



TAHITIAN NONI IN NIGERIA

Monthly Newsletter

December 2010

TNI ACCESS VISIT RECAP

IN THE THIRD WEEK OF NOVEMBER, TNI ACCESS VISITED NIGERIA and delivered trainings that all IPCs should hear. The topics are important to the **long-term success of your business**.

1. **“Start with the end in mind”** – The end or purpose of our business is people—and one of those people is you! What do you want from this business, 10 years down the road? We must make our activities and goals *personally fulfilling*. Your TNI business can bring you **profitability, sustainability, social engagement, personal development, opportunities to help others, and the opportunity to pass on a business to the next generation**. We must all make our worthwhile endeavors personally fulfilling.
2. **Alignment** – The difference between low- and high-performing organizations—be they businesses, families, governments, churches, sports teams, or any other—is the extent of alignment within the organization. **Everyone must have the same goals in mind**.

There are two ways to get alignment: **context or control**. Controlled people stop thinking and acting like owners. On the other hand, people who understand a context, who give their heart to a worthy mission, **work harder** and **take ownership** of their stewardships and opportunities. We must strive for alignment with TNI’s core mission, purpose, and principles.

3. **Leadership** – The temptation is out there to take shortcuts in order to qualify for titles or bonuses. But shortcuts ignore our purpose, weaken our organization, limit growth, and threaten the future of our business. The most common shortcuts in our industry are 1) fake IPCs and 2) fake consumers. Both of these build up inventories, fail to create a habit of consumption, fail to follow up, destroy trust, and generally ruin the opportunity for long-term customer relationships and success.

The correct strategy is to create an organization of **real IPCs who distribute real products to real consumers**. This approach is stable and predictable. It creates **positive word of mouth**, attracts **talented** people, develops **real consumption** and **retains customers** over the long-term. And **RETENTION is crucial to a long-term business**.

Because **retention creates stability**, it creates an opportunity for incremental growth and decreases the pressure to replace volume month after month, and thereby **increases the potential for long-term success**.

One of the most important things you can do as a leader is to begin the retention process from the first contact. Here's how to **enroll to retain**:

- Personalized service
 - o **Meet your prospect's needs**, not your own
 - o Sign them up on the proper customer type (most people should NOT be signed up with a Business Pack)
 - o Understand that **the way you recruit WILL be duplicated** by the people you recruit
- Consumption habits of Tahitian Noni
 - o Ensure a real **product experience**
 - A habit of consumption may take 3-4 months to establish, but at least 60 days
 - o Ensure the correct formula (Original, Family, Extra)
 - o Ensure the correct quantity of the product (from one 500 ml bottle to a 1L Business Pack)
- Be a Great Sponsor!
 - o **Ensure proper training** on products, recruiting, compensation plan, rewards, etc.
 - o **Motive and recognize success**
 - o Teach new IPCs to **"recruit to retain"**
 - o **Be a great leader** (YOU are the leader of YOUR organization!) Leaders lead by example

In the end, we must understand that **people are the key to our business**. Putting others first will always lead us to what we really need.

4. Growth and Duplication Bonus – **The G&D Bonus provides all the keys to long-term business success! It teaches and rewards good habits** and takes Coral Elites by the hand down the path to Jade.

We want to recognize some IPCs for outstanding consistency in sponsoring new IPCs. Three IPCs who have sponsored at least one new IPC in eight of the first ten months of 2010 are:

**Amarachukwu Sharon-Rose Chinedum
Angela Adaramola
Philip Chukwuka Eze**

And one IPC has sponsored at least one new IPC in nine of the first ten months of 2010:

Fadeke Mutiat Amusan

In addition, we would like to recognize some IPCs who have been taking advantage of the G&DB. Two IPCs have earned the Bonus twice:

**Olaide Adesola Akinfisoye
Fadeke Mutiat Amusan**

And one IPC has earned the Bonus four times!

Omolara Euler-Ajayi

These IPCs are practicing **good business habits and seeing the rewards** from them.

5. **Jade Retreat** – The Jade Retreat stop in the Success Program is very important. It’s a two-day event hosted by a **TNI Executive or Founder** that provides **excellent training on leadership and how to get to Pearl**. You get **two hotel nights paid** for you and the **food during the event**.

And this year **we’re hosting one in GHANA!** In July 2011, we’ll invite qualifiers from Nigeria, Ghana, South Africa, and the UAE to the first ever Jade Retreat in West Africa! How do you qualify?

- Be paid as a Jade 2 of 6 months from December 2010 thru May 2011
- Personally sponsor 2 Coral Elites between December 2010 and May 2011
- Maintain on CAS (120 QPV) through attendance (including June and July 2011)
- Maintain paid as at least Coral Elite through attendance

Do what you must to qualify for this event. It will give you a broader understanding of the **scope of TNI** and help you understand the vision of the company and its executive team. It will certainly bring you into “alignment” by helping you understand the “context” of our mission.

This is an exciting day for TNI in Nigeria. Please join us!

OUTRIGGER TRIP 2010 REPORT

TWO NIGERIAN IPCs recently returned from TNI’s annual Outrigger Trip, an **all-expenses-paid trip to Tahiti** hosted by TNI founders and executives. Titilola Oke and Omobola Olotu of Nigeria went with 140 other IPCs to the islands of Tahiti and Mo’orea in French Polynesia to gain a **better vision of TNI’s roots**, to **mingle with other high-achieving IPCs**, to **receive training at the hands of TNI founder Stephen Story, TNI’s Executive Vice President, Rob Johnson, and VP of Marketing, Jeff Wasden**, and to generally have a **really good time!** TNI has taken **more than 4,000 IPCs to Tahiti** in the 14 years since its founding, and will take thousands more in coming years. Will you be one of them?



