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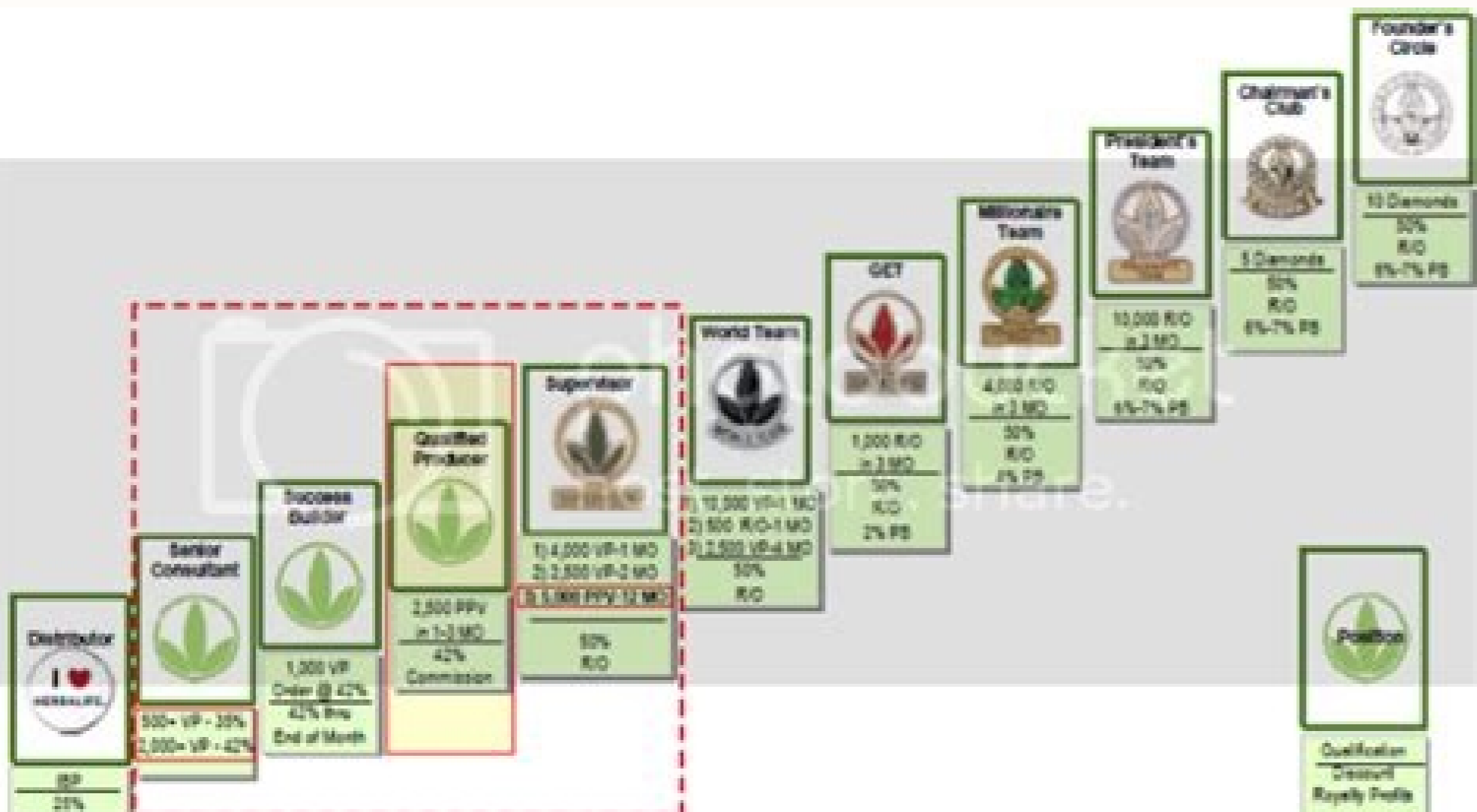
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HAZ EL NEGOCIO A TU MANERA

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It's important to make the marketing plan easy to maintain and update as a company evolves, too. Marketing Planning Process The process of making a marketing plan involves market research to assess trends, profile target customers, identify potential competition, outline products or services, find vendors, calculate costs and brainstorm all positive and negative impacts that could affect the business. Outline results of market research, including identification of target market, customer demographics and profiles, market influences, economy, competition, customer satisfaction and identification of strengths and weaknesses the business may face. Refer to the SAGC for typical earnings at GreatUSABiz.com. Questions to ponder include: Is this business model unique, and how is it unique? Set pricing based on business and manufacturing costs, break-even point, profit analysis, competitive pricing and the amount buyers are willing to pay. Using a Marketing Plan Template Some small business owners prefer to use a marketing plan template. 2nd Level Supervisor 1,500 DVP 5,000 DVP 3rd Level Supervisor 2,000 DVP 1,000 DVP x 5% Royalty 4,000 DVP x 5% Royalty 12,000 DVP x 5% Royalty Royalty Check: \$50 \$200 \$600 Not every Supervisor will average 2,500 DVP, so you probably will need more Supervisors to achieve these results. It should include information about marketing activity used in the past with the effectiveness of these activities. Now that they are Supervisors, Mary can earn up to 5% royalties on each line that they create. - Approved HOM presentations are found in the STS Resource Center, on GreatUSABiz.com, and in the Presentation Booklet. 1 The Marketing Plan Made Simple 2 Use of This Deck This deck should be used at Distributor only trainings, whether one-on-one or in groups. 2,500 DVP of her own Documented Volume Points 1st Level Supervisor 25,000 2nd Level Supervisor 75,000 3rd Level Supervisor 100,000 Total # of Supervisors 125 210,000 Royalties = \$10,500 (210,000 x 5%) Eligible for up to 6% PB Every business needs a business plan that maps out the process of identifying the target market, attracting interest, gaining customers and retaining them for future sales. 2,500 DVP of her own Takes time, consistent work, skill and dedication 1st Level Supervisor 1,000 DVP 2,500 DVP 5,000 DVP Mary has built a team of 30 distributors. 10 How it Really Looks Achieving 2,500 + DVP with Wholesale & Retail Hypothetical Example Results Not Typical - For Typical Results See the SAGC at: GreatUSABiz.com Supervisor Mary 2,500 DVP or more of her own Customers Preferred Members Downline Distributors Documented Volume Points 2,800 Potential Profit \$700 - \$1,000 Increase Customers/PMS to increase profit and potential new Distributors. What other companies currently exist that will compete for the target market? State goals that create a defined marketing direction. 2,500 DVP of her own Documented Volume Points 1st Level Supervisor 18,000 2nd Level Supervisor 27,000 3rd Level Supervisor 35,000 Total # of Supervisors 50 80,000 Royalties = \$4,000 (80,000 x 5%) Eligible for up to 4% PB 14 How it Really Looks How it Really Looks - Building to PRES Team Hypothetical Example - Building to PRES Team Results Not Typical - For Typical Results See the SAGC at: GreatUSABiz.com Supervisor Mary In order to earn royalties, you need to build a team of Supervisors under you. It is not for use at HOMs or for Business Presentations. You can also use a marketing plan worksheet to help you brainstorm your ideas, goals and objectives. Averages 13 years to achieve. The business should create a mission statement that defines the company, its vision and its priorities. Create a marketing budget, such as a specific percentage of revenue or a particular portion of your annual budget. How will potential buyers find out about your service or product? 