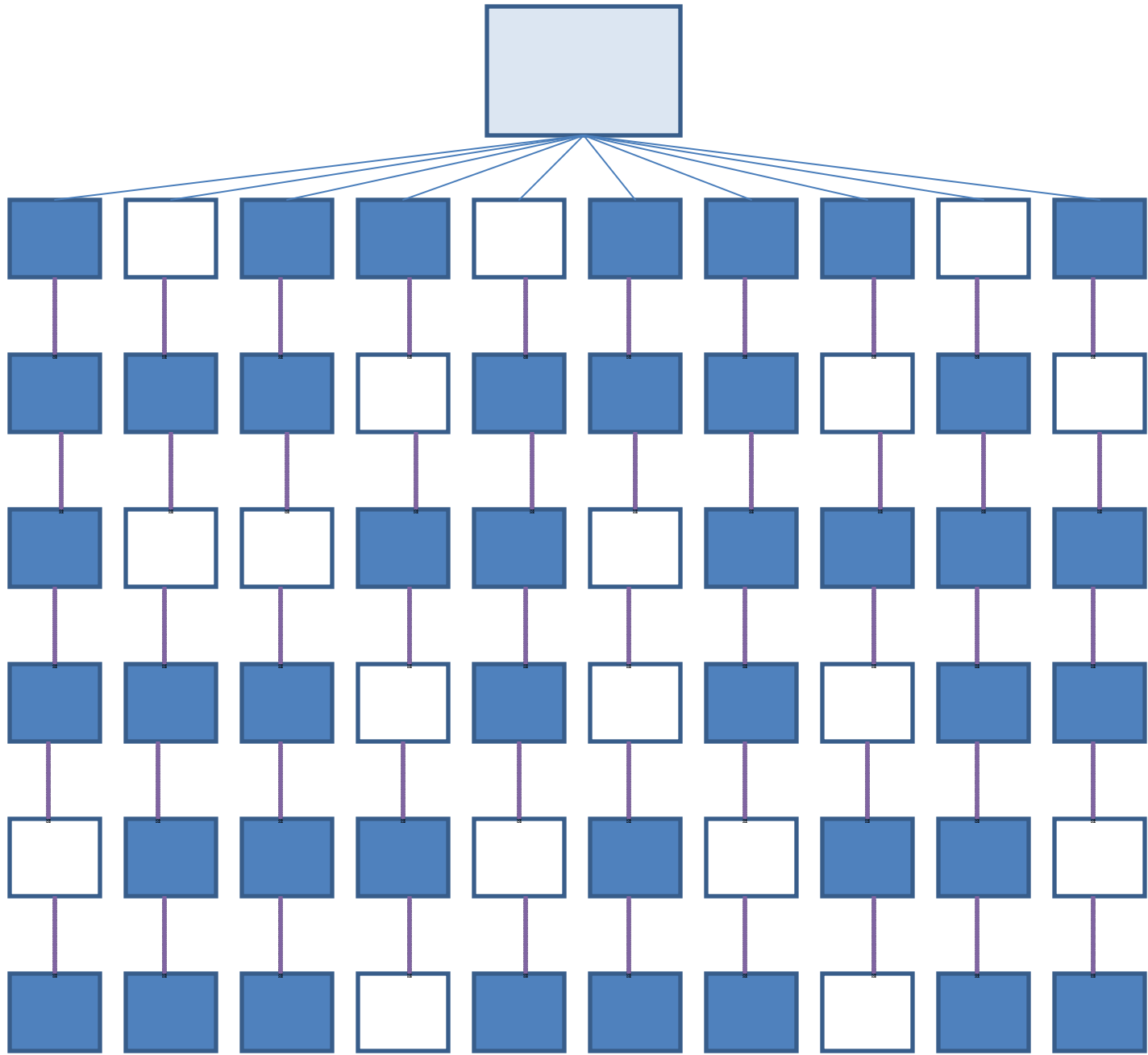
If the organization is being built correctly, each following level should be wider than the previous one.

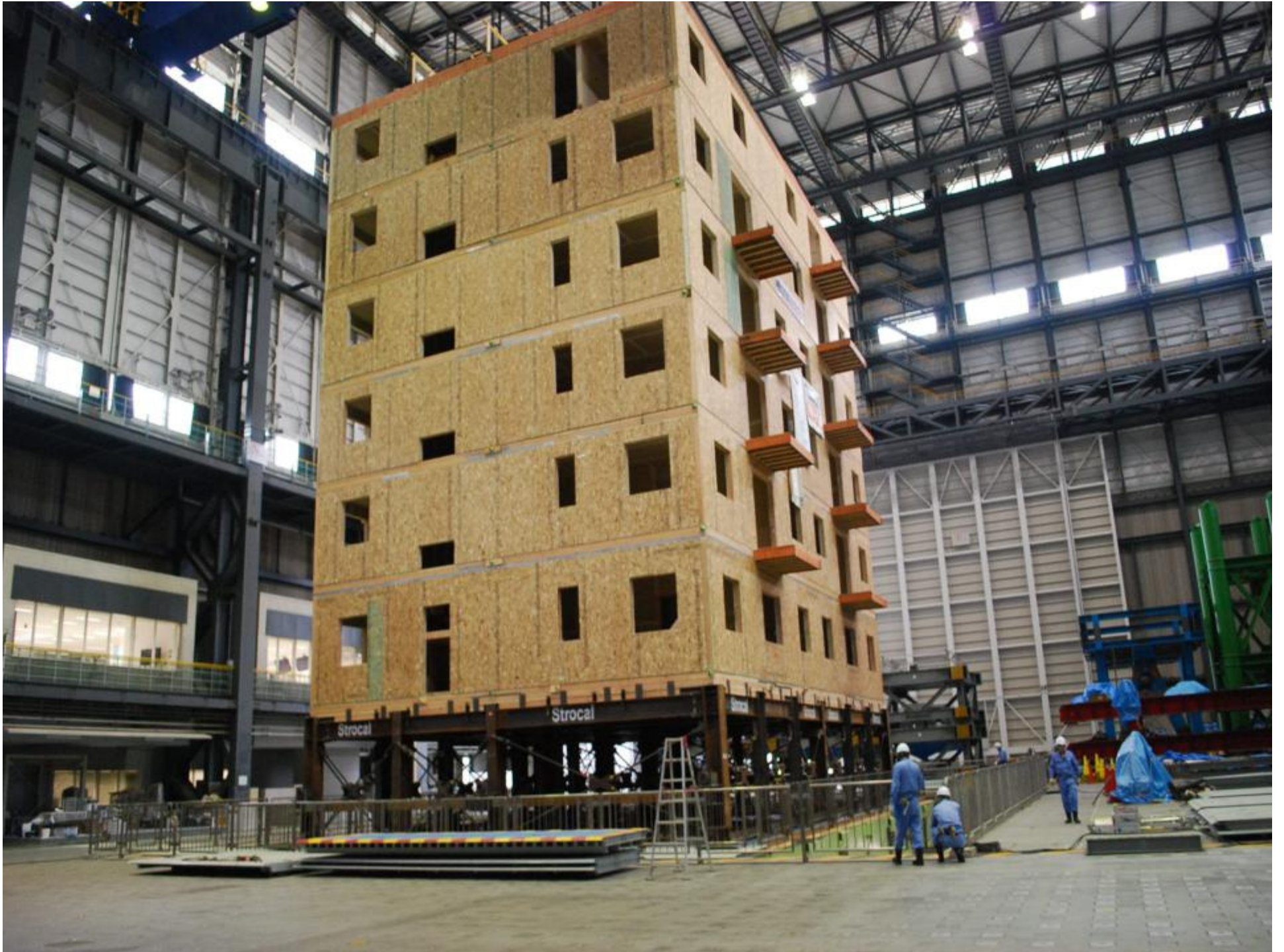


Royalty is calculated from three **active** levels.

Apparently not all supervisors will be active, so we strive to build 6 levels deep, and thus ensure 3 active levels.

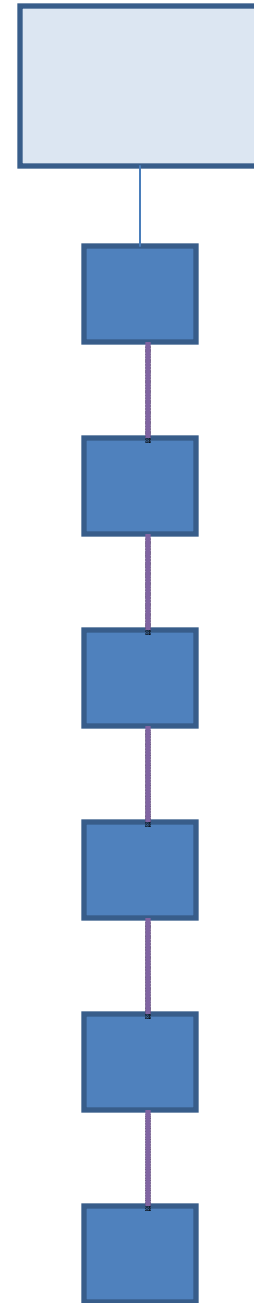
Before you start building, you need first to imagine your future “construction”.





Real (reliable) Royalties happen  
when a 3<sup>rd</sup> level supervisor receives  
royalties from his own 3 levels

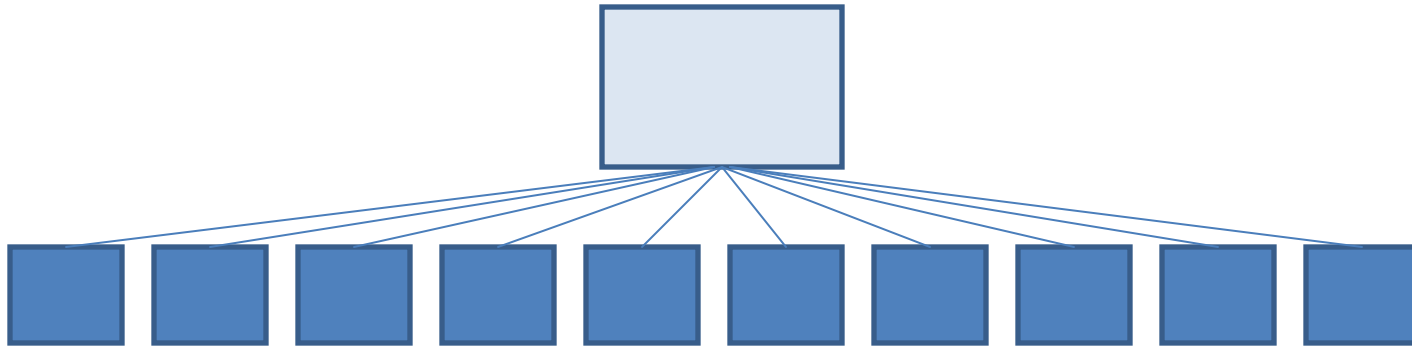
To begin with, you need to develop  
one line deep down, or even better  
– several lines deep down  
simultaneously





