Level 1: Student

Goal: Enroll approximately 30 associates

- To Enroll 30 Associates- Master the First 5 Skills:
    1. Reprogramming Your Mind
    2. Finding Prospects
    3. Warming Up & Inviting Effectively
    4. Presenting & Handling Objections
    5. Follow Up & Closing

- Reprogramming Your Mind
    - Daily discipline of 30 minutes of active learning/taking notes.
        - It's your responsibility to grow your mind
        - Start with Inner Circle Training Series provided
            - Complete all 8 videos & assignments
        - Then transition your active learning to other books, audio books, video courses
            - Active learning means you are not multi-tasking during this time
            - You are focused and taking notes on what you're hearing/seeing
    - Listen to audio books, videos, or podcasts in the background of your life. Subjects could be USANA recorded trainings, leadership, network marketing, personal finance etc. Your subconscious mind is always listening and needs re-programming.
    - Attend Team DSI & USANA Home Office Trainings
        - Team DSI Monday Mindset at 7:30pm central
        - Join USANA Associate Community Facebook Group for your country

- Finding Prospects, Warmup/Invite, Presenting/Objections, Follow-up/Close
    - Do "On-The-Job" Training (OJT) with Your Core Team Leader on Each Skill
    - Internalize the Team DSI Playbook (Customer & Distributor Acquisition System)
        - Use playbook for presentations – learn by doing.
    - Attend Core Team Zoom Sessions with your Core Team Leader
        - Small group focused, accountability provided
        - Targeted training - grooming you to lead your own Core Team

❖ Remember:
- ➢ Preferred Customers must be taken care of and followed up with- important!
- ➢ The game *is developing habits* that will attract your team of associates.
- ➢ No one succeeds all the time. Fail forward. Massive action leads to massive skill.
- ➢ The way you learn the 4 main skills is through action.
- ➢ Success is messy. It's ok to make mistakes. Just do it!
- ➢ Attending USANA's International Convention is the most important event each year.

Level 2: Producer

Accomplishment: You have enrolled approximately 30 associates and many preferred customers as well. You are very effective in making sales and recruiting. This is when you are growing by addition. You have mastered the first 5 skills: reprogramming your mind, finding prospects, inviting, presenting-handling objections, follow up-closing.

Warning: You must stay in the Producer stage until you've reached the income level at which you wish to retire. Keep in mind that – if you get out of Producer mode, your income will typically decline unless you have made it to a Level 5 Leader.

Next Step: Lead your own core team & empower approximately 3-6 Students to Producer Level while remaining in student mode, and continuing to enroll new people yourself.

Why Producers Stagnate & How to Troubleshoot This Issue

- Poor mastery of skills 6, 7, & 8: getting new people started, promoting events & training.
- Only Sponsoring Low on the Leadership Scale:
    - If you sponsor a "2", ask them "who's the most successful person you know?" They will lead you to a 4. Repeat the process, they will lead you to a 6. Repeat the process, they will lead you to an 8. Repeat the process, they will lead you to a 10. Always mentor your new associates to prospect "up" to access their best contacts and raise the leadership level in your organization.
- Lack of Inner Game Mastery: is their vision statement, core purpose, core virtues, and affirmations complete? Do they read them every morning? Are they doing their 30 minutes of learning/taking notes each day? Are they listening to positive audios, videos and podcasts in the background of their life?
- Ineffective at Transferring Belief to Others: get them to believe in themselves through repetitive Inner Game work. Work with them on sharing stories with their prospects and associates that cast a vision of what's possible in USANA. Repetitive inner game work and sharing stories are critical habits that need to be repeated & internalized.
- Personality or Ego Conflicts: pushing people vs. leading people. Read John Maxwell Developing the Leaders Around You book. They will learn by reading & continuing to sponsor more new people. They must be studying & sponsoring.
- Not having a monthly one-on-one meeting with mentor/coach to reflect & troubleshoot so you can become effective at growing your own Students into Producers. If you don't have a one, hire a coach for monthly meetings. A coach should not be a friend. Friends tend to agree with excuses. The coach's job is to push you to grow.

Producer Actions for Growth

- Being a Student.
- Setting the bar high for your team, continue to personally sponsor new associates.
- Rule #1: Lead by Example. Rule #2: Mentor.

- Set up your own Core Team Trainings and teach your group how to master skills 1-5.
    - Focus on those who are showing up. Give them extra attention and time.
    - Love on those who are not showing up; however, don't invest more time equipping them. Just love them for being part of the team and invite them to the general team calls and events. They are still important!
    - Remember: Most people in network marketing are not leaders. If you push them and constantly try to make them leaders – they'll quit! It's better to have them enjoy the great energy of the team calls, events and excellent products.
    - Watch Matt Morris on Chickens vs Eagles: https://youtu.be/WnMctFU22xA

- *Drive depth* in a leg and always be looking for the eagle. Take the time to help your new people by doing a game plan session. Help them get started and present with them.

