

"How to Build Network Marketing Leaders"

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Monday, March 31, 2014

- Weekly Mission Live Stream Monday at 8 PM EST, 9 PM EST, 10 PM EST, 11 PM EST www.m5mlive.tv or 24/7 www.m5mlive.com
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Preface: Al does not suggest this is the ultimate leadership book...it is in fact only a step 1. But, a critical step 1.

1. "I am lazy. Just give me the secret."

- a. Implementing the secret will require that we learn some new skills.
- b. Here's the secret: ***to be successful in network marketing is to build leaders and help make them successful.***

c. Leaders are how you measure your success in network marketing. Know that there are 2 statuses who join your business: customers, distributors...and then separate the leaders from the distributors.

Define what a distributor wants:

To save money on purchases

A chance to make retail profits

A feeling of belonging to a group of positive people

A chance to develop personally

Some checks to help pay off bills, put a student through college

Truth: these people should take up 10-20% of your time in your business.

Distributors come and go so you cannot depend on them for your business.

Distributors leave when company changes policies, procedures, etc.

Leaders are loyal to you and to the company through it all.

2. Real Duplication

a. Once you choose to grow your potential leaders, teach duplication?

He went to "live" with the person for like 6 months. At end, this new leader knew everything Al knew and more. Then, he immediately worked with his

new people building them to be better than he was. Why didn't this necessarily work?

3. Intelligence Test

a. Compare the two scenarios:

1) Work hard for 3 years , sponsoring a lot of distributors. You give plenty of meetings, solve problems, social problems, change companies once or twice...at the end you have nothing.

2) You develop one or two or three leaders over three years, and become rich, retired, secure and very very happy.

b. ***"It's the steady, slow, focused network marketing leaders who build one leader at a time who really maximize the benefits of a networking career."***

4. The Sincerity Test

a. You cannot afford to spend 6 months or one year with a pseudo-leader. You want to make sure this person is serious.

b. Test: Ask them "How do they feel about this business?"

1) If they say "Well I'll try."

This is the weakest form of commitment.

2) If they say "I'll do the best I can." This is better...many of the best distributors make this statement. But this is not enough to risk 6 months of your daily mentoring.

3) If they say "I'll do whatever it takes."

Your potential leaders will make this type of commitment. This commitment withstands hurricanes, and every bit of negativity that might come their way. They say "It is my personal effort and effectiveness that will make me rich. I am staying with my mentor until I succeed."

c, "When we focus on leaders, it changes how we build our business."

"To be successful in network marketing, all you have to do is build leaders and make them successful." You change what you do to build leaders instead of doing "important activities" which can take up our day.

"Some networkers build leaders. Other networkers are just busy."

5. Must build a Plan to Find and Build Leaders

3 step process:

a. Define what a leader is? A lot easier to find them if you know what you are looking for.

1) Gets the most out of his or her distributors

2) Never complains to downline distributors, OR upline sponsor, or the company

3) Has his or her own goals and aspirations

- 4) Conducts the local regular opportunity meeting when you are away
- 5) Makes sure the meeting starts on time, room is set up, product display is there
- 6) Sets a strong personal example of a steady focus on the ultimate goal
- 7) Is happy when you are gone to step into leadership
...and so much more...but you get the idea that they are rare.

Al says THREE definitions:

- (1) Professional students of the business
- (2) Does the business without your constant motivation and checking.
- (3) Handles problems...so the problems don't filter up to you.

b. How do I find Leaders?

- 1) Two ways: Steal them...then just wait until the next best thing comes along and they will chase that as well.
Grow them...you have security with leaders whom you personally build

2) How many of us try so hard with people and they somehow don't pan out? Here is the #1 test Al learned to "know" their commitment level: Don't believe what people say, believe in what they **DO.**"

TEST: John, here is a book that is really going to help you build your business. I know you want to be a leader. Today is Monday. Why don't we get together Thursday and discuss what is in this book? I will show you how you can use the principles in this book in your business."

Thursday comes and you call him.. Is he all in and ready or not?

That is the TEST...true commitment. If not ready, and can't put enough effort in reading the book, what chance is there that they will put effort into filling seats at meetings?

(By the way it doesn't matter what book you give them...)

"Don't invest leadership training time with distributors who don't pass the test."