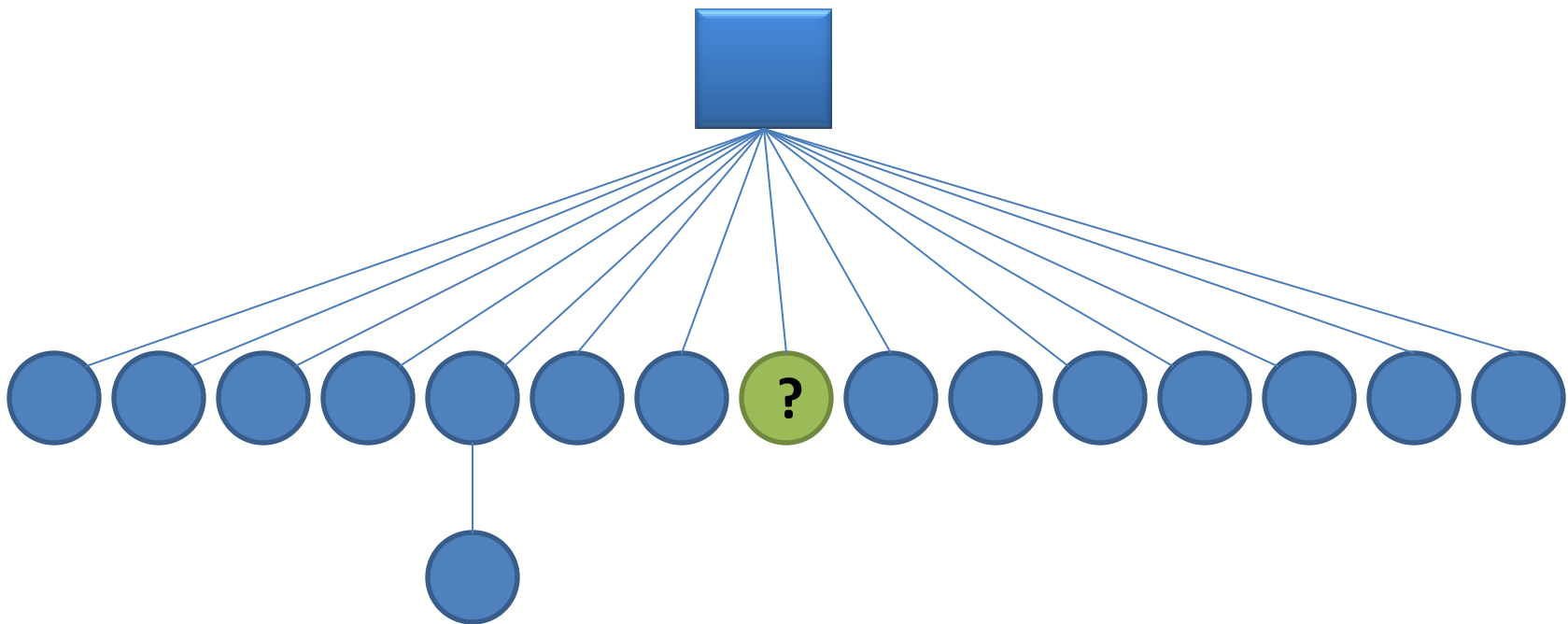
«In 1980 I got hundreds of Customers, 196  
Distributors and 16 Supervisors....  
...and I was out there to build 6 levels deep»

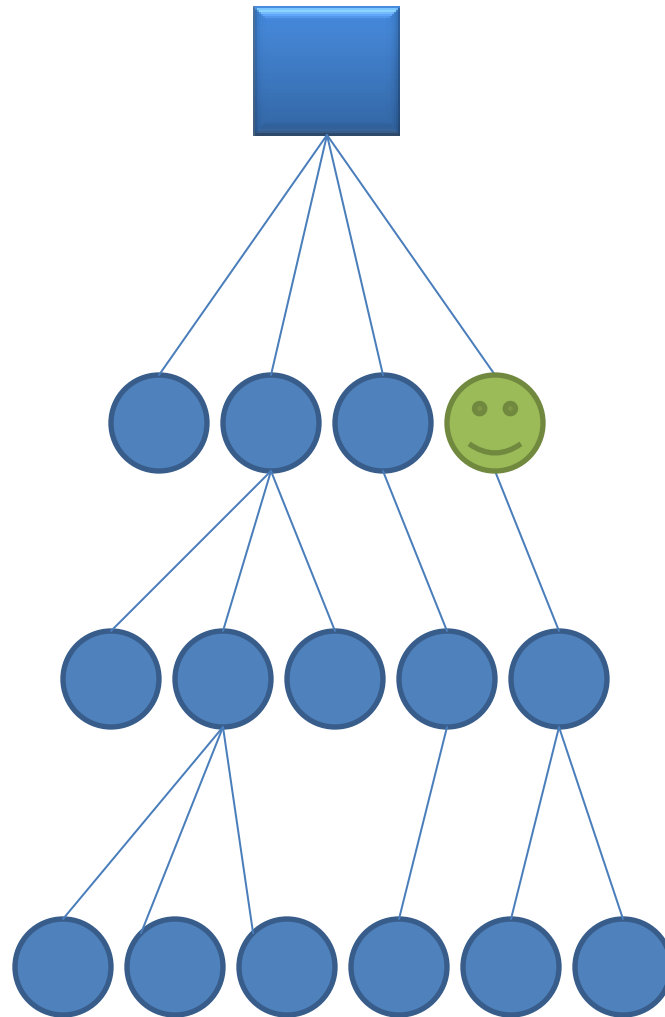
# How to divide your time: build deep or wide?



You need to build deep and wide, but your priorities may change depending on the condition of the 1<sup>st</sup> level and the maturity of the leadership groups

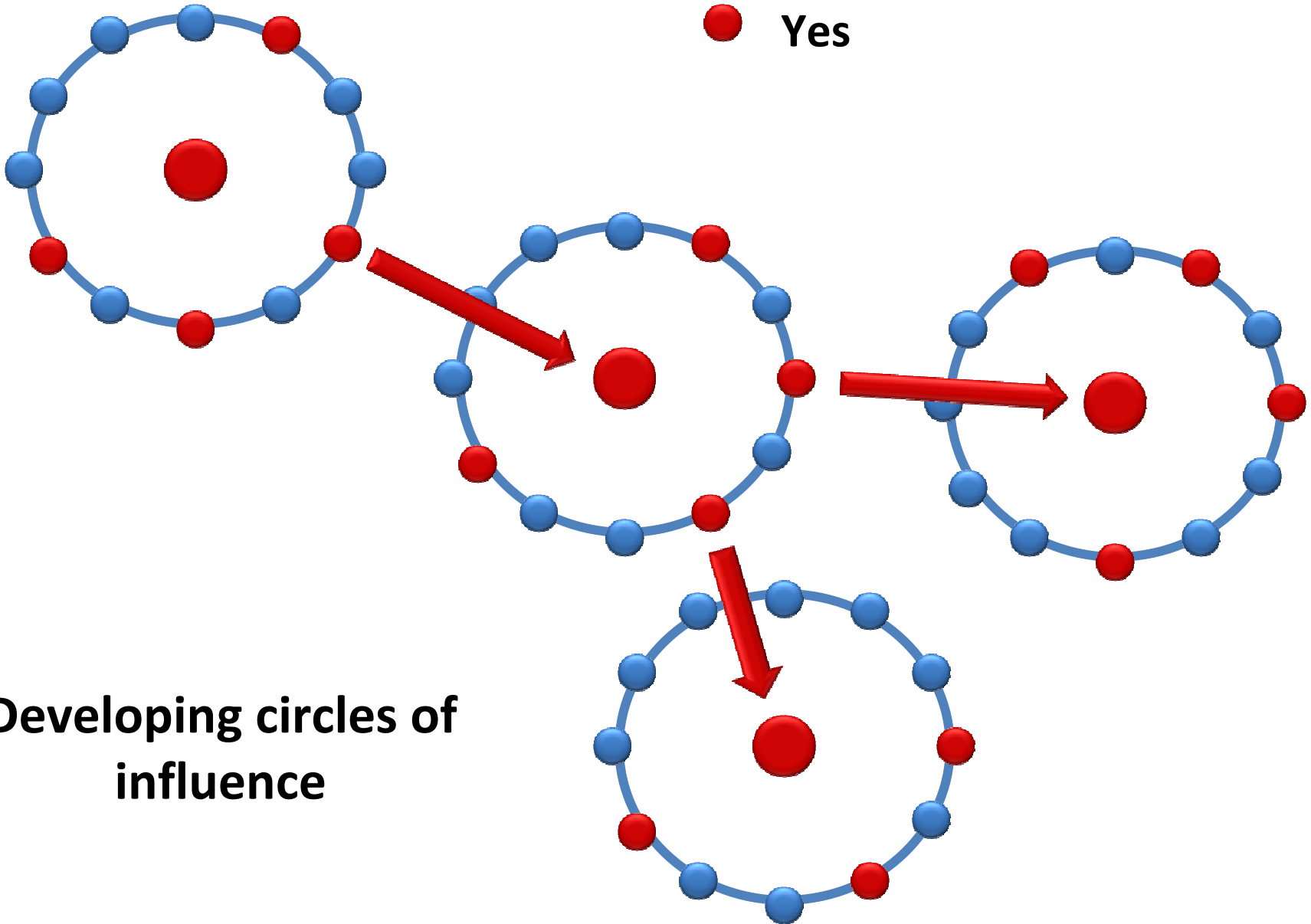
**Recruiting into 1<sup>st</sup> line without developing the organization  
and building 5-6 levels deep will yield no results**