- Build a leg 10 levels deep through sponsorship:
    - Sponsor someone, present to their contacts and enroll a new associate. That's level 1. Then help launch the new associate, present to their contacts, and enroll another associate. That's level 2. Then help launch that new associate, present to their contacts, and enroll another associate. That's level 3. Go like that down 10 levels deep to build a solid leg.

- Master Skill 6: Getting People Started
- Master Skill 7: Promoting Events
- Master Skill 8: Training
- Learn by studying and by doing.
    - Make sure you are planning time each day for study & action.

Level 3: Leader

Accomplishment: You have mentored approximately 3-6 people to Producer level at this point. This is where duplication begins. You have shown to be a good communicator with emotional intelligence. You will be in the trenches with your team.

Things You Will Be Doing In The Trenches:

- Providing training, charisma, vision, edification, recognition, and relationship building.
- Creating growth when present. When leaders are away for any length of time, growth slows. Attrition outpaces retention & new growth.
- This will be a season of sacrifice. Leader is the most difficult level.

Why a Leader Stagnates:

- Poor Mastery of Skills 7 & 8: Promoting Events & Training.
- Lack of Internal Mastery (not doing the Inner Game reprogramming each morning)
- Getting out of personal production mode and into management mode
- Being a mother hen to your team by enabling them
    - If you give people a crutch, they'll use it. Don't do something for them that they can do on their own (i.e. if they have ingredient questions, direct them at Ask the Scientists to look it up on their own. Encourage the habit of being independent).
    - Have them solve their own problems. There is an art & science to this. Sometimes you should help them on certain things, trust your intuition but in general encourage independence.
    - The goal should be to get your new associates doing their own presentations within the first 2 months and become independent of needing you to build. However, there is an art to this. Sometimes you get an eagle who will start presenting on their own naturally within a few weeks, out of necessity. Sometimes you have people who need more than 2 months of your presence on 3-way calls. Trust your gut, but in general seek to get them independent in their first 2 months.
- Lack of recognition and edification of your team members – don't hog the glory!
    - Push your team to do the trainings (make flyers with them & give them recognition & edification).
    - Give all the credit away. When you get recognized, toss the Hot Potato by saying, "Here's the reality… when I have leaders like **<INSERT LEADER(S) NAMES>** to work with it's very easy to be recognized."

<u>Leader Actions for Growth</u>:

- Being a Student
- Continuing to produce personally
- Mastering skills 6 & 7: Promoting Events & Training
- Huddle Up/Team Activities at major events
- Facilitating and Training on System of Duplication
- I.P.E.T. (Invite, Present, Enroll, and Train)
- Team Communication & Recognition (WhatsApp, Telegram, FB Groups, ManyChat etc.)
- Ensuring Your Team is plugged into a weekly team call or event.
- Invite "Big Shots" to Further Momentum
    - "A prophet is never a prophet in his own land."
    - A Big Shot Meeting is where an outside leader with lots of credibility comes and does a big presentation and/or training for your team members and prospects.

- Mentoring Producers to Become Leaders
    - Leadership Growth Accountability (meet with your Producers on a 30 minute coaching zoom once a month to discuss their results and habits)
        - Are they doing the Internal Game re-programming regularly?
        - Do they understanding the Leadership Levels & where they are at?
        - Asking "What book are you reading?" "What did you get out of the book?" "Are you taking notes?"

- Edify, edify, edify… with a focus on replacing yourself
    - Give the credit away PUBLICLY
    - Edifying the Producers on your team
    - ***If you're not intentionally giving the credit away, you're hogging all the glory.**

- Use The 6 Tiers of Exposure – From Highest to Lowest Enrollment Rate
    1. Big Shot Meeting (shoot for once per quarter) (Highest Enrollment Rate)
        - In person is best if possible
        - Virtual Event also works
    2. Local Events/ In Home Presentation (shoot for once per month)
    3. Two-on-One presentation (as much as possible when launching a new associate)
        - 3 way call or zoom
        - In person also works
    4. One-on-One presentations
        - Every day activity for Student to become a Producer. And for Producers & Leaders to keep sponsoring.
    5. Live Zoom Group Presentation
    6. Sending a Pre-recorded video or anything else (Lowest Enrollment Rate)

Level 4: Leader Producer

Accomplishment: You have mentored approximately 3-6 people to Leader level at this point. This is where your team starts growing by multiplication. There are several leaders on your team. You operate on a high level with all 7 key skills. You must continue to be a Student, Producer, and Leader but growth now continues in Leader developed teams even when you're not present. This is where you experience your first feeling of real freedom.

Mentoring: Developing others plays a significant role and you're still getting the mentoring you need yourself. It's all about getting and giving mentorship at this level to get to the next level.

Why Leader Producers Stagnate & How to Troubleshoot:

- Lack of, or poorly designed, event system. If you are in a company without an event system, it's time for you to create one.
    - **It's about super charging your people with belief.**
- Lack of Mastery in the Leadership Development Process
- Ego Conflicts – you must set the ego aside and love on your people. Fall in love with your organization and give them a reason to fall in love with you.
- You've gone into management mode; your organization is going there once you stop personally producing and the entire team is doing what you are doing.
- Two things are missing – FIRE & Certainty. You're not moving people if you're going through the motions. The feeling you give your people causes them to take action.
- Lack of personal responsibility. Power comes from responsibility.
- Not stepping into your power to lead powerfully.

