

PROFILE

of a CHAMPION

Tina Knockaert

By Rhancha Trick, Director of Business Development NSP Canada

Tina started with Nature's Sunshine in January 2014 through Sr. Diamond Manager Donna Roth. She first heard of Donna while listening to her speak on the radio about her TAFYH program for people battling cancer. At that time, Tina's cousin had cancer and Tina encouraged her to do Donna's program. For support Tina joined her cousin on the calls with Donna, and by the end she was so impressed with Donna and Nature's Sunshine's product, Tina decided this was the business for her!

Through her passion for Nature's Sunshine products and desire to share them with others, Tina has quickly grown her Nature's Sunshine business and achieved the rank of Silver Manager!

I had the opportunity to speak with Tina and ask her some questions.

Why Nature's Sunshine?

She was seeing a herbalist for six years and he would talk to her about the quality and integrity of Nature's Sunshine products. She later found out that Donna also only uses Nature's Sunshine. Tina became convinced, by these endorsements and her own personal experience, that Nature's Sunshine has the highest quality products available.

Her 3 keys to success:

- 1) Education! You must first be educated on the products and then you can educate others. She became a certified Iridologist with Eugene Orr and has continued growing in knowledge through Steven Horne courses.
- 2) Attending Bronze Academy at Conference and creating her 'Vision Board' has motivated her and driven her to success. The support that she receives from her sponsor, Donna Roth, is unparalleled, she says. Donna provides her with ongoing training, helps her meet challenges and keeps her focused.
- 3) She never misses an opportunity to promote the products. She tells the story of a refrigerator repair man who ended up leaving with products after he chatted with her. Then there was the visiting insurance man who also purchased product before leaving. Business is everywhere! You just need to put it out there to people.

What's her ultimate goal?

Her goal is to achieve Senior Diamond — she and husband Aaron together at the top!!! Her vision is to transform the health of nations. Her favourite quote is by Ghandi: "Be the change that you wish to see in the world!" They currently have a dairy farm but they would like to transfer to farming more naturally and organically and grow their Nature's Sunshine business along the way.

Tina and husband Aaron have six beautiful children, ages 3 to 16. They live in Bruxelles, Manitoba.



Tina and husband Aaron

HOW SHE HAS GROWN HER BUSINESS:

- Word of mouth marketing to promote the business
- Advertising on Face Book
- Ads in local places around town

"You don't have to be a practitioner. You just need to educate yourself on the products. If you are passionate and enthusiastic about the product, you can do it!" —Tina

DEVELOPING HER MANAGERS...

Working with her managers—meet once a month, and talk on the phone quite frequently to keep in touch and focused on their goals.

Education is key for her group and helping them to create programs for their clients.

All of her managers are not practitioners. She lets them know that we are educating people about nutrition and herbs. Tina is always sending out emails and updates about product to her people so they have the knowledge they need to promote the different products. Use the products and sharing personal testimonials is key.