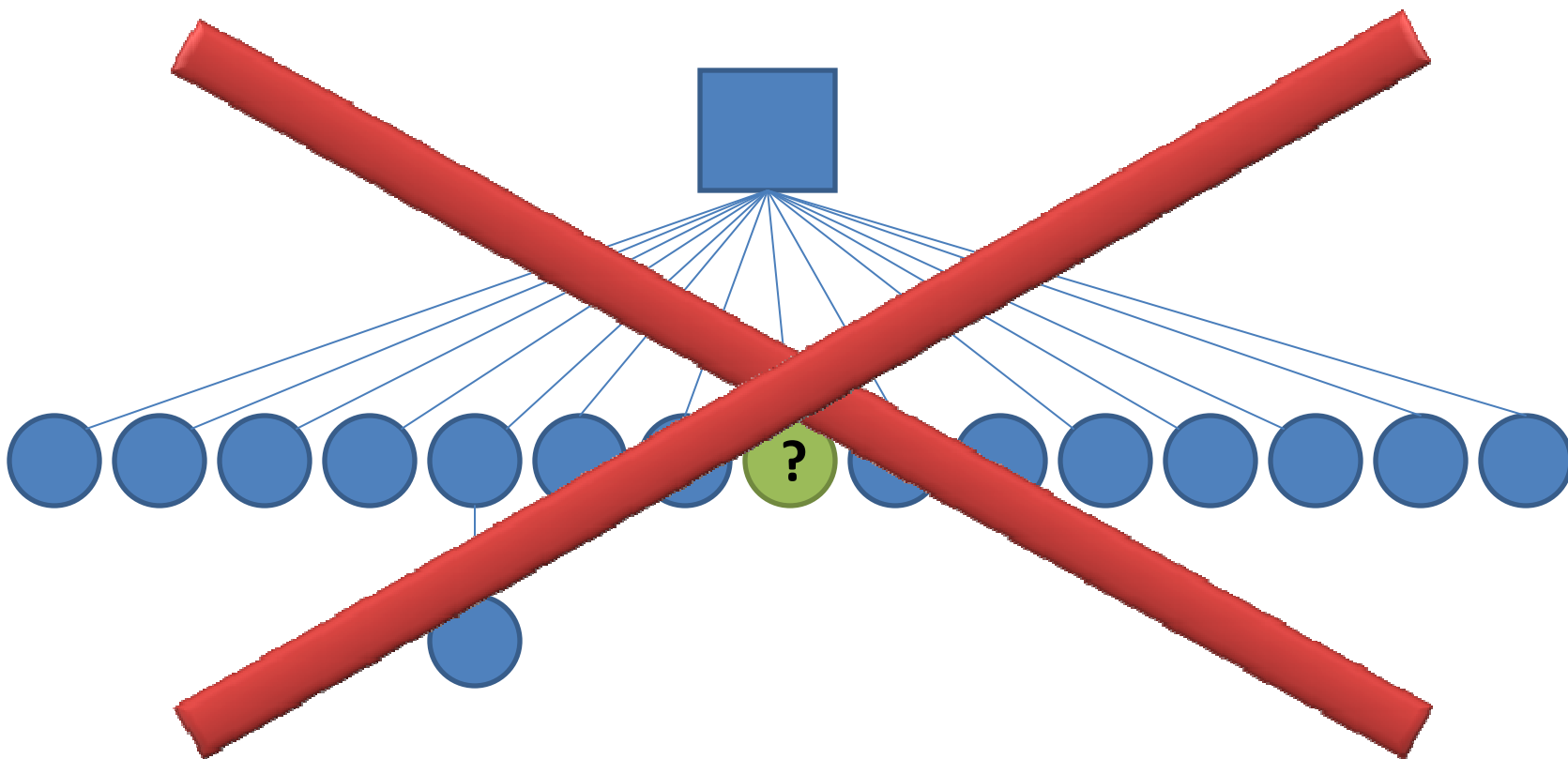


**You need to build from day one by developing circles of influence**

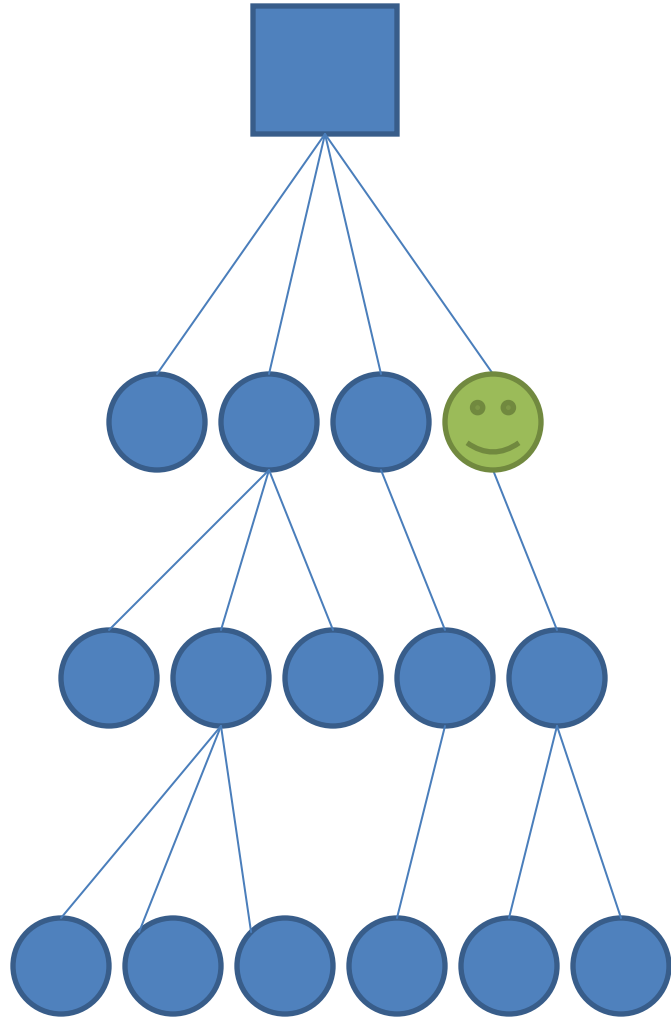
- No
- Yes



**Developing circles of influence**



**Wrong**

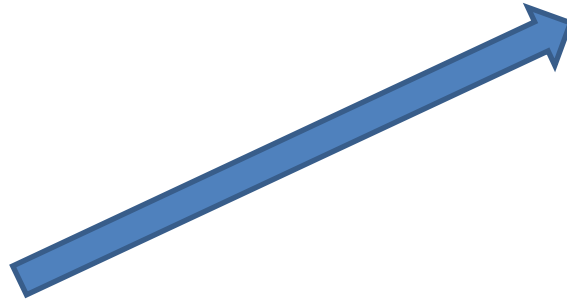


**Right**



**Next part is for  
Supervisors ONLY**

# From Supervisor to GET Team



**Let's do it in  
a right way**

# **From Supervisor to GET Team**



## **Step 1:**

**Making Supervisor business profitable and attractive for duplication**

# From Supervisor to GET Team



**Step 1:** Making Supervisor business profitable and attractive for duplication

**You need 30 customer base to:**

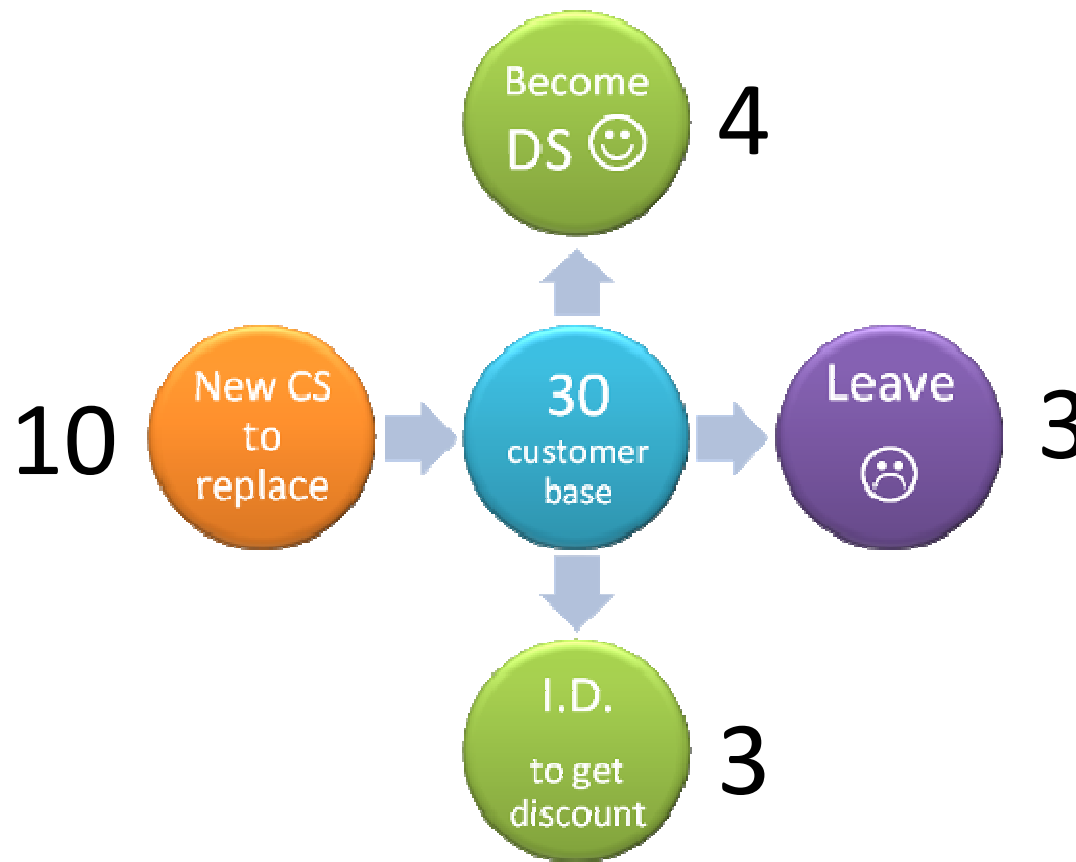
- Carry out your Mission of Nutrition
- Make money: € 2,000 to really get focused on business
- Have enough of good potential distributors
- Be able to train your distributors based on your example
- Keep your Supervisors around



# From Supervisor to GET Team

**Step 1:** Making Supervisor business profitable and attractive for duplication

**Build and keep 30 customers base:**



# From Supervisor to GET Team



**Step 1:** Making Supervisor business profitable and attractive for duplication

## Supervisor Economics Example

- Personal product use: € 200-300
- Business Tools, Communication: € 200-300
- Events: € 100-200
- Office/Club: € 200-300 and more
- LDW, Extravaganza: € 200-300

**Expenses Total: € 1,000 and more...**

# From Supervisor to GET Team



**Step 1:** Making Supervisor business profitable and attractive for duplication

## Business Model / DMO

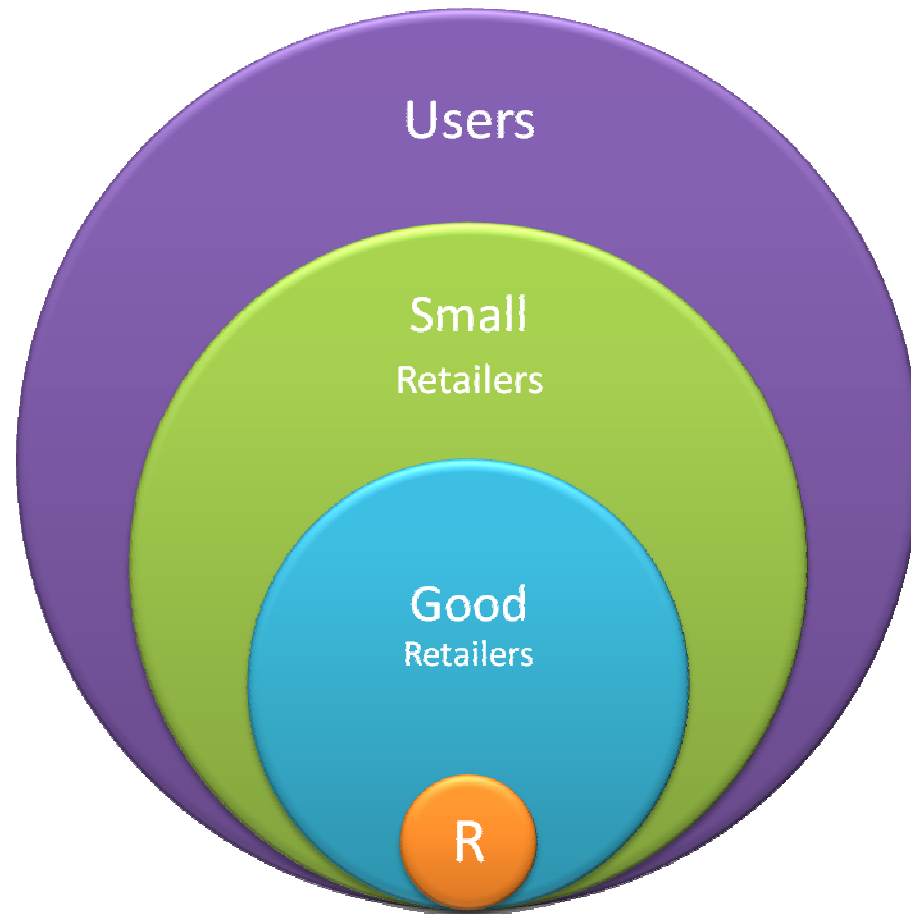
- Can you effectively bring and keep customers?
- What is your Customer retention rate?
- Do your Customers want to become Distributors?
- Is it easy to duplicate?
- Is it supported by trainings?
- Is it what everybody does around?
- Do you have all the necessary tools available?
- Are you happy?
- Are your people happy?



