

2010

 HERBALIFE.

e x t r a v a g a n z a

30<sup>th</sup> ANNIVERSARY  
WORLD TOUR

Stockholm **SWEDEN** July 23-25

# **INSPIRATION AND MOTIVATION ARE MUCH MORE POWERFUL**

- **IF THEY ARE SUPPORTED BY A  
CLEAR PLAN OF ACTION AND**
- **UNDERSTANDING WHAT YOU HAVE  
TO DO**

- ***Big and impressive results are a consequence of small steps of the everyday routine, which you do consistently***

# OUR GOAL TODAY

- To talk about everyday actions which will lead to a stable successful business.
- What it means to have a balanced business and how you can build it and maintain it
- To present you experience of the successful people

# DIFFERENT LEVELS- DIFFERENT NEEDS

- ***A BEGINNER SV/DS*** – look for what you need to learn, master and do what the next steps are
- ***EXPERIENCED SV/WT*** – look for the things you can learn and improve
- ***LEADERS OF THE GROUPS*** – look for ideas to better assist your downlines

# **WHAT ARE THE DIFFERENCES BETWEEN TRADITIONAL BUSINESS AND HERBALIFE?**

- **THERE ARE NO DIFFERENCES!!**
- **There are just extra benefits and winning aspects in Herbalife**
- **But basically, Herbalife is just a business**



# IN BUSINESSES

- **You** are totally responsible for the actions and the results
- **You** have the responsibility to learn and master everything you need in order to be successful
- In Herbalife you have the best leaders which teach you everything



# YOUR GOAL

**TO CREATE A SUCCESSFUL BUSINESS :**

- Unit
- A network of units



# FIRST OBJECTIVE

- TO MASTER **BASIC ROUTINE:**

**FOUNDATION OF ANY BUSINESS**



# WHAT IS A DMO?

- Is a specific kind of routine
- Usually is the way we get customers and distributors and
- Tools which we use in our business

# WHAT IS A DMO?

- **Everything you do in a day,  
week, month**

# **WE WANT TO BUILD A BALLANCED DMO**

- **TO INVEST TIME AND EFFORTS IN ALL  
THE PARTS AND ASPECTS OF THE BUSINESS**

- **Prospecting and contacts**
- **Successful retail and customer follow-up**
- **New distributors**
- **Growth of the supervisors team**
- **Direct profit**
- **Wholesale profit**
- **R.O. and Career growth**



# 200 vp - Personal Use

V.P.

|                                      |    |     |   |    |     |
|--------------------------------------|----|-----|---|----|-----|
| <b>A 800 vp - New Customers</b>      |    |     | <b>C 500 vp – Distributors / Discounted Customers (25%)</b> |    |     |
| Customer                             | vp | USD | Customer  | vp | USD |
| Profit TOTAL                         | vp | USD | Profit TOTAL  | vp | USD |
| <b>B 500 vp - Repeated Customers</b> |    |     | <b>D 500 vp – Distributors (%35-42)</b>                     |    |     |
| Customer                             | vp | USD | Customer  | vp | USD |
| Profit TOTAL                         | vp | USD | Profit TOTAL  | vp | USD |

## MONTH

|              | VP    | USD   |
|--------------|-------|-------|
| A            | ..... | ..... |
| B            | ..... | ..... |
| C            | ..... | ..... |
| D            | ..... | ..... |
| G            | ..... | ..... |
| <b>TOTAL</b> |       |       |

|  |    |     |
|--|----|-----|
| <b>G Qualifications (1000/2500/4000)</b> |    |     |
| Name                                     | vp | USD |
| TOTAL                                    | vp | USD |

# WHAT YOU HAVE TO LEARN AND MASTER

- **Roof** – Be a product result, lover and expert
- **Room A – Retail skills**
- How to master prospecting and retail
- How to do a correct Weight Management, Inner Nutrition and Outer nutrition presentation
- How to retail products
- ***Stable cash flow from the beginning***

# WHAT YOU HAVE TO LEARN AND MASTER

- **Room B – Become a Follow up expert**
  - Have permanent customers, referrals and protect the image of the company
- **Room C – Working with Distributors**
  - Master DS prospecting
  - Master the beginners plan with the DS
- **Room D & G– Learn to grow your DS to SV level**

