

PROFILE

of a CHAMPION

Gene Orr

Winner of the 2015 Bob Schaffer Award

Gene's career began with Natures' Sunshine, when he decided to leave his painting business and help Lei (his late wife) with her herbal consulting business. While working alongside Lei helping teach herbal classes and "Sunshine Hours," Gene soon realized that this was an ideal way for him to fulfil his desire to teach and to help others with their health and at the same time build a business. He embarked on a journey of learning as much as he could in the alternative health field taking many courses, and eventually becoming certified as both a Natural Health Consultant and an Iridologist and then later became a certified Iridology Instructor. He has been sharing his knowledge, sharing NSP products, and teaching others to improve their health using natural healing since 1984 and has never looked back.

Today, he runs a busy NSP business from his home doing Iridology consultations and has been joined with Anne Irwin (also a Certified Iridologist) during the last two years in helping him with his practice. Gene's success with NSP has earned him a Senior Diamond rank, along with many exciting trips and the opportunity to make many friends in the NSP family who share the same goals. We had the opportunity to speak with Gene about what has brought him success with NSP.

Why Nature's Sunshine?

"First and foremost, in a world where there is so much competition in the nutritional supplement industry, it is reassuring to know that we have a company that is so committed to the highest quality of their products; we have the best quality products in the world.

"Secondly, I really respect NSP because of their commitment to education. There are many companies that rely on hype to sell their products, however, NSP has always emphasized education and in doing so has consistently provided professional people to give lectures, seminars, and educational material to provide a solid understanding of their products.

"And lastly, I am so impressed with NSP's commitment to service. I have never been disappointed with their customer service, whether it be in the delivery of product, one on one contact with customer service or with getting issues/questions dealt with."

Your 3 keys to success:

1) "I love teaching and helping others help themselves. I feel it is very important to educate people about their health and in taking responsibility for their own health. Education empowers clients to want to learn more and inspires them to share with others which ultimately builds success."

2) “Working hard, staying motivated and never stop learning about health and nutrition. I feel it is important to keep informed of new information and research in the health and wellness industry.”

3) “I try to never miss an opportunity to promote my business, whether it is sharing what I know, sharing my own health experiences or sharing new products.”

What's your ultimate goal

“My ultimate goal is to become a ‘Black Diamond’, one level higher than the current Senior Diamond, a rank that I have envisioned for myself (but doesn't actually exist in the NSP ranks). On a more serious note, my ultimate goal is to continue to teach, share, and help others succeed by reaching their health and financial goals. What I do know about success is that I (or you) can only succeed by helping others succeed.”



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How do you grow your business?

“The majority of my business growth has been through referrals. Through teaching nutrition and health courses, doing health consultations, and teaching Iridology courses, many people have come to know me and respect me. And when people get results and when people get educated, word spreads and people tell others about me and the NSP products. Another factor contributing to my business growth, is that I always work closely with and provide ongoing support for my associates and managers. I firmly believe that I can only succeed by helping others succeed.”

What business growth activities do you feel are important?

“I have built my business and have developed managers by ‘pushing up people’ — helping them learn what it takes to duplicate what I do. To accomplish this, I constantly work with my managers and potential managers to educate them about the industry, the products and about network marketing. Unless managers fully understand network marketing, they will never reach their full potential in this business, so I do a lot of teaching about the network marketing aspect. Arming my managers with this knowledge and going the extra mile with them helps them feel confident to go out and sponsor others to build successful businesses.”

How do you develop new Managers, and what activities do you find best to grow your group and develop new Managers?

“Someone once said that if you want to sit in the shade, the best time to plant a tree was 10 years ago. Nature's Sunshine planted a seed of opportunity over 40 years ago and the roots have taken hold. I have been with NSP for over 30 years and they have provided me a marvelous opportunity which has allowed me to expand my own personal growth and reach heights I never dreamed possible. I truly enjoy helping people with their physical health as well as their financial health. And the really exciting thing for me is the many people I have made friends with, the many people whose lives I have touched, and the many people who have touched my life over the years.”