# From Supervisor to GET Team

**Step 2:** Recruiting and building organization

**Who are our Supervisors?**





# From Supervisor to GET Team

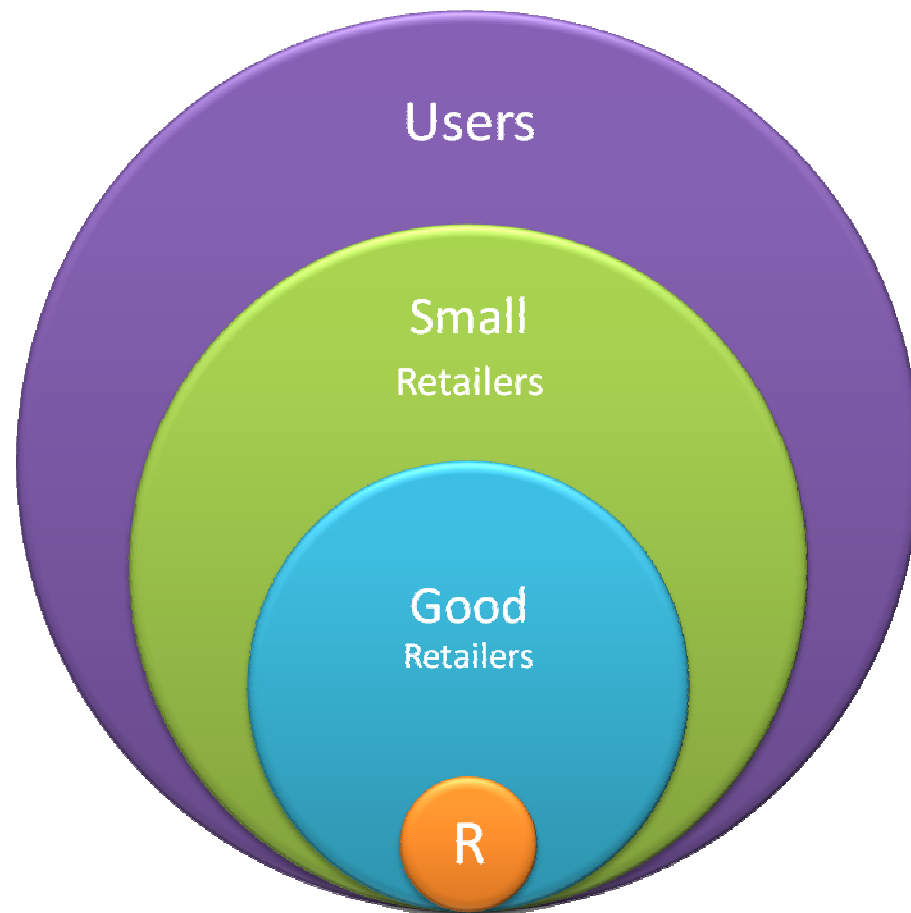
**Step 2:** Recruiting and building organization

Can everybody become Recruiter?

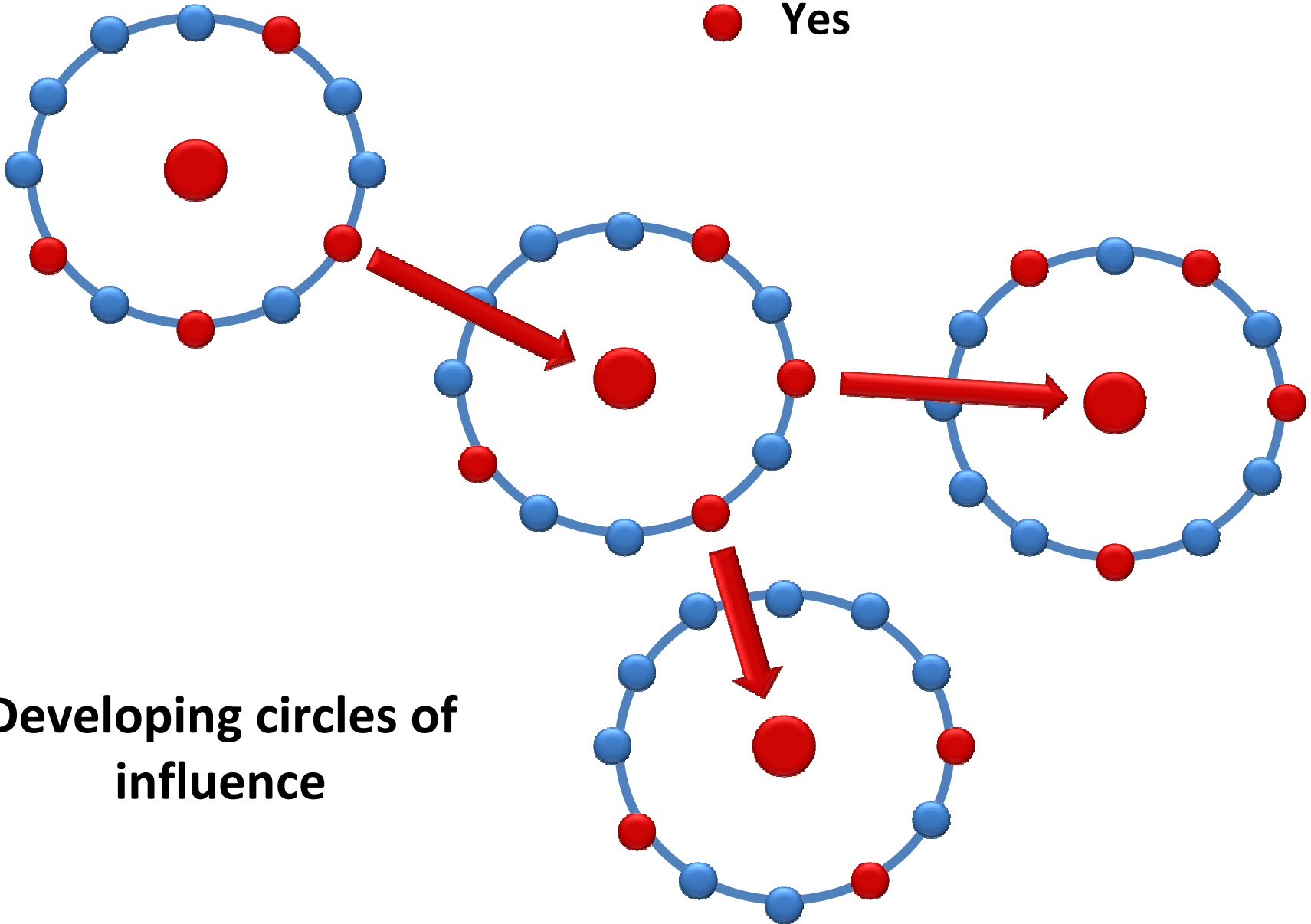
**NO**

Can everybody build organization?

**YES**



- No
- Yes



**Developing circles of influence**



## **From Supervisor to GET Team**

**Step 2:** Recruiting and building organization

**Structure of your Personal Volume  
is the KEY!**

**It could be RIGHT  
It could be WRONG**

**RIGHT: helps to build Royalties**

**WRONG: does not help to build Royalties**



# **From Supervisor to GET Team**

## **Step 2: Recruiting and building organization**

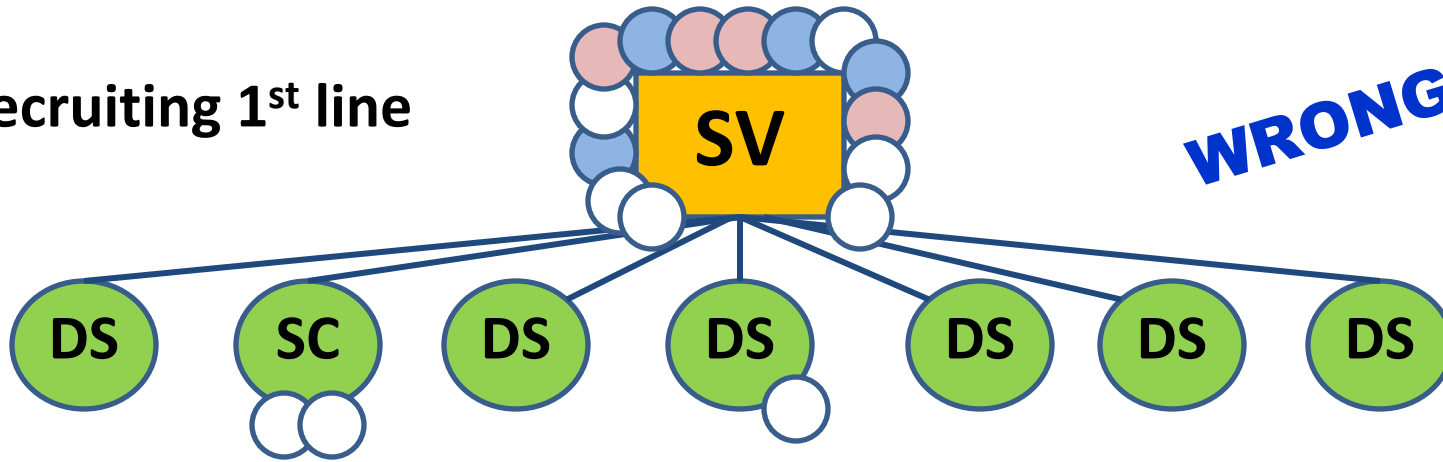
**Structure of your Personal Volume is the key!**