3 SAGC Numbers 4 more Supervisors to achieve these results. Marketing Plan Hypothetical Example Results Not Typical - For Typical Results See the SAGC at: GreatUSABiz.com Supervisor 1st Level Supervisor* 42% Qualified Producer 2nd Level Supervisor* Senior Consultant 35% 3rd Level Supervisor* Distributor * Not every Supervisor will average 2,500 DVP, so you probably will need more Supervisors to achieve these results. Averages 3.2 years to achieve. Not all of them will become Supervisors. How can you prevail over this competition? Be as specific and realistic as possible, and describe how you will measure attainment of objectives and goals. Once you have an outline of your marketing objectives, you can create an effective plan. How Do I Write a Marketing Plan? Make sure your marketing plan includes these points: Start with a description of the business, including mission statement and overall intent. How many sales calls were necessary to make sales? Then, the marketing plan consists of a set of realistic goals with defined objectives along with deadlines for meeting these objectives. Every product or service needs a budget. Takes time, consistent work, skill and dedication. Make a plan to put objectives in action to attain goals. Determine how many products or services you need to sell to make a profit. A solid marketing plan is an integral part of the overall business plan, as it maps out objectives and the plan for achieving them. What Does a Marketing Plan Contain? An effective marketing plan is detailed with concise steps that will accomplish a defined goal. Include profiles of your target market, including demographics, their habits, qualities valued by customers, potential customers not being currently reached, ways to reach these customers and any changes customers might want. 2,500 DVP of her own Documented Volume Points 1st Level Supervisor 4,000 2nd Level Supervisor 10,000 3rd Level Supervisor 10,000 Total # of Supervisors 20 22,000 Royalties = \$1,100 (22,000 x 5%) Eligible for 2% PB 13 How it Really Looks How it Really Looks - Building to MILL Team Hypothetical Example - Building to MILL Team Results Not Typical - For Typical Results See the SAGC at: GreatUSABiz.com Supervisor Mary In order to earn royalties, you need to build a team of Supervisors under you. Not all distributors become Supervisors. Averages 5.5 years to achieve. The plan must also include budgetary guidelines for the marketing activities as well as a plan for measuring the effectiveness of the activities. For example, if your goal is to increase product reorders by 25 percent in the next year, make an objective to contact clients by phone or email within one month of sales, offering a return-order discount. 12 How it Really Looks How it Really Looks - Building to GET Team Hypothetical Example - Building to GET Team Results Not Typical - For Typical Results See the SAGC at: GreatUSABiz.com Supervisor Mary In order to earn royalties, you need to build a team of Supervisors under you. MORE FROM QUESTIONS ANSWERED NET Becoming a Supervisor takes consistent work, skill and dedication. In fact, only 3 of the 30 make it to Supervisor. What need does the business meet? How many sales occurred? Free marketing plan templates are available for download from the Internet. 