MA Abbreviation

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| NMTSS | National Meeting Training Seminar System |
| NUOT | New UnFranchise Owner Training |
| B5 | Basic 5 |
| ECCT | Executive Certified Coordinator Training |
| TLS | Transition Lifestyle System |
| ISM  | Internet Social Media Training |
| CAD | Conquer Entertainment Division |
| MA Capital | Market America Capital Resources |
| NPO | Non Profit Organization |
| NC | Nutrametrix Consultant |
| UFO | UnFranchise Owner |
| MPCP | Management Performance Compensation Plan |
| BV | Business Volume |
| IBV  | Internet Business Volume |
| GBBV  | Global Business Volume |
| GBIBV | Global Incentive Business Volume |
| SABP | Shopping Annuity Bonus Pool |
| UFMS | Unfranchise Management System |
|  |  |

What to Say!

These are verbiage you need to use when you are talking to non UFOs Friends. They don’t understand our language.

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| --- | --- |
| Internal  | Professional Lingo |
| Sponsor  | Business Partner / Mentor |
| Upline/Downline  | Associate / Colleague |
| Names List  | Resource List / Candidate List / Referral List |
| Distributor | Business Partner / Shop Consultant |
| Organization  | Team |
| Sign Up  | Registered |
| 45-Year Plan  | Your Job / Your occupation |
| Residual Income  | Ongoing Income / Continual Income |
| Kickoff / UBP  | Business Briefing / Business Overview |
| Sales / Selling  | Market / Marketing/Provide Solution |
| “**Would** you be interested?”  | “Would you be willing?”/The Next Step Is |
| Customers  | Clients |
| UFMS | Back Office |
| Prospect  | Candidate |
| MPCP  | Pay Structure |
| Pin Level | Achievement level |

How to say it!

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| **What to Say** | **What NOT to say** |
| I JOINED Market America | I started my own business |
| I’m a member of Market America | I own a business |
| I do Market America | I work for myself |
| There’s a UBP meeting Tuesday night | There is a business presentation Tuesday night |
| Get in/ Got in/Join  | Started / Opened Up |
| I hit 1200 and 1200 and got my first check | I earned my first commission |
| My sponsor’s name is Dan | My business partner’s name is Dan |
| I want you to meet the people in my upline | I want you to meet my business partners |
| I already have people below me | My business is already growing |
| The person I am working with is a National Supervising Coordinator | The person I am working with has exceeded $10,000 in a month in commissions |
| When do you want to sign-up/get in? | When would you like to start/register your business? |
| Check out my SHOP.COM portal | Check out my SHOP.COM website |
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