**What do you do: recruit 1<sup>st</sup> line or build organization?**

**These are two different things, but both happen within your Personal Volume**

**Understand the difference and start moving faster**

Recruiting 1<sup>st</sup> line



NC Customers

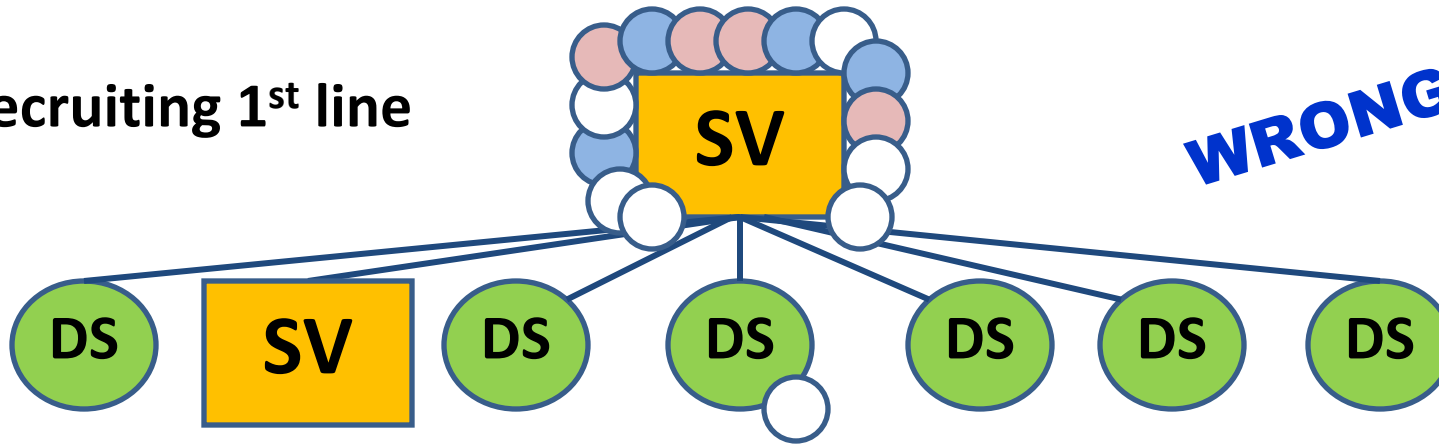


WLC Customers

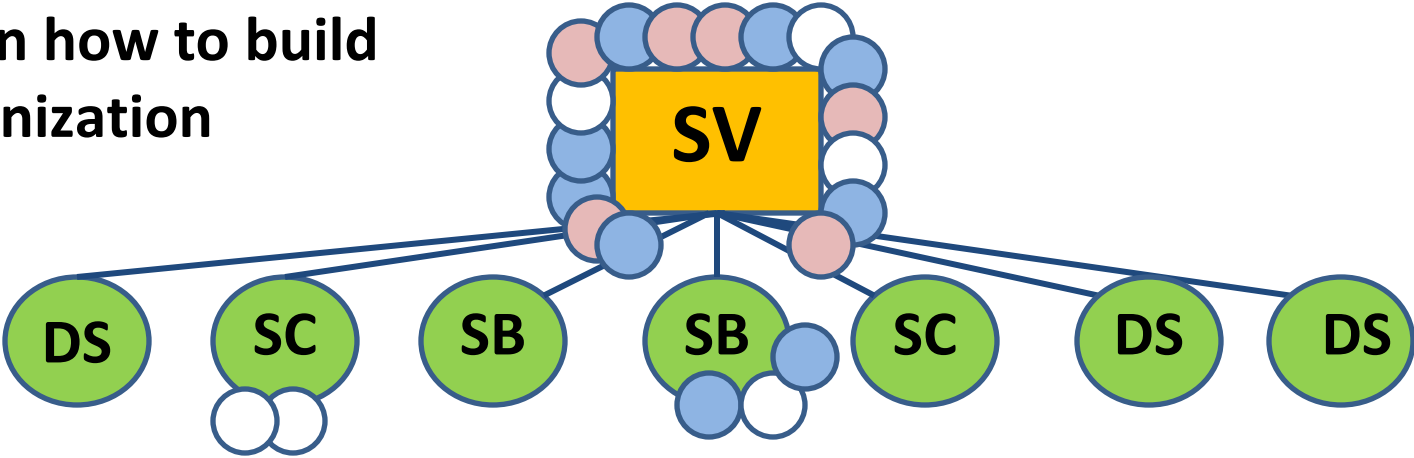


Customers

Recruiting 1<sup>st</sup> line



# Learn how to build organization



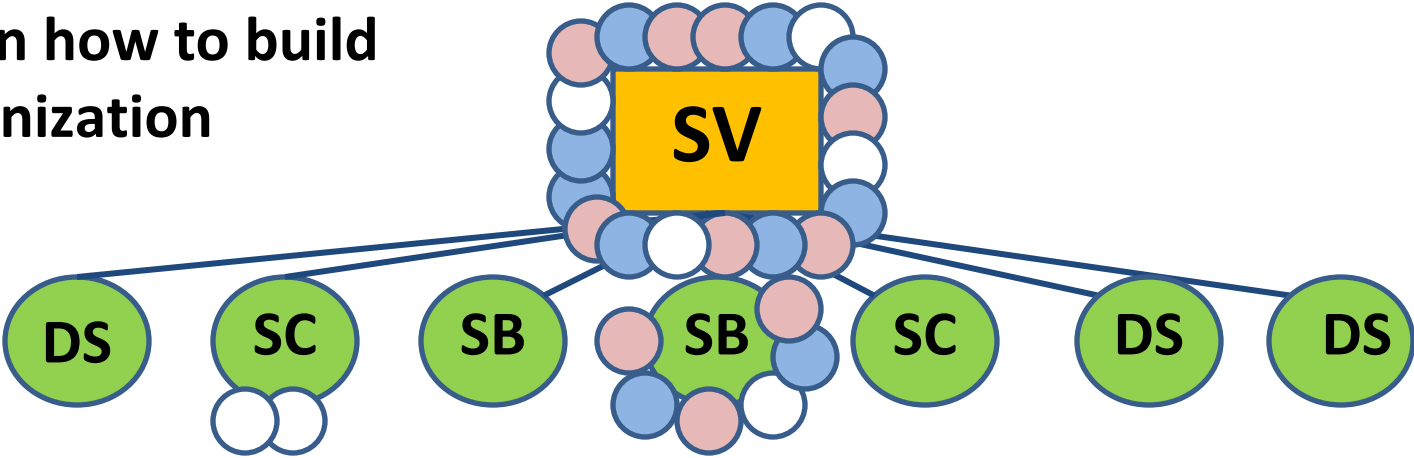
DS

NC Customers

WLC Customers

Customers

# Learn how to build organization

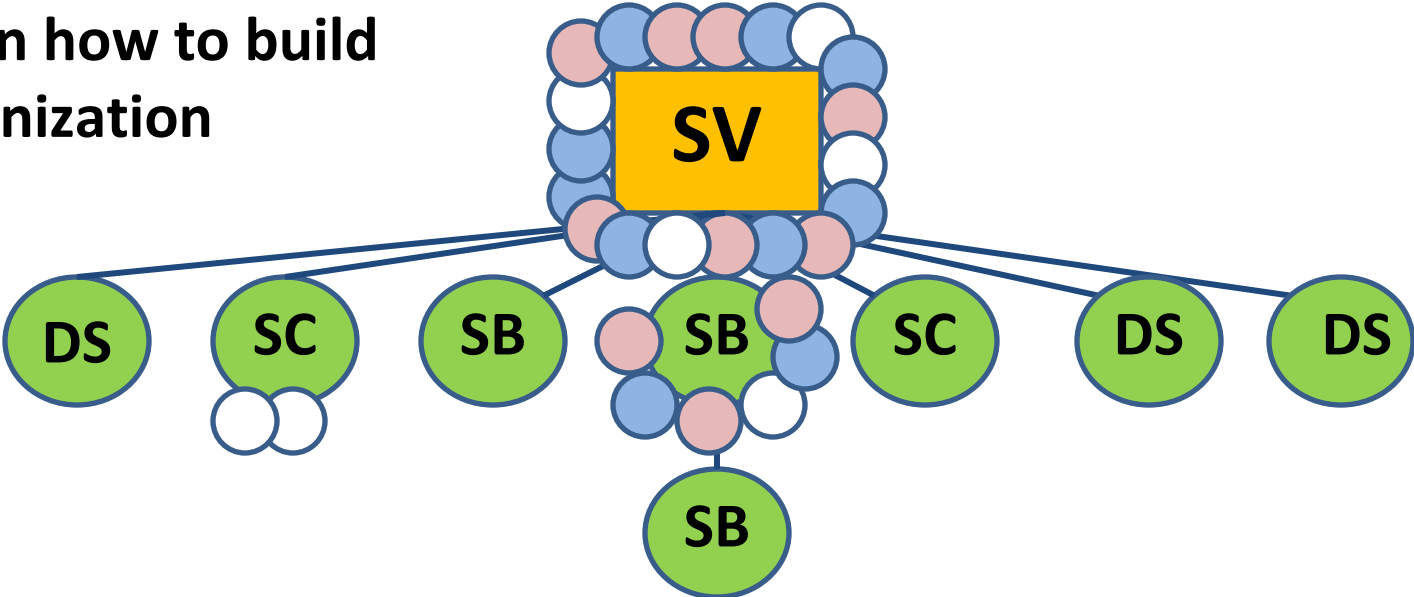


 NC Customers

 WLC Customers

 Customers

**Learn how to build organization**



**NC Customers**

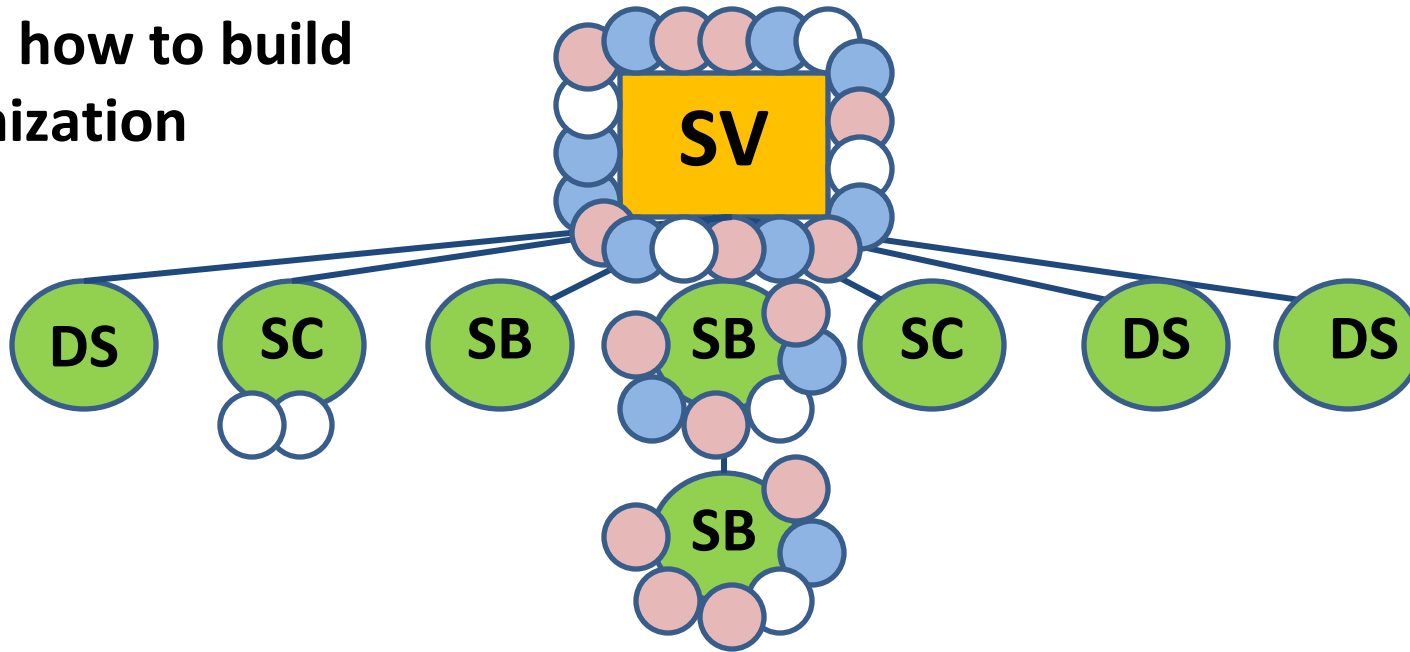


**WLC Customers**



**Customers**

# Learn how to build organization



DS

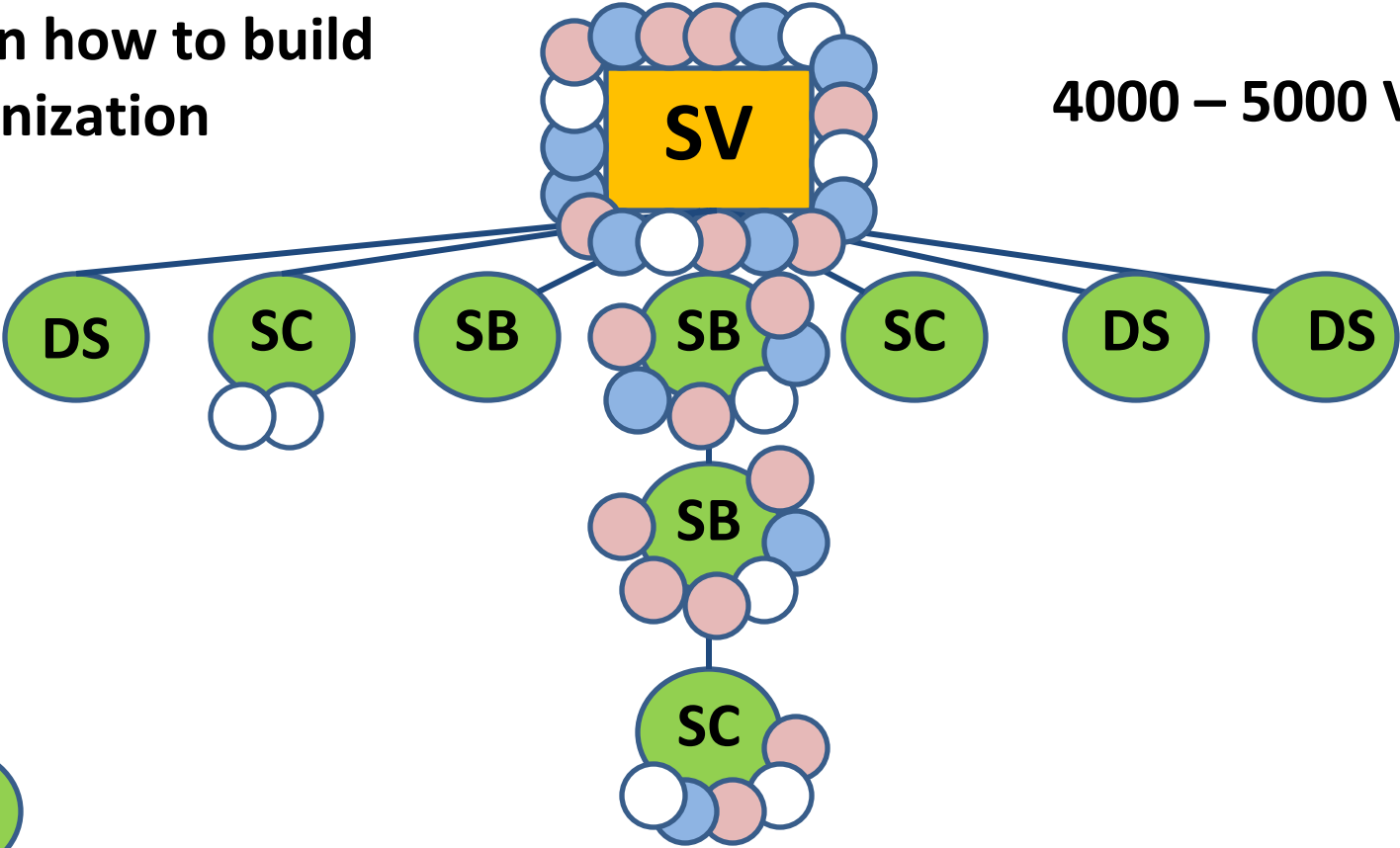
NC Customers

WLC Customers

Customers

**Learn how to build organization**

**4000 – 5000 VP**



● NC Customers

● WLC Customers

○ Customers



# **From Supervisor to GET Team**

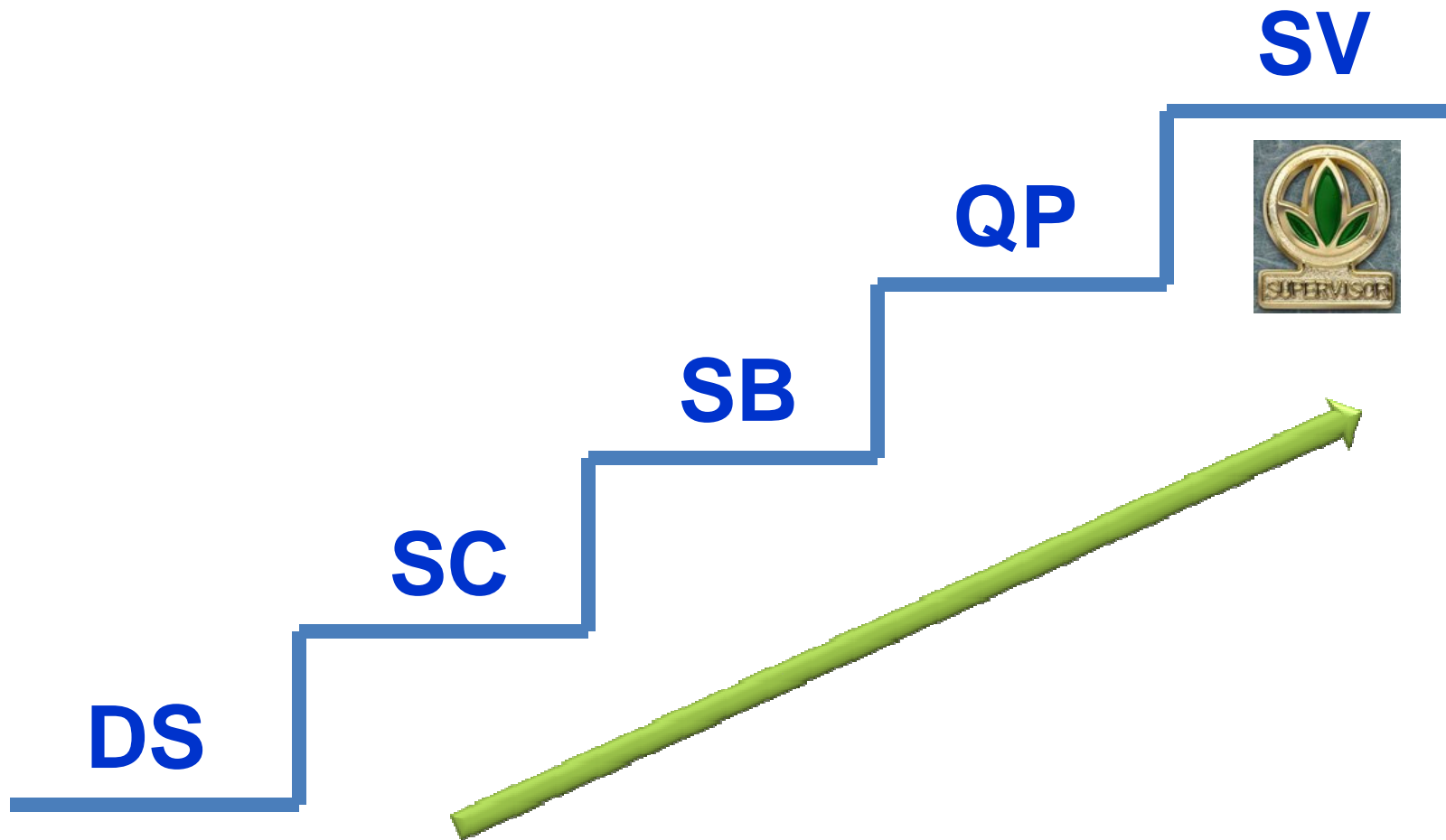
