PROSPERING THROUGH RELATIONSHIP BUILDING

Alfredo Molina – The Molina Group

Sponsored by Horizon Technology
ABILITY
PART ONE: My Story
5 Fields of Fundamental Human Values
Eliciting Joy:
activating experiences of happiness, wonder and limitless possibility
Enabling Connection:

enhancing the ability of people to connect with one and the world in meaningful ways
Inspiring Exploration:

helping people explore new horizons and new experiences
Evoking Pride:
giving people increased confidence, strength, security and vitality
Impacting Society:

affecting society broadly, including, challenging the status quo and redefining categories
The Brand
The Story
The Dream
Key to Success

- Product Knowledge
- People Skills
- Resilience
People
Business
Emotional Business
It’s not what you say…

It’s not what you do…

It’s how you make them **FEEL**
Luxury Experience

Commodity
Goods
Service
Experience
Commodity

FLOUR
EGGS
MILK
Goods

Betty Crocker
Service

BAKERY
Experience

birthday

event

planners
Commodity

COFFEE BEANS
Goods

Maxwell House

Good to the last drop
Service

Coffee Shop
Experience

STARBUCKS

Venice’s Grand Canal
Commodity

Water
Goods

Tap Water
Service

Arrowhead Water Delivery
Experience
evian
naive
Experiences are as distinct from services as services are from goods.

-Joseph Pine & James Gilmore
The Experience Economy
THINK!
Discipline thought
Discipline people
Discipline action
The difference between hot water and steam is 1 degree.
Reasonable:
Willing to yield when you know you are right
Daily Responsibilities of Molina Sales Associates

• 20 phone calls
• 10 cards
• 2 appointments
See The People
Life is all about recovery
LUXURY
Lux
Access
to the
inaccessible
Experience continually has to change
Whatever you did last time becomes the standard
Personal Hurdles

- I can’t
- How do you handle failure
- Handicap
- Know yourself
4 Hurdles

- Trust
- Neads
- Help
- Hurry
Trust

Story of the Maid
Neads
Now
E
A
D
S
Now
Enjoy
ADS
Now
Enjoy
Alter
DADS
Now
Enjoy
Alter
Decision
S
Now
Enjoy
Alter
Decision
Solution
Help
Hurry!
Confidence
Attentiveness
Serve
Hurry
<table>
<thead>
<tr>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>C U R E</td>
<td>T A A</td>
</tr>
<tr>
<td>Description</td>
<td>Percentage</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Average age</td>
<td>52</td>
</tr>
<tr>
<td>Married</td>
<td>88%</td>
</tr>
<tr>
<td>Children</td>
<td>52%</td>
</tr>
<tr>
<td>Under 18 living at home</td>
<td>52%</td>
</tr>
<tr>
<td>0-12 years old</td>
<td>43%</td>
</tr>
<tr>
<td>College graduate+</td>
<td>82%</td>
</tr>
<tr>
<td>Postgraduate degree</td>
<td>46%</td>
</tr>
<tr>
<td>Republican</td>
<td>52%</td>
</tr>
<tr>
<td>Democrat</td>
<td>29%</td>
</tr>
<tr>
<td>Income</td>
<td></td>
</tr>
<tr>
<td>Median HHI</td>
<td>$330,000</td>
</tr>
<tr>
<td>Median net worth</td>
<td>$2.34 million</td>
</tr>
<tr>
<td>Median annual discretionary income</td>
<td>$48,000</td>
</tr>
<tr>
<td>Percentage</td>
<td>Activity</td>
</tr>
<tr>
<td>------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>84%</td>
<td>Attended a charity benefit</td>
</tr>
<tr>
<td>73%</td>
<td>Went to a beach or island resort</td>
</tr>
<tr>
<td>58%</td>
<td>Traveled internationally for a vacation</td>
</tr>
<tr>
<td>40%</td>
<td>Traveled internationally for business</td>
</tr>
<tr>
<td>38%</td>
<td>Went to a ski resort</td>
</tr>
<tr>
<td>18%</td>
<td>Took a cruise</td>
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</tbody>
</table>
# The Most Extravagant Thing I Ever Bought Myself

<table>
<thead>
<tr>
<th>Item</th>
<th>Silvers</th>
<th>Golds</th>
<th>Platinums</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>31%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Jewelry</td>
<td>10</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>House</td>
<td>13</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>Clothes</td>
<td>6</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Fur coat</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Boat</td>
<td>5</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Artwork</td>
<td>0</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Computer</td>
<td>2</td>
<td>*</td>
<td>2</td>
</tr>
<tr>
<td>Furniture</td>
<td>0</td>
<td>3</td>
<td>*</td>
</tr>
<tr>
<td>Vacation</td>
<td>3</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Horse</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Musical instrument</td>
<td>*</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Antiques</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

* less than 0.5%
## WHAT THEY WOULD PAY IF IT WERE FOR SALE (Average Amounts)