"Distributors want big checks but won't invest the time and energy to learn the skills necessary to earn the big checks."

c. What to teach distributors/leaders?

- 1) Distributors get trained:
 - all about products
 - all about company
 - how to be loyal
 - how to build rapport with prospects
 - basic "ice breakers" to get presentations
 - how to network
 - how to be positive

how to sponsor effectively
how to retail products
how to duplicate his efforts

Still don't have a leader

2) Distributors get so busy they fail to stop and think, plan exactly what they should be doing.

So what do you teach them to become Leaders?

Here is the real difference between Leaders and Distributors:

HOW THEY THINK

In every situation a leader will think differently than a distributor.

Examples:

Teach your people with stories...Lectures never work.

"Unsuccessful distributors are always looking for someone else to make them successful."

6. Building leaders starts with teaching them how to MANAGE problems

a. Choice

1) **FIRST**: write down all the everyday problems you encounter in your business.

2) **SECOND**: for each problem write down what would represent leadership thinking and what would represent distributor thinking

3) **THIRD**: write down any appropriate stories that you could tell your potential leader to change his thinking from distributor to leadership thinking.

b. Why all the emphasis on problems? It reflects a person's thinking. It also robs you of your only limited asset: **TIME**. "Leaders are physically exhausted after marathon telephone conversations with professional victims complaining that the world is against them."

When a distributor has made up his mind that a "perceived problem" prevents him from being successful, it will. If you can't fix the problem you just need to decide to be successful anyway! This decision determines your success. We teach our new potential leaders to manage problems or "we won't have a new leader on our team."

c. Teach your new distributors that they have the power in their own minds to make decisions....be in the group that decides the problem is bigger than their dreams, or the group that decides their dreams are larger than the problem.

7. Self-image

a. Everyone has one.

b. It is not easy for us to look at our self image and what it is doing to our lives.

c. Our self image will always keep us from becoming more successful than we see ourselves.

(1) If you think you are not a winner, you will lose.

Classic comments:

(2) If you are a victim of problems?

(3) Or are you a master of your own destiny?

Stories: Lottery ticket winners

Millionaire who loses everything...what happens? Becomes a millionaire again

Distributor with bad self image: you place a number of people under him...what happens? self sabotage because he "has no choice"

Only way to get different results? Change self-image

d. Current self image? How much do you make? \$1000...then you have a \$1000 self image.

For the most part we are actively living our self image.

If you are content with where you are, your **actions** will show you will not work hard to change and be uncomfortable.

Don't listen to words...look at actions, and observe where they are.

e. ***How do you increase a potential leader's self-image?***

It comes from within. Get your potential leaders into the habit of reading books and audios. Developing one's self image and confidence can be done while mastering how one thinks about problems.

Distributor vs. Leader Thinking

Only Difference: How They Think!

Problem	Distributor Thinking	Leadership Thinking
1. My sponsor doesn't help me.	I can't become a leader. I can't even become a good distributor because my sponsor doesn't help me.	Tell me about the one or two other distributors who are successful. Don't they have exactly the same sponsor as you do?"
1. (a) I can't become successful because my sponsor doesn't help me.	It is too hard for me to become successful because my sponsor dropped out, only orders products, never calls, and all my upline are useless products users who don't want to build a business. There is no one to help me. I can't do it alone. All the blame lies with my low-life, lazy, good-for-nothing, bonus-collecting sponsor.	
2. The sponsor lives too far away.	I can't become successful because my sponsor is too far away to help me.	I love this business because I can sponsor people anywhere in the world and I can support them to be successful.
3. Price of the products is high.	My products are too expensive. Nobody wants to pay that much	The products are affordable because prospects really want what they have to offer/are unique and critically important to the human body.
4. The cost of doing the business	I don't have any money, once I pay my bills there is nothing left.	It not a matter of not having money it is a matter of priorities. The value of this opportunity is too good to pass up
5. The Company has some issues	I am going to quit because the company does not know how to do....	All companies have problems. Get over it, accept the problem and get on with it.
6, Any kind of problem..ie missing product in an order	Call sponsor. The products are missing do you think the company is going out of business?	"Missing products? Why not email the home office the details, send a copy to me and they will take care of it."

Bottom line... problems control the distributors... leaders manage the problems.

Response to a distributor who is creating drama over a problem or perceived problem: "What does that have to do with locating and developing your 3-4 good leaders?"