**Step 2:** Recruiting and building organization

**New Marketing Plan  
allows you to build your  
future Royalties within  
your Personal Volume**



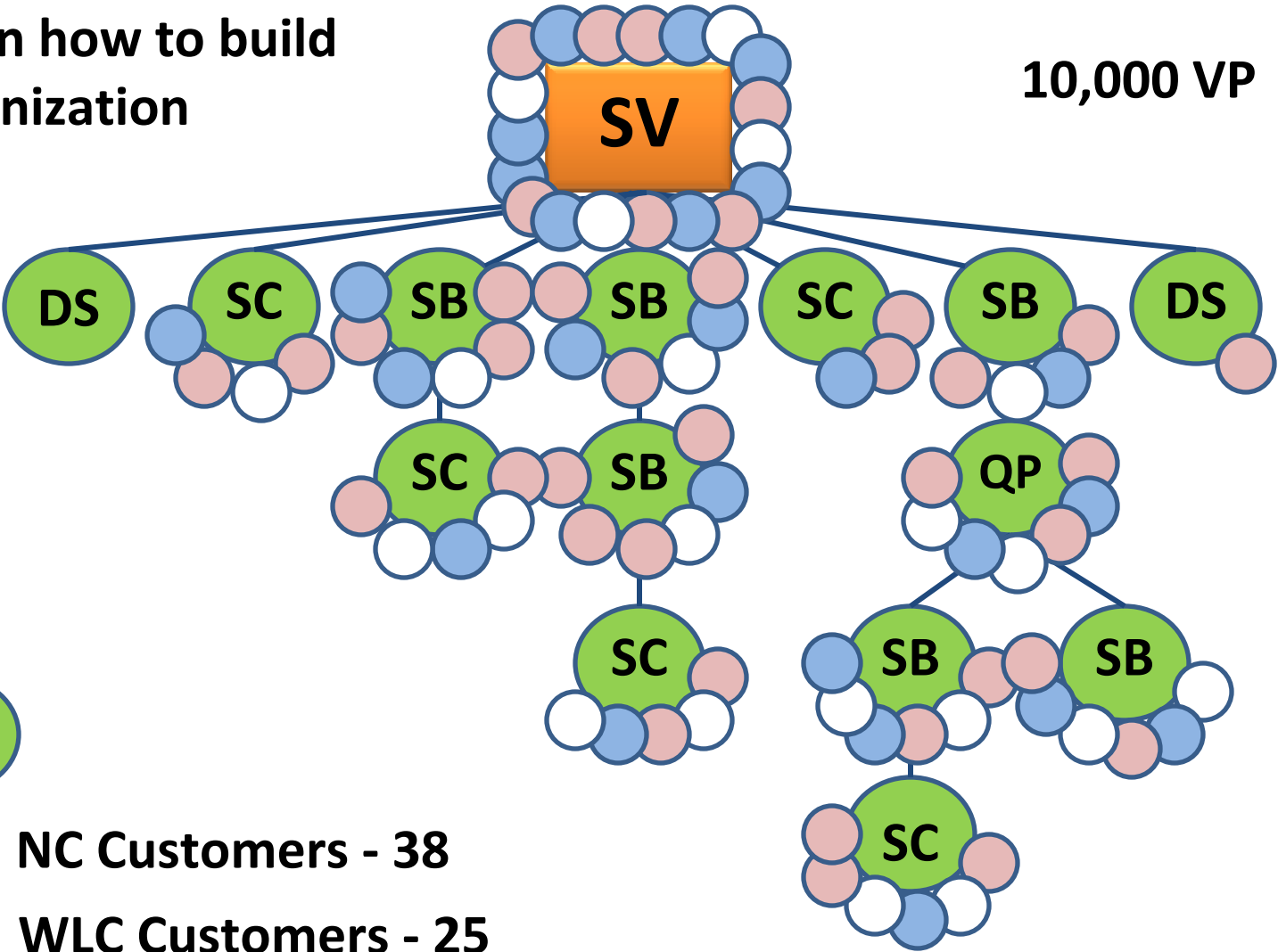
# From Supervisor to GET Team

**Step 2:** Recruiting and building organization



Learn how to build organization

10,000 VP



NC Customers - 38

WLC Customers - 25

Customers - 20

Total Customers - 83





# **From Supervisor to GET Team**

**Step 2:** Recruiting and building organization

**52 Customers moved from my Personal to my Organizational Volume**

**This is how my Personal Volume turns into Organizational**





# **From Supervisor to GET Team**

**Step 3:** Active World Team – First Ultimate Leadership Position

## **Why Active World Team?**

**Active World Team:** three inseparable parts of Herbalife business



# How to qualify for World Team

**As a fully qualified Supervisor, you can qualify for the World Team by:**



Accumulating 2,500 Total Volume Points each month for four consecutive months



Achieving 10,000 Total Volume Points in one calendar month.