# AS A LEADER

- **Learn how to work with the SV group**

# TRACK YOUR RESULTS

- Plan your days with discipline
- Keep records on a daily basis
- Do the corrections during the month
- Monitor your cash flow on a daily basis
- Be always connected to the results

## SALES & INCOME TRACK 01.06.2010 - 31.06.2010

| NO CRT       | DATE  | NAME                 | DISCOUNT | VP              | SV PRICE 50% US\$        | CUSTOMER PRICE US\$        | PROFIT US\$        |
|--------------|-------|----------------------|----------|-----------------|--------------------------|----------------------------|--------------------|
| 1            | 1.08  | Ruxandra Petrascu    | 25%      | 47.90           | 46.12                    | 87.88                      | 20.88              |
| 2            | 2.08  | Ioana Gherasim       | 42%      | 102.00          | 83.71                    | 159.47                     | 63.64              |
| 3            | 3.08  | Toma Marinescu       | 50%      | 55.00           | 116.57                   | 193.12                     | 76.55              |
| 4            | 4.08  | Alexandru Damian     | 50%      | 138.70          | 188.15                   | 338.25                     | 150.10             |
| 5            | 5.08  | Irina Paraschiv      | 25%      | 51.90           | 55.56                    | 105.86                     | 25.15              |
| 6            | 6.08  | Claudia Ilin         | 42%      | 60.75           | 41.11                    | 77.33                      | 30.43              |
| 7            | 7.08  | Sorin Corcoveanu     | 50%      | 139.30          | 135.82                   | 250.78                     | 114.96             |
| 8            | 8.08  | Marina Petrescu      | 50%      | 194.70          | 207.86                   | 385.92                     | 178.06             |
| 9            | 9.08  | Viorel Ionescu       | 35%      | 33.95           | 33.19                    | 63.25                      | 21.05              |
| 10           | 10.08 | Diana Peicu          | 50%      | 240.95          | 243.01                   | 452.90                     | 209.89             |
| 11           | 11.08 | Andrei Capatana      | 35%      | 59.70           | 57.51                    | 109.59                     | 36.46              |
| 12           | 12.08 | Radu Stancu          | 50%      | 214.00          | 175.19                   | 330.00                     | 154.81             |
| 13           | 13.08 | Laurentiu Dutu       | 35%      | 39.25           | 30.85                    | 58.78                      | 19.55              |
| 14           | 14.08 | Cristi Alexandrescu  | 50%      | 216.35          | 178.90                   | 322.61                     | 143.71             |
| 15           | 15.08 | Aurora Pascal        | 50%      | 204.30          | 220.50                   | 397.20                     | 176.70             |
| 16           | 16.08 | Alina Dobra          | 25%      | 78.40           | 77.22                    | 147.13                     | 34.96              |
| 17           | 17.08 | Catalin Buia         | 50%      | 194.65          | 221.06                   | 394.33                     | 173.27             |
| 18           | 18.08 | Maria Stanescu       | 42%      | 105.35          | 109.24                   | 208.14                     | 83.08              |
| 19           | 19.08 | Mihaela Ducaru       | 50%      | 249.45          | 270.84                   | 495.82                     | 224.98             |
| 20           | 20.08 | Razvan Covaci        | 50%      | 78.40           | 77.22                    | 147.13                     | 69.91              |
| 20           | 20.08 | Andrei Petre         | 50%      | 1000.00         | 1395.00                  | 2659.00                    | 80.00              |
| 20           | 20.08 | PERSONAL CONSUMPTION | 50%      | 211.00          | 212.00                   | 212.00                     | 0.00               |
| <b>TOTAL</b> |       |                      |          | <b>VP</b>       | <b>SV PRICE 50% US\$</b> | <b>CUSTOMER PRICE US\$</b> | <b>PROFIT US\$</b> |
|              |       |                      |          | <b>3,716.00</b> | <b>4,176.63</b>          | <b>7,596.49</b>            | <b>2,088.14</b>    |