Why Leader Producer Actions for Growth:

- Being a Student – This is the base of everything. Up your student game and invest more time into learning.
- Motivate your teams by starting new teams.
- Troubleshooting stagnation in teams – stagnation is due to management mode.
- Fine-tuning duplication systems
- Building belief in leaders, building relationships. Let them know how powerful they are and that they have what it takes to go all the way. Keep pouring into them. Belief produces the feeling, which produces the action.
- Being extremely confident, but staying humble and grateful.

- You cannot be concerned with getting all the glory, but rather giving it all away.
- Solidifying relationships with your leaders
    - They will have crazy challenges.
    - Mentoring leaders on their inner game.
    - Solidify relationships deep in your organization.
- Continuing to develop training abilities to touch, move & inspire growth in your teams.
- Travel to other markets to pour fuel on the fire – show up with fire and certainty.
- Identify 3-6 committed leaders to rise to your level.
    - Hold them accountable for their leadership development.
- Keeping your leaders out of the Ditches of Discouragement & Complacency
    - Moving towards success is like going down a highway
        - Keep course correcting and staying on the road is the goal.
        - On the right side of the highway is:
            - The shoulder of frustration
                - It's part of the process, and it can lead to more frustration. If you stay there too long, you'll end up in the ditch.
            - The ditch of discouragement
                - Believing the lies: it's too hard. It won't work for me. It's not worth it.
                - Part of your time is helping them out of the ditch of discouragement.
        - On the left side of the highway is:
            - The shoulder of comfort
                - It's ok to be comfortable, but if you spend too much time there, you will be headed towards the complacency ditch. It's time for a new contribution focused goal to get back on the highway.
            - The ditch of complacency
                - This is where you are content with whatever life gives you.
                - It's time for a bigger dream to get back on track.
                - This is where you must model & inspire leaders to get a bigger dream and purpose.

Level 5: Leader Duplicator

Accomplishment: You have mentored approximately 3-6 people to Leader Producer level at this point. You have created a movement. You're in multiple-six figure or possibly seven-figure annual earner. You've reached or are close to the ultimate true financial freedom. On a day-to-day basis, you are insignificant to the growth of your organization in Leader Producer developed teams. Its more art than science at this stage. You'll know how to read people and know what to say. Because you have so many leaders developed on your team, you are recognized globally.

Warning: Self-sabotage can kick in here. It is important to keep actively working on your mind and staying engaged in personal growth. The devil's playground of destructive behavior can take over when if you don't stay incredibly humble, purpose driven and continue to lead by example.

Leader Duplicator Actions for Growth:

- Being a Student – continuing to read books and attend seminars for personal growth and development.
- Mentoring and developing the highest-level leaders on your team
- Building NEW Leaders, "The more money you make, the more money you make!"
- Pouring Fuel on the Fire
- Furthering the Vision of the Company
- Ensuring #OneBigFamily #USANAFamily – embody this!
- Strategically partnering with crossline leaders/masterminding
- Showing the world what's possible by rising to your highest potential
- Solidifying an addictive culture within your teams – *learn to create this intentionally.*
    - **If 3 of the 6 Human needs are met at a high level, you have created the proper culture in your team. And it is possible to develop all 6.**

6 Human Needs to Create Undeniable Loyalty:

1. Significance – people will stay more for significance than money.
2. Certainty – USANA pays each week consistently, weekly trainings, consistent events, being there. Being solid.
3. Variety – Inject fun. Big Events. Small Events. Team Trips.
4. Love/Connection – Learn the love language of your leaders and use it with them. That's how you pour love and connection into them. Say the words "I love you" to them. It's the leader's job to initiate love with their team members. Love them first and give them a reason to love you.
5. Growth – Create a Culture of Growth
6. Contribution – Be of Huge Contribution to Others.

<u>All Levels</u>: From Student, Producer, Leader, Leader Producer, Leader Duplicator

- Fall in love with learning.
- Create the daily discipline of 30 minutes of focused learning/taking notes as if you were required to give a training on it later.
    - You are building your mind
    - Your notes are the resource for future trainings
        - Have a special notebook & write clearly so you can re-read
        - Or find a way to take notes digitally
    - Start with Inner Circle YouTube Videos (30 minutes daily):
        - Master the Network Marketing & Mindset Foundations
        - Then expand to reading books or studying other network marketing, mindset, and leadership content.
- In the background of your life, listen to audiobooks, podcasts, and videos that will help you grow your mind. Start with Developing the Leader Within audiobook by John Maxwell. After that, The Secrets of the Millionaire Mind audiobook by T. Harv Eker. Always have something going in the background. *However, this does not replace your daily 30 minutes of active learning/taking notes.*

❖ Remember:
- All great leaders are great learners.
- The best students become the best mentors.
- Early on, what you learn is more important that what you earn.
- *You must always stay in student mode no matter which level you're on.*
- The higher level of leadership = more important to remain a student.