

Profile

Living the American Dream

by Jennifer
Workman Pitcock



Photography by Michael Wirtz

Sportron revitalized Mike Flores' health, and his Sportron business gives him time for the really important things in life.

Two years ago, Mike Flores seemed to be living the American dream. He'd built his own multimillion-dollar computer-consulting company. He worked with top financial institutions, jetting all over the country, sometimes finding himself in four or five cities in a week.

Mike loved working with people and helping them. But 10 years of being CEO of his own company had taken a toll. "I was overworked and exhausted," Mike says. And there was a great deal of stress. "Running your own business, your monthly paycheck could be \$25,000 or it could be nothing—and I've experienced both. I had to make sure employees were paid before I was. Having to find the next million-dollar deal was nerve-racking. If you lose it, you take money out of your pocket to pay your employees."

Mike began to suffer physically. He became seriously ill while returning from a business trip. His wife rushed him to the hospital. He received a daunting diagnosis. He had insulin-dependent diabetes.

Miraculous Find

In March 2005 an advertisement promising "a diabetic breakthrough" caught Mike's eye. He knew it was a long shot, but he responded to the ad. Mike began to use Sportron's Blood Sugar Pack.

"Because of the impact the product had on me, I saw Sportron held huge potential. I decided to make a career change," Mike says. "The product was so good that I realized the business opportunity was bigger than my multimillion-dollar consulting practice. The product need was enormous and the market had barely been penetrated.

"In Sportron, I saw an opportunity where I could make as much or more money than I was with my old company," Mike says. "And I would be eliminating many of the personal challenges—the travel, the stress, the contract negotiations—all the hard parts of running a small company."

Additionally, he was excited about the effect Sportron could have on people. "Having an amazing product line that we could market directly to millions and millions of people inspired me," Mike says. "With Sportron, my work would not only have financial benefits for my family, but I could help others improve their physical and financial health."

With his marketing background and his absolute belief in the products, Mike has moved quickly up the ranks of Sportron, achieving the level of Senior Director in only two years. In 2006, he won the coveted Marketing Associate of the Year Award. He's set his sights on achieving the top rank in the company—National Vice President—in the next 12 months.

Secret to Success

What is the secret to Mike's success? Part of it is his motivation. "I've always had an entrepreneurial spirit," he says. "My father had a photography business. I started helping him when I was 9. When I was 11 years old, my father had open-heart surgery and I took over. My uncle drove me and I took pictures at 40 weddings that year." His father recovered, but his disability made finances a struggle. Mike put himself through college at East Stroudsburg University by running a photography business on weekends.


Another factor in Mike's success is his previous experience as CEO of his own company. "Sportron provides me an opportunity to use a lot of the skills I have, like training, support and marketing," he says. "I've always had a strong desire to build teams and help organizations succeed. Now I can build my own organization and expand internationally."

His passion for helping people means he is determined to see them succeed. "I put together a forecast for every leader in my organization," Mike says. "I review daily how each one is achieving their goals. I let my leaders know where they are and what they need to do to get their promotions and bonuses."

Loving Life

Although Mike still works hard, his schedule is no longer at a breakneck pace. "I get organized in the morning and make some phone calls to prospects around 10 a.m.," he says. "I work a couple of hours then take a couple hours off. In the afternoon, I work a little more, usually on supporting people in my organization. After dinner, I'm back on the phone for three hours or so—contacting prospects, working with my team and doing training."

This allows plenty of time for the important things in his life. "Anytime my kids need me, I'm available. I have complete flexibility," Mike says. "I now have the opportunity to have dinner with them every night—that used to happen only once or twice a week. Through Sportron, we've had amazing vacations together. We've been to Atlantis, Jamaica, Cancun. When I had my own company, I wouldn't even see my family four or five days a week. With Sportron, I've been able to really build relationships with my kids. I'm more involved on a daily basis."

With Sportron, Mike has achieved the American dream—not just making a living, but truly enjoying life with his family. 

Home State:

Pennsylvania

Family:

Wife, Cindy; children:

Nicole, 18; Joshua, 17;

Jennifer, 15

Sportron Status:

Senior Director