Reaching World Team status with 500 Royalty Points

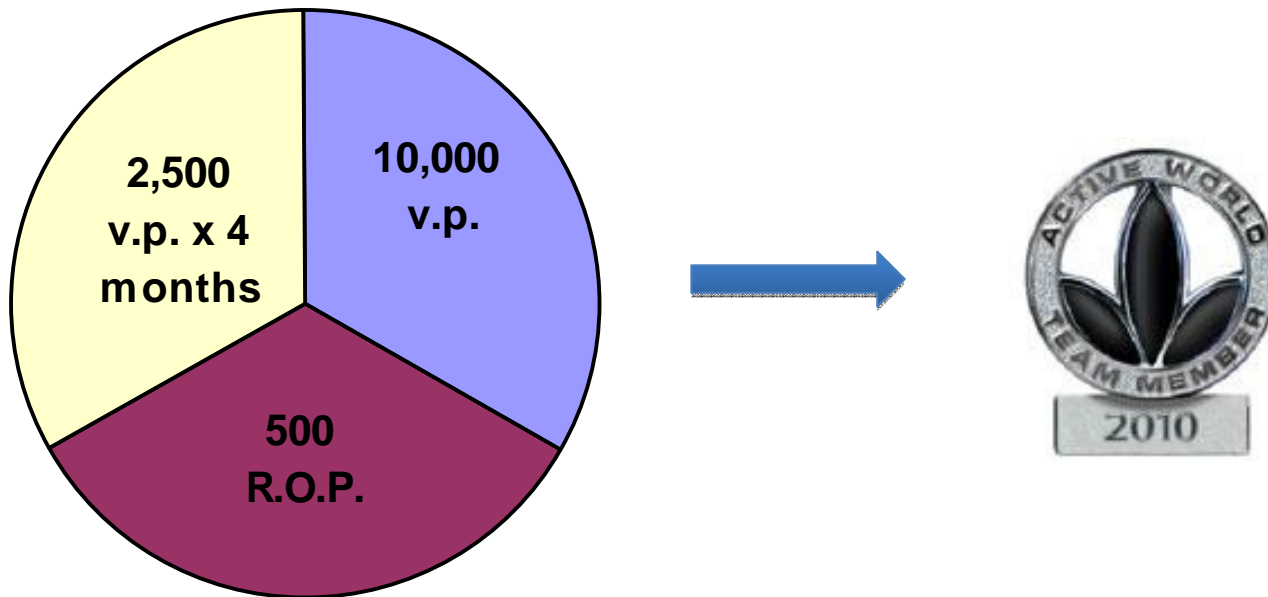


## Why there are 3 ways to qualify for World Team

Type of qualification	What it means
2,500 V.P. x 4 months	Building customer base
10,000 V.P.	Recruiting and developing new distributors
500 Royalty Points	Duplication. Developing a supervisor organization



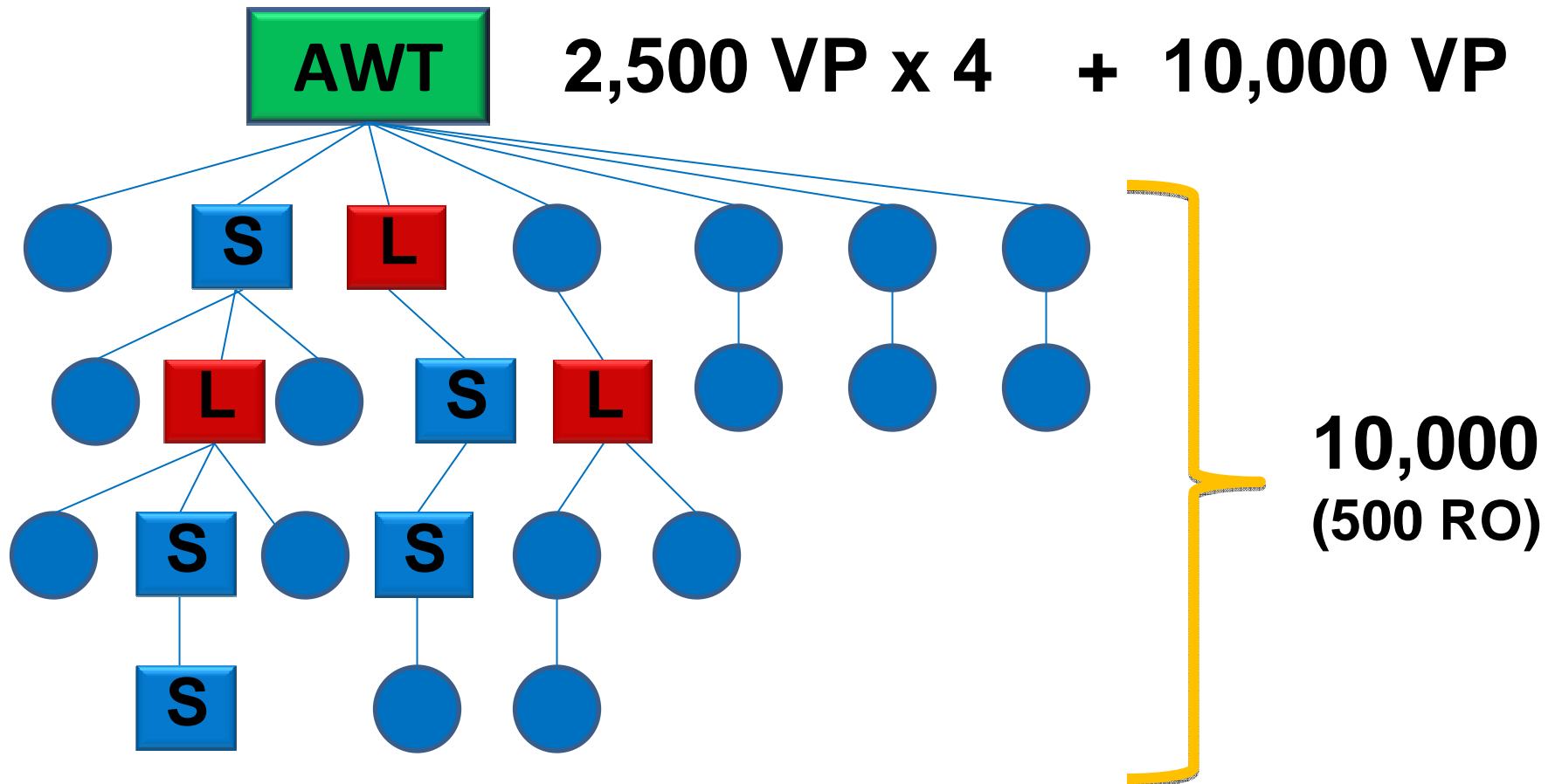
## Qualifying all three ways during 6 month period makes you an ACTIVE World Team