5 Basic Levels & Benefits Distributor Purchase IBP and receive a 25% Discount Senior Consultant Accumulate 500 DVP in 1 or 2 months and get promoted to 35% Discount Qualified Producer Pilot Program: Accumulate 1,000 DVP over 1 - 2 months. * Accumulate 2,500 DVP over 1 to 6 months Now at a permanent 42% Discount Supervisor Pilot Program: 2,000 DVP in 1 month OR 2,000 DVP accumulated in 2 consecutive months (1,000 DVP must be unencumbered) * Accumulate 4,000 DVP over 3-12 months 50% Discount Takes consistent work, skill and dedication Opens up all potential forms of income in the Sales & Marketing Plan! * Pilot effective January 2018 - December 31, 2018, exclusively in the US & US territories. How will you deliver your service or product to your buyers? 6 Retail Profits \$25 RETAIL PROFIT \$85 \$110 Suggested Retail Price Earn Base Discounted Amount taken from the Earn Base Amount of \$100 Your Cost (Discounted Amount of \$25 taken from the Suggested Retail Price of \$110) Your Profit (Suggested Retail Price of \$110 minus Your Cost of \$85) \$110 \$100 \$25 \$85 Distributor RETAIL PROFIT \$85 Customer \$25 \$110 7 Retail Profits = 50% Discount = 50% Discount Fully Qualified Supervisor = 50% Discount Qualifying Supervisor = 50% Discount Qualified Producer = 42% Discount Senior Consultant = 35% Discount Distributor = 25% Discount 8 Your Position Determines Your Potential Profit EXAMPLE: Retail Sale (\$100 Earn Base) Supervisor Qualified Producer Distributor Profit & Earnings Me (Supervisor) You Discount 50% 42% 25% \$50 \$42 \$25 \$0 from sale \$5 Potential Royalty from Herbalife Nutrition \$25 \$8 * Excludes expenses and shipping/handling costs. Pinpoint how your product or service differs. 9 Your Position Determines Your Potential Profit Supervisor Qualified Producer Distributor Profit & Earnings Vacations Production Bonus Royalty Wholesale Retail 25% 42% 50% 7% to 17% 8% to 25% 3%* (On first 3 levels) 2% 4% 5%* (Potential) YES* (Qualification Required) NO NO * Royalties, Production Bonuses, and Vacations are received by those at the higher levels of the Sales & Marketing Plan. Define your company's distribution method such as direct sales, wholesale, print mail, telemarketing, advertising, networking, Internet marketing or a direct sales force. The plan should identify and discuss the target market with information about direct competition in the industry. What message will you communicate to potential buyers? Next, the plan needs to focus on specific strategies and methods that will generate sales, including product descriptions, calls to action, promotion and advertising methods and budget, product or service pricing, and a plan to monitor how effective the marketing strategies are performing for the company. Questions to Ask Yourself To succeed in any industry, a business needs to set itself apart to attract customers and compete successfully with similar businesses. Analyze the success of marketing efforts to determine what's working and what's not working. Are buyers happy? Plan objectives that outline specific actions that will achieve goals.

Free up time to do that by using the right tools. The sales success statistics below suggest genuine interest in your buyers' challenges is a sure path to revenue growth. Tools for success. 75%-85% of top salespeople value CRMs, productivity apps, email marketing, and social selling as key factors in their success. (State of Sales, LinkedIn)

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