

Profile

# Sharing Sportron

by Jennifer Workman Pitcock



Photography by James Jerrol

## Daycare teacher and foster parent Florencia Williams loves people. With her giving spirit, sharing Sportron comes naturally.

People are the center of Florencia Williams's life. She is well-known for her caring spirit in St. Maarten, Netherlands Antilles, where she makes her home. Her career choice—boarding school teacher and daycare owner—reflect her passion for helping others. She currently has 60 children in her care; many are teens from troubled backgrounds who board in her home. When she first heard about Sportron, she thought she was too busy to consider it. But the products changed her mind.

### Reluctant Recruit

One Saturday in October 2006, Florencia received a phone call. To keep her daycare up to standards, she was busy working on improvements. "I got a phone call from an old school friend," she says. "She wanted to drop off a magazine and a brochure about Sportron. I told her I wasn't interested."

Florencia, who had been with six companies in 11 years, was burnt out, frustrated and disappointed with other network marketing companies. Some had gone out of business and others weren't a good fit for her.

"Although I was reluctant, my friend was persistent and I agreed to learn more about Sportron," says Florencia, who was given a magazine, brochure and DVD as prospecting tools. "What I read was very impressive. I was excited that the company was established with 15 years in the industry and committed to expansion in the Caribbean."

Finally, she read about the unique line of Sportron products and impactful testimonials. She was sold on giving this industry one more try. But, before she finally committed, she wanted to meet the founders. Florencia traveled to Orlando, Florida, where Keith Harding and Dr. Alan Tomlinson were hosting an annual Sportron national convention. There they launched their newest products Viva, a nutritional beverage made of antioxidant-rich grapes, and Vuma, a Hoodia-based nutritional supplement.

"All I could say was wow!" Florencia says. "These exciting products are what I need and everyone in the Caribbean needs."

Florencia joined Sportron and she's never looked back. "Sportron is now my home forever," she says. "My only regret is that I did not find Sportron 11 years ago when I first got into this industry."

She compliments the company's training and leadership, which make building a Sportron business simple. Florencia says it's as easy as mentioning the name *Sportron*. "For the first time, I have people coming to me pleading to get into the business and buy the product. They seek me out.

"We have here on the islands what we call 'Viva Fever.' Everyone, and I mean everyone, wants Viva. We literally can't keep up with the demand," Florencia says. "Sportron products are producing amazing results. The word is spreading like wildfire that if you want results, Sportron produces them."

### Sharing Soul

Florencia's love for people makes her want to share what she's found in Sportron.

Her enthusiasm for Sportron's nutritional products is contagious; on weekend trips to neighboring islands she finds herself telling others about the way the products have changed her life. Often, these conversations create customers.

That's how Florencia climbed to the rank of Executive Director in just six months. "I've been able to bring the Sportron story to not only my island, but 12 other islands in the Caribbean," she says. "The business opportunity and products are changing people's lives." While changing lives, she has earned more income in the past six months than she had with other network marketing companies. Her desire to nurture and motivate others means she also spends lots of time helping those in her downline. She calls those working the business twice weekly to talk about what they need to do to accomplish their goals.

### Bright Future

When Florencia started with Sportron, her goals were modest. "I wanted to pay some bills and finish my upstairs so I could board more children," she says. But her business has taken off so fast that now she dreams of giving the underprivileged children she works with even more. Space is limited on St. Maarten, even on the playground. "I want to buy a piece of land where there is room for the children to run and play sports," she says. "I love to see children enjoying themselves." **E**

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Home Country:  
Netherlands Antilles  
Sportron Status:  
Executive Director