**200 vp PERSONAL CONSUMPTION**

Total Personal Consumption **211 vp**

**TOTAL JULY 2009**

vp profit

**A 982.65 884.37**

**B 943.15 788.57**

**C 178.20 80.99**

**D 401 254.21**

**G 1000 80**

**TOTAL 3716 2088.14**

**A 800vp NEW CUSTOMERS**

**982.65vp 884.37profit**

|                  |        |        |
|------------------|--------|--------|
| Toma Marinescu   | 55.00  | 76.55  |
| Alexandru Damian | 138.70 | 150.10 |
| Sorin Corcoveanu | 139.30 | 114.96 |
| Marina Petrescu  | 194.70 | 178.06 |
| Diana Peicu      | 240.95 | 209.89 |
| Radu Stancu      | 214.00 | 154.81 |

**C500 vp CUSTOMERS / D25%**

**178.20vp 80.99profit**

|                   |       |       |
|-------------------|-------|-------|
| Ruxandra Petrascu | 47.90 | 20.88 |
| Irina Paraschiv   | 51.90 | 25.15 |
| Alina Dobra       | 78.40 | 34.96 |

**B 500 vp REPEATED SALES**

**943.15vp 788.57profit**

|                     |        |        |
|---------------------|--------|--------|
| Cristi Alexandrescu | 216.35 | 143.71 |
| Aurora Pascal       | 204.30 | 176.70 |
| Catalin Buia        | 194.65 | 173.27 |
| Mihaela Ducaru      | 249.45 | 224.98 |
| Razvan Covaci       | 78.40  | 69.91  |

**D500 vp CLIENTS / D30-42%**

**401vp 254.21profit**

|                 |        |       |
|-----------------|--------|-------|
| Viorel Ionescu  | 33.95  | 21.05 |
| Andrei Capatana | 59.70  | 36.46 |
| Laurentiu Dutu  | 39.25  | 19.55 |
| Ioana Gherasim  | 102.00 | 63.64 |
| Maria Stanescu  | 105.35 | 83.08 |
| Claudia Ilin    | 60.75  | 30.43 |