<table>
<thead>
<tr>
<th>Item</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>To get to heaven</td>
<td>$1,006,000</td>
<td>$313,000</td>
</tr>
<tr>
<td>True love</td>
<td>636,000</td>
<td>355,000</td>
</tr>
<tr>
<td>Great intellect</td>
<td>556,000</td>
<td>272,000</td>
</tr>
<tr>
<td>Talent</td>
<td>341,000</td>
<td>236,000</td>
</tr>
<tr>
<td>Eternal youth</td>
<td>447,000</td>
<td>91,000</td>
</tr>
<tr>
<td>Reunited with lost love</td>
<td>140,000</td>
<td>262,000</td>
</tr>
<tr>
<td>Great beauty</td>
<td>97,000</td>
<td>70,000</td>
</tr>
<tr>
<td>To be President of the U.S.</td>
<td>86,000</td>
<td>27,000</td>
</tr>
<tr>
<td>Fame</td>
<td>18,000</td>
<td>12,000</td>
</tr>
<tr>
<td>Relationship with a celebrity</td>
<td>6,000</td>
<td>2,000</td>
</tr>
</tbody>
</table>
BRAND IS A PROMISE
Positive feelings

1. Sex
2. Love
3. Hope
4. Faith
5. Enthusiasm
6. Optimism
7. Loyalty
Karl Eller

1. He makes people feel comfortable
2. Does not push anything
3. Compliments current jewelry and recommends improvement
4. Knowledgeable about current events
5. Delivers good value (reasonable)
6. Great personality
7. Fast and professional service, on time delivery
8. A connoisseur of world class knowledge
ANXIETY vs. EXCITEMENT

Imagining a negative outcome

Imagining a positive outcome
why?
Client
Customer
Advocate
Storyteller
Evangelist
Corporate Values

• Do the Right Thing
• Help One Another
• Deliver Raving Service...The WOW Factor
• Produce Quality Always
• Exceed Expectations... “Never Say No” Attitude
• Embrace Change
• Accept Social Responsibility
• Earn a Reasonable Profit
• Do What Others Are Not Willing to Do
• Honor Our Heritage
17 Rules of Success

• **Rule #1** - AMC: Attitude / Motivation / Commitment / Attitude determines altitude, PMA: Positive Mental Attitude

• **Rule #2** - No one searches for something better unless a door closes.

• **Rule #3** - One must learn to go slow, to go fast; technique then speed / accuracy before momentum / slow down when you are in a hurry

• **Rule #4** - An obstacle is what you see when you take your eyes off the target

• **Rule #5** - Reasons & Results... Only be interested in results
• **Rule # 6** - On the shores of hesitation lie the bones of helpless millions. Make no small plans for they have no magic to stir man’s soul.

• **Rule # 7** - Never give up, never surrender. True commitment is being on the bleeding edge.

• **Rule # 8** - 6 P’s: Prior Preparation Prevents Piss Poor Performance

• **Rule # 9** - CNEI - Constant Never Ending Improvement. The problem with retirement is you never get a day off.

• **Rule # 10** - Life is what happens to you while you are busy making other plans; when in doubt, accelerate.

• **Rule # 11** - Surround yourself with excellence. There is no acceptable substitute for excellence.
• **Rule # 12** - If you know what you do not know, you know everything there is to know.  (Lao Tzu)

• **Rule # 13** - Adapt, improvise, overcome / Do what others are not willing to do

• **Rule # 14** - Reality is 90% perception and 10% fact; buy today at the price of tomorrow.

• **Rule # 15** - No is just the beginning.  No means maybe and maybe means yes

• **Rule # 16** - To get milk from a cow, you don’t send her a letter

• **Rule # 17** - This too shall pass; you lose tomorrow reaching back for yesterday.  The past does not equal the future.
Life Philosophies

• Everything happens for a good reason.

• Nothing has any meaning except the meaning I give it.

• On the other side of tremendous frustration is tremendous success.
Company Vision

CHANGING THE WORLD
ONE JEWEL AT A TIME™

We believe that every individual is a precious jewel and it is our commitment and social responsibility to ensure that they become brilliant.
Vacuum System
Random Acts of Kindness
STORYTELLING

Imagination

Inspiration
Must Haves

BOOKS

- *Good to Great* by Jim Collins
- *Be Great* by Peter Thomas
- *The Ultimate Sales Machine* by Chet Holmes
- *Think and Grow Rich* by Napoleon Hill
- *The Man Who Tapped the Secrets of the Universe* by Glenn Clark
Must Haves

**AUDIO**
- *The Strangest Secret*
  by Earl Nightingale
- *The Testing Time*
  by Paul Harvey

**VIDEO**
- www.Ted.com
- Simon Sinek
- Nancy Duarte
- Sir Ken Robinson
- Brené Brown
Thank You