**Go for Active World Team and you will build a complete business model for successful duplication**

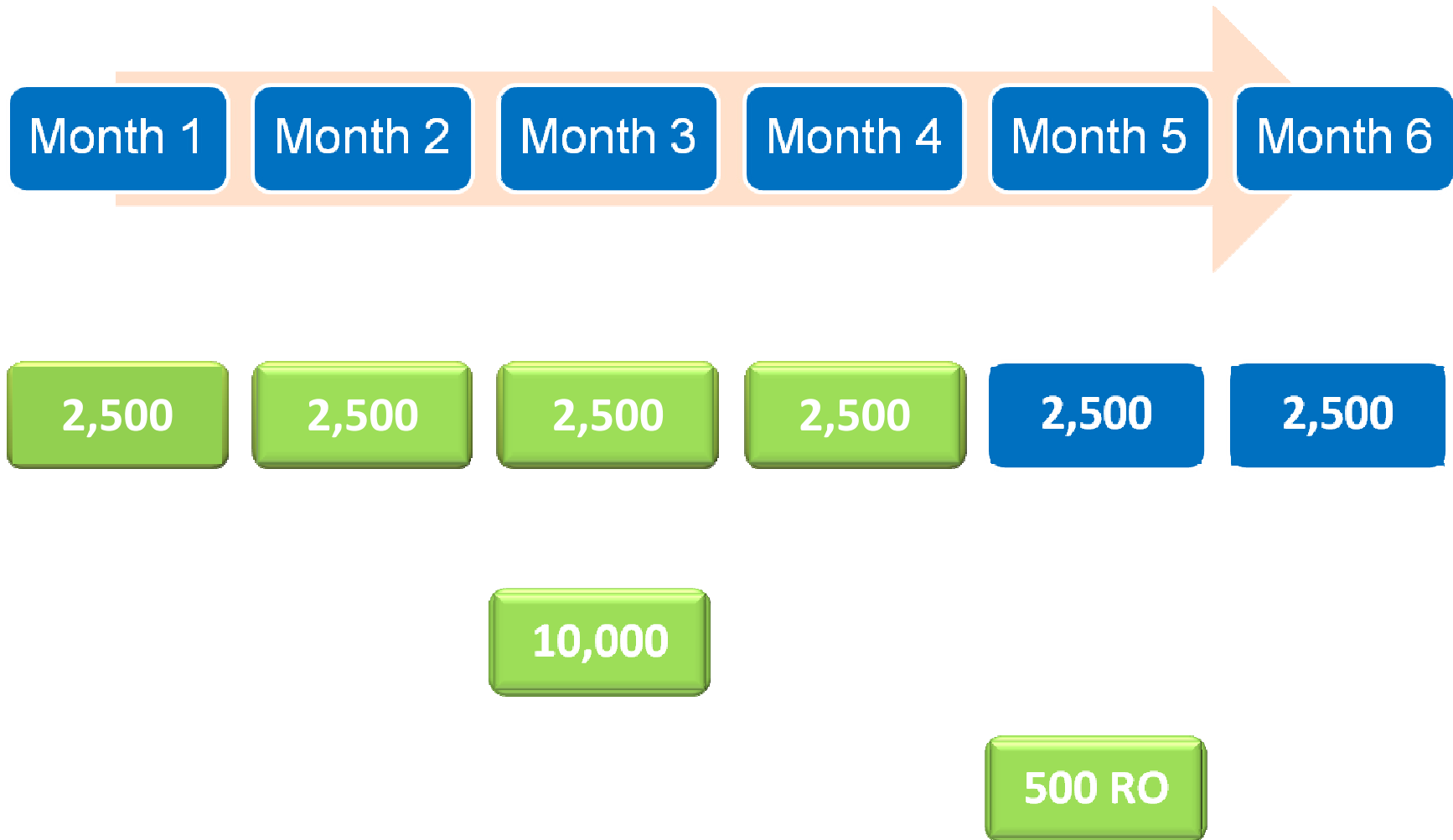


# Example of an Active World Team organization





# Plan your Active World Team Qualification

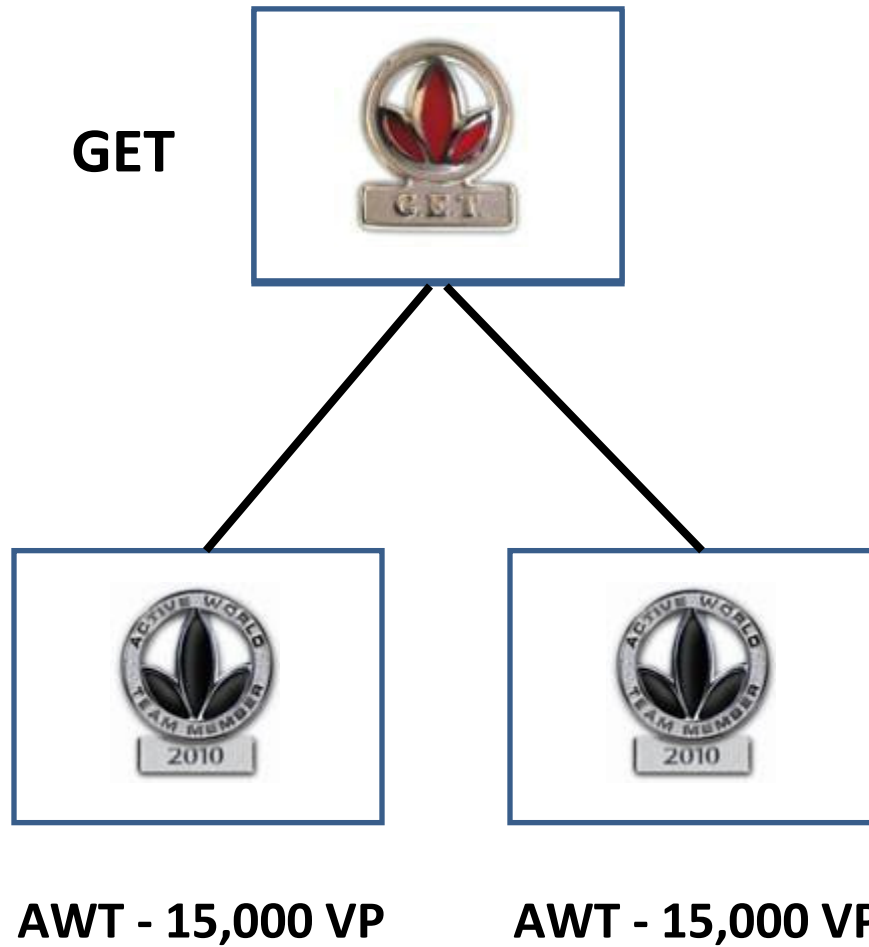


# Active World Team Recognition

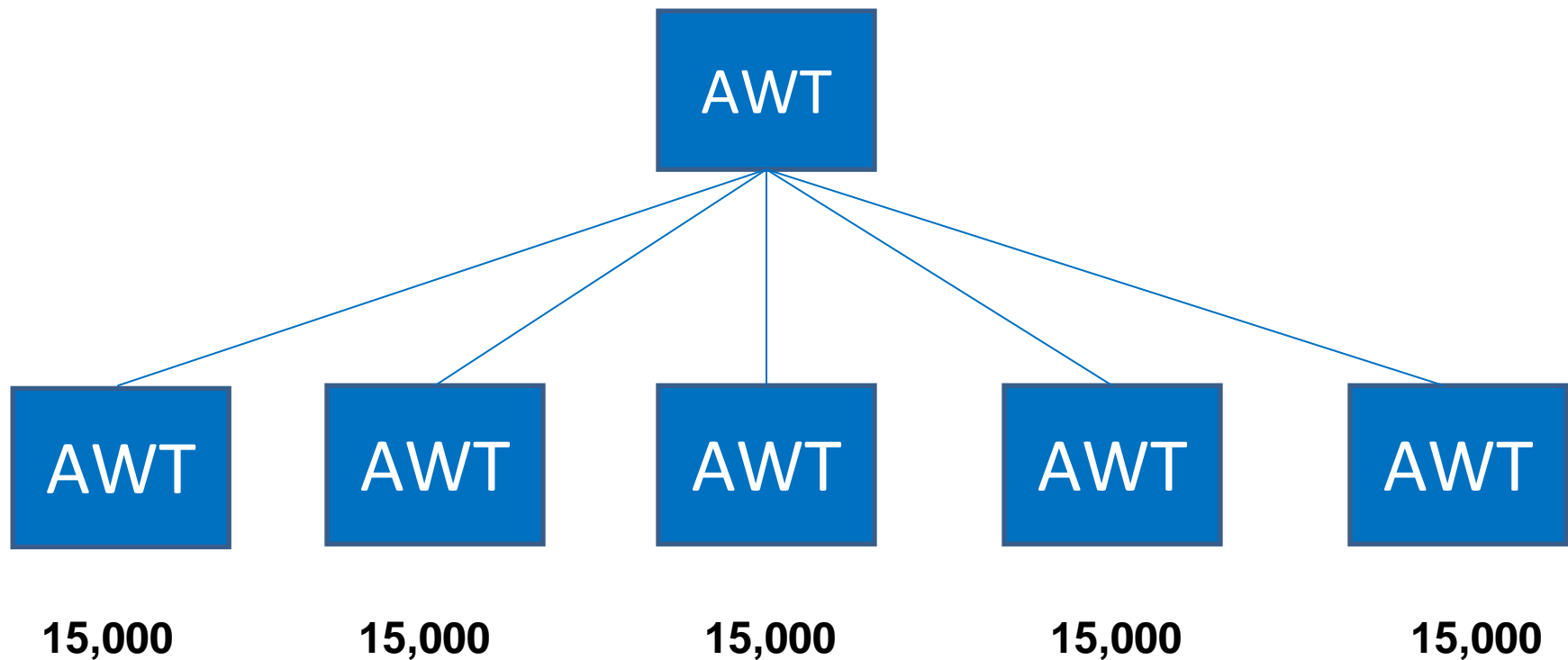
- An exclusive Active World Team pin and plaque
- A \$500 bonus and recognition on stage
- Special training



# Help your supervisors to reach Active World Team and qualify for GET Team level



**Developing Active World Team means  
building leadership groups  
which means building Royalty**

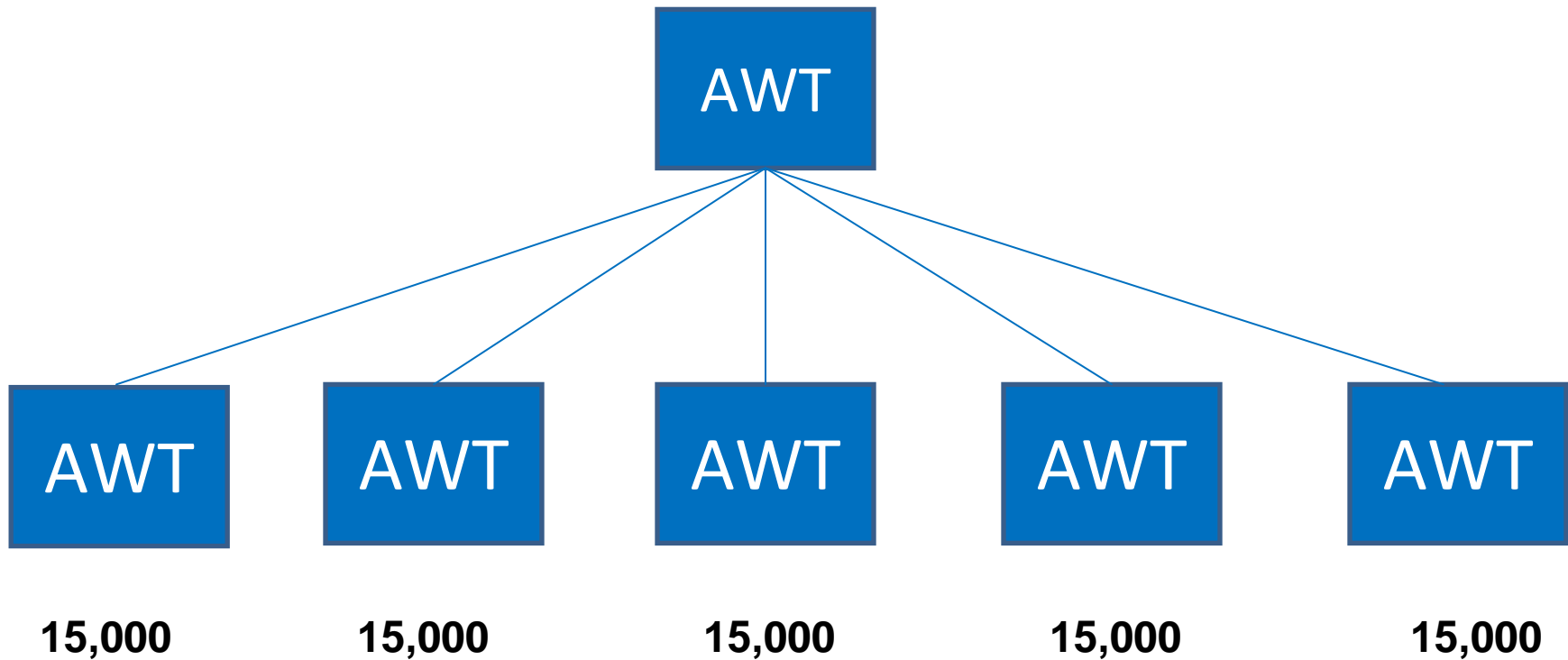


# 2010 Paradise Island Vacations



Five and 7 stars promotion was based on the number of new AWT members qualified in different lines.

Five and seven stars qualifiers enjoyed upgraded vacations but most importantly, something interesting happened to their royalties.



**The average Royalty growth during the Vacation qualification period (15 months) was substantial.**

# Building leadership groups and qualifying for GET Team

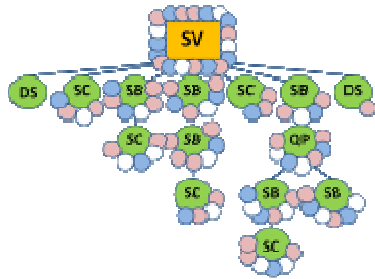


2<sup>nd</sup> time qualification - independent planning and execution



Duplication and GET Team qualification

1<sup>st</sup> time qualification - planning and executing with sponsor



Correct personal volume structure