Rather than write about the trip, we’ll let Lola and Mobola speak for themselves about it.



Lola Oke: *First of all I have to express deep appreciation to our company, TNI. I came from Nigeria and the trip to get here was very far away and took a long time, and it’s very expensive, so I must express deep appreciation for TNI.*

For me, the beauty of Tahiti is amazing. It’s breathtaking. I’ve never seen anything like that before. I’ve traveled quite a bit, but in all honesty I have never seen anything this amazing before. And then, what I’m going to take away from this trip is the fact that I’ve been able to mingle with leaders like myself with the same vision. In the past, because we’re building a market that is a little out from where the corporate office is, it has been a little challenging. It’s been very hard, and I’ve almost given up. But I’m very thankful that I never did.

Coming here (to Tahiti) and rubbing shoulders with people with like minds and like focus and the same dream has really impressed upon me that I have to go back and do a whole lot more work. There is a lot more work that needs to be done. Like I said, I’ve only built my business in a few African countries, but now I see that I have to build my business to cover the whole African continent, because there just isn’t a whole lot going on in Africa. And the fact that I have learned about this product and business is a gift that I really have to share with the other people in Africa.

So coming here has really made me realize that there is a whole lot more work that needs to be done. And coming here has really refreshed me, it's given me the synergy, the energy, and the inspiration to move on and focus on the whole lot of work that lies ahead of me.



Mobola Olotu: *Tahiti is a real place. It's a place where you come and you feel like crying. You see the reality of the noni fruit—the reality of the tree to bottle process. The more you pluck noni, the more it grows. Before I came to Tahiti, my fear was that this noni would finish one day and I wondered “what will I do when it finishes?” But when I got to Tahiti, I realized that on all the noni trees you see all the stages of growth. You find the flowering stage, you find the seedling, you find the unripe fruit, and you find the ripe fruit. And the more noni you pick, the more it grows.*

That's a very important concept: the more you pluck the noni tree, the more it grows. It's the same in our businesses. The more you talk to people, the more you grow. It's not something you want to keep to yourself—you don't want to be selfish with this opportunity. You need to spread out to everyone, everywhere, every day. Every day is a brand new day.

We've learned so many things. We realize that not everybody we talk to is going to be an IPC. We have to have customers in our business, and they will help us grow. Let us go back to our countries committed to work more.

We find that we are touching more lives than we realize. Not only those who are drinking the TNJ, but we are touching the lives of the pickers and the orphanages. When we went to the orphanage, my sister was crying, but it was a cry of joy. Because in many of our countries we have children who don't have the essential things they need and those facilities. But this company works to give back to society. We are not just taking noni, we are putting so much more back to society.



We know the founders are thankful for us IPCs. And we are thankful to the founders and executives. We know that it has cost TNI a lot of money to bring us here. But one thing I want to assure you of is that if 1,000 IPCs qualified for this trip, TNI would send all 1,000 people to Tahiti. So, let's all go back and help more people qualify and bring them back to Tahiti.

We want to congratulate Lola and Mobola for qualifying for the Outrigger trip and encourage each of you Nigerian IPCs to **make this trip a medium- or long-term goal. It's a life changer!**

ANNOUNCEMENTS RECAP

1. **500 ML Business Pack** – Effective immediately, **Business Packs of the 500 ml bottles are available!** The cost is the same as the cost of two cases (US\$112 each), but it still includes the other benefits, namely free enrollment as an IPC (a \$50 value) and three free months of NoniOffice Pro access (a \$75 value). It also qualifies the new IPC immediately for the Business Pack Bonus.

And for a limited time of December 2010 through March 2011, the **BP Bonus paid on the 500 ml BPs will be \$60**. This is \$10 more than the regular BP Bonus on the 500 mls.

The 500 ml Business Pack provides a more **retail-friendly option** and a **lower entry cost**, while still rewarding sponsorship and getting a new IPC on the ground running.

2. **Cooperative Monthly Rental of Sheraton Function Suite—Ongoing** – You need a **high-class meeting space**, and to facilitate this we are committed to renting out the Lagos Sheraton Function Suite once a month for you to use. This will allow you **the cachet and capacity of the Sheraton** without the high cost of renting it all yourself. Here are the details:

- Reservations will be taken by TNI Access on a first-come, first-served basis, by e-mail only (this allows easy prioritizing of which reservations arrived first).
- The hall will be available from 9 a.m. to 5 p.m.
- IPC groups may reserve a minimum of one hour and a maximum of two hours.
- IPC groups will be required to contribute to the cost of the reservation at the rate of US\$250/hr.
 - Payment must be received within four business days to guarantee the reservation.
 - Payment can be made either by wire transfer to TNI Access or through the importer.
- When the meeting is over, IPC groups must leave on time so as not to infringe on the next group's meeting time. This means that if you start late, you must cut your meeting short to **end on time**.
- IPC groups must leave the hall in a professional condition for the next group; all rubbish picked up and all chairs straightened. You must make adequate time accommodations to provide for a 5-minute straighten-up at the end of the meeting, and clear your group out of the room before the next group's start time.
- If IPC groups want to have drinks and/or snacks, you may provide them.
- If this program goes well, we plan to expand it to other major cities as opportunity permits.
- Dates:
 - **Dec. 12** (reservations accepted November 29 starting at 3:00 p.m. Nigeria time)
 - **Jan. 16** (reservations accepted January 3 starting at 3:00 p.m. Nigeria time)
 - **Feb. 13** (reservations accepted February 1 starting at 3:00 p.m. Nigeria time)
 - **Mar. 12** – **ILC Recap** Meeting in Lagos hosted by TNI



CONTACT INFORMATION

Please contact TNI Access for any purpose, including suggestions for this newsletter, at Nigeria@TNI.com.