

# CLOSE TO HOME: AN IN-DEPTH LOOK AT



**Y**ou'd expect that by the time you hit Executive Director V, you'd be moving on from your warm market to the unseen masses. But to the contrary, Myrtice Smith, who's in the driver's seat of one of Melaleuca's fastest growing businesses, has turned her focus back to her friends and family.

"We've recently developed four Directors in Southern California where I grew up," she says. "I came out to a regional meeting in California in November, and I still knew a few people in the area. So I made a few calls and shared some presentations."

Like Myrtice, each Melaleuca business can benefit from a revisit (or perhaps a first-time visit) to the warm market. Nothing will strengthen your confidence in Melaleuca more than seeing it make a difference in the lives of those you care about most.

## **A Comfortable Place to Build**

Successful warm-market building starts with your own neighborhood, with friends, family, and your regular acquaintances—those you already know. As illustrated on the cover of this issue of *Leadership in Action*, your warmest market may be those closest to you, people you share your time with, and perhaps have already tried the products or even regularly receive products from you. They may be the customers you've had for years or the personal enrollee who has never referred anyone.

And it doesn't end there. Everyone stands to benefit from Melaleuca's products. Thus, a warm market also includes anyone you've ever known, long-lost friends and even friends you haven't yet met. These people are primed for discovering more about Melaleuca and enhancing lives. And now, more than ever before, is a great time to invite these people to see what Melaleuca can mean to them.

Take, for example, Executive Directors IV Paul and Michelle Johnson. The Johnsons' organization is saturated by names of people they've known for years.

"Paul went to college with Executive Director V Corey Muhammad," Michelle says. "We sent Corey a wedding invitation when we got married, and instead of networking with everyone at our reception, he went straight for the bride

# BUILDING IN YOUR WARM MARKET

and groom. We used our wedding list as our first contact list, and it was really the foundation of our business in the beginning. It really drove our business, and we rapidly advanced.”

After success with that initial list, Paul and Michelle decided to continue working with people they’d known previously. They cracked open old yearbooks and job directories, and contacted friends they hadn’t seen in ages. And Michelle will tell you that not all of the benefits have been financial.

“We started off with a lot of friends who we had contact with years ago, and it really allowed great friendships to blossom,” she says. “Really, that has been the most joyful part of the process. We’ve rekindled a lot of what was lost, and we’ve found that you never forget a person.”

Michelle and Paul aren’t afraid to return to their lists and contact people who weren’t previously interested, but they’ve also continued to meet more people and expand their circle of influence.

“We’re still finding people in the community—people we see regularly, people who ask how we’re doing—we call them our semi-warm market,” Michelle says. “The foundation of the relationship, the reputation, is already there. And it’s just you stepping outside of your box and saying something.”

## Defining the Warm Market

Your warm market doesn’t end with your uncles and cousins. It continues to expand as your own circle of influence expands. Your warm market includes the grocery-store checker who says ‘hello’ every time you come in for another gallon of milk. It includes your child’s teacher who offered encouragement at the last PTA meeting. The instant you stand out in a crowd to someone else, you’ve added that person to your lukewarm market. Your task is to make a connection.

Executive Directors Art and Barbara Gill contend that the world around them is nothing but an ever-expanding warm market, and that’s because of their ability to make that crucial connection. Art says Barbara, whom he has nicknamed “the queen of walking and talking to people,” can turn any contact from cold to warm in five minutes or less.

“You don’t just walk up to someone and say, ‘Hey, you want to do Melaleuca?’” Art says. “You meet someone eye to eye and discover that you can both relate about something. Then you decide whether they’re people you can spend time with. Once you’ve established the smallest connection with someone, they’re in your warm market.”

Art and Barbara say that some in their organization are concerned that their warm markets have been tainted in the past by other unpleasant business attempts. The Gills say

even that barrier can be overcome.

“You just have to be honest with them,” Art says. “Just tell them, ‘I know I’ve done some other things in the past, but I want you to take a look at this and tell me what you think.’ That way, they’re coming at it from an analytical approach. You can honestly say, ‘Even if you’re not interested in becoming a customer, I know you’ll know some folks I should be talking to.’ If you’re being sincere and honest, it almost always helps with disarming them.”