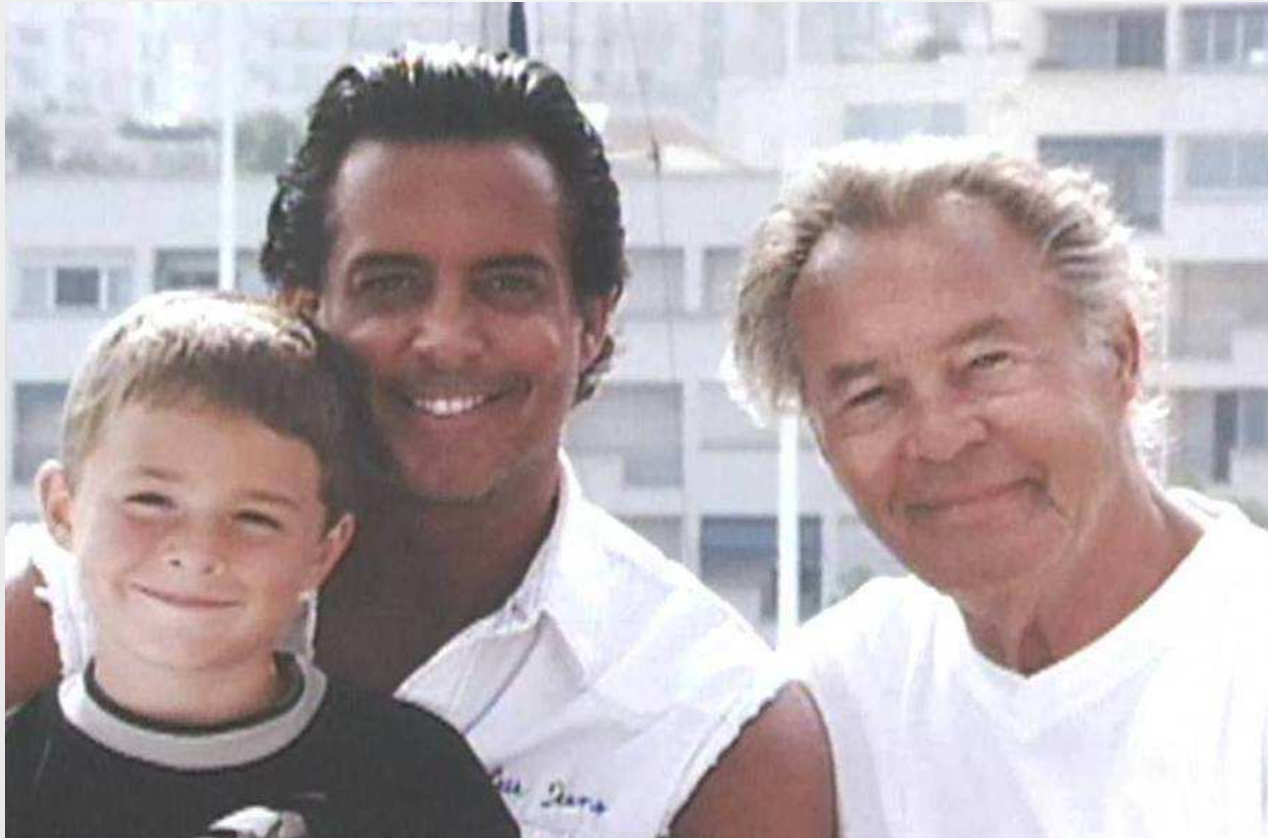
**G QUALIFICATIONS  
1000/2500/4000**

Andrei Petre **1000vp80profit**

# MISTAKES

**IF YOU WANT TO HAVE A BALANCED  
SUSTAINABLE BUSINESS BUT DO:**

- Only retail – cash but no RO growth
- No follow-up – hard work no satisfaction
- Only recruiting- unstable results and no cash
- Live in the garage- unstable results + damage to the image of the company



**“ LET’S CREATE A COMPANY THAT WILL  
MAKE  
OUR CHILDREN PROUD AND THE CHILDREN  
OF OUR CHILDREN AND SO ON FROM  
GENERATION TO GENERATION, ALWAYS NEW,  
ALWAYS STRONGER AND ALWAYS BETTER ”**

# THE HOUSE

- Instantly diagnose the situation
- Direct your efforts and attention to the parts which are unbalanced
- Easily teach a new person all the parts of the business and how to build a balanced DMO
- See mistakes

## • **THE HOUSE**

- **A plan for everyday routine**
- **Training tool**
- **Diagnosing tool**
- **Analyzing tool**
- **Duplication tool**

# **A SUCCESSFUL BUSINESS**

- **IS A COMBINATION BETWEEN CLEAR ROUTINE AND CONSTANT IMPROVEMENT**



# WHAT WILL YOU SAY IF:

- A baker will complain that he has to bake bread every day
- A financial advisor will say that he does not like to work with numbers
- A owner of the shop will say that he is not going to supply his stock any more

# **YOU NEED TIME AND PATIENCE TO MASTER THE ROUTINE**

- **A baker is burning few breads in the beginning!!**
- **Focus groups, Trainings, STS**
- **Understanding the importance of the Routine**
- **Discipline in applying it**



# IN BUSINESSES

- **You** are totally responsible for the actions and the results
- **You** have the responsibility to learn and master everything you need in order to be successful

# 3 POSSIBLE SCENARIOS FOR YOU

- “WORSE”
- You and your family get healthy, live active life, look great 😊

# 3 POSSIBLE SCENARIO FOR YOU

## *MEDIUM*

- You and your family get healthy, live active life, look great
- You have a successful business which is giving you stable part-time/ full time income

# 3 POSSIBLE SCENARIO FOR YOU

- **THE BEST**

- You and your family get healthy, live active life, look great
- You build financial independence, have unbelievable lifestyle, travel the world

# THE MAGICS OF PART TIME

- To help people is honorable, no matter the numbers
- You can do a lot in your free time
- Marketing plan enhancements are helping you to go in your own rhythm

# THE BIGGEST ADVICE:

- **INTEGRITY, COMMITMENT, PERSEVERENCE AND DISCIPLINE IN APPLYING THE DAILY PLAN .**

# WELCOME TO HERBALIFE

- *A PLACE OF OPPORTUNITIES FOR EVERYBODY*



# REAL STORIES

- **Distributors with excellent results at their level**
- **Their advice about how to build a balanced successful business**

2010

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extravaganza

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