The Gills say it’s worth taking the risk. It shows your confidence in the products and the opportunity.

“If you don’t believe in these products, in this culture, if you’d rather share with strangers than with people you love, you’re missing a huge part of a lifelong business,” says Barbara. “The people you care about the most are the people you should be sharing it with first. After our first month, we knew we loved the products. And after Convention we knew we loved the culture of Melaleuca, and that we’d be with this company for a long time.”





Another example of success in the face of opposition is Senior Director Kelly Frank. Kelly and her business partner, her brother, Senior Director Shawn Gibson, have built their businesses solely in their warm market. Together, they pulled a one-two punch by advancing to Senior Director just a month apart within only six and seven months of

enrollment. Even with her success, Kelly acknowledges that the warm market hasn't been without its difficulties.

"They can be some of your hardest presentations because you care so much about them," she says. "My father-in-law was a tough sell. He thought it was just like 'those other companies.' But now he's seen it, and he knows it's not like that. And he's enrolled four people. Some people won't ever get it—they're just closed-minded. That's okay. I'm not counting on any one person to help our business."

And while she knows how it feels to be 'protected' by her family members, Kelly says she'll never stop building in her warm market.

"I think we can work our warm market forever," says Kelly "That's all we've ever done. We just started out with a contact list, and we didn't rule anybody out. I live in a town of about 17,000 people, and it's nice because we can get together for training, and I get to meet everybody. We've even had a few UPS people enroll with Melaleuca after dropping off packages to customers."

Like Paul and Michelle Johnson, Kelly says the greatest benefit has been in her social life.

"I've never had so many friends in my life," she says. "I have made so many friends and regained contact with so many people. I took a leap of faith and I went and contacted them, and almost all of them enrolled. People might be scared because they haven't talked to them in a while, but why not try it? Don't think about it too much, just do it."

### **Advantages in Finding Leadership**

Perhaps you've become the Melaleuca distributor for your family—restocking their Renew Lotion supplies every two months. Who better to build a Melaleuca business than family members who already have experience with the products?

Although these family members are enjoying the benefits of one or perhaps a few of the products, they won't know the

full benefit of Melaleuca until they've become Preferred Customers with Value or Career Packs. How much better off would those people be if their homes were converted to Melaleuca products? Now is the time to go back to that warm market and fill in the gaps.

Is your organization in need of new leadership? Whose isn't? With warm-market building, you have the added advantage of knowing that it isn't a guessing game. It isn't a matter of flipping over the cards until you find an ace because you already know your friends' leadership qualities. You know these people and they know you.

Building a Melaleuca business isn't a matter of scrambling to grab attention from strangers. You don't have to buy a highway billboard, or reserve time slots on late-night television, or knock on doors to be successful (actually, we'd prefer you didn't do any of the above). Instead, invite a neighbor to a New Horizons presentation. Call a family member who hasn't yet enrolled.

If you're not familiar with building warm, contact your support team for information about approaches, doing face-to-face presentations, and developing leaders shoulder-to-shoulder. Talk to your regional team or contact Business Development. There are also several sales aides designed to help you give an effective presentation, including the *Introduction to Melaleuca* DVD, Corporate Directors Bruce and Kirstin Newby's *Product-Centered Presentations* CD, and the Tabletop Flipchart, which is great for doing one-on-one and in-home presentations.

This month, don't just take the business cross-country—take it to those you care about most. It has never been easier.

## **The Real Question: Why Wouldn't You Share Melaleuca?**

- Melaleuca's products are second to none. These are real products that families everywhere are using every day. They are easy to talk about because they work so well. Melaleuca expends a lot of resources to improve and develop these products every year to make it even easier to share with your friends and family.
- Melaleuca has a 20-year track record of year-after-year growth. And, while this is very impressive, the best is still yet to come!
- Melaleuca presents a real business opportunity with real products that are affordable to the everyday consumer. Even without the Company's lucrative compensation plan, Melaleuca's products would stand on their own in the marketplace.

MELALEUCA  
FRIENDS & FAMILY