

5 Core Steps to Building a Duplicating Network Marketing Team

Dale Calvert

Monday September 14, 2015

- The next “Tuesday Night Live” meeting at Corporate Offices... is September 22
- Put on Your Calendar October 13: “NOT TO MISS” TNL with Specials available only that night
- Check out the new Ūth Materials in Mannatech Resource Library

Dale Calvert 2 hour seminar

1st hour: *just about our industry but some great nuggets*

99% of programs are pitch for some backend marketing program...ONLY learn from those who have truly done it. He has a disdain for what it has become (robbing other companies and just recycling networkers...undermining the troops, advertising “we do 80% of the work, you keep the check;” we are damaging our own profession)

a. Tom Hopkins “4 Steps to Learning”: *learn skill sets to success*

- 1) *Level 1: the unconscious incompetent*
- 2) *Level 2: the conscious incompetent*
- 3) *Level 3: the conscious competent*
- 4) *Level 4: the unconscious competent*

b. *Practice perfectly don’t settle for second best*

Perfect practice makes perfect execution.

If you are doing it wrong, doesn’t matter how much you are practicing you are doing it wrong.

Most people don’t have 15 years experience; they have 1 year experience repeated 15 times!

c. *SONY Walkman came out when he started...it made all the difference*

Listen to audio cassettes as he worked for 5 years...while driving, as ate lunch, etc. 2500 hours per year

Listen to builders in your own company, other companies stories, get awareness of this industry

It drove his passion! Like the Masters Tapes

All self made successful people think the same way

Og Mandino, Earl Nightengale, Jim Rohn, Napoleon Hill, etc. “The truth is the truth whether you like it, believe it or accept it.”

Apply the wisdom of the ages!

“Pain of changing” ...people complain about this: well that is crazy...DO YOU LOVE YOUR LIFE EXACTLY HOW IT IS??

d. *“Rather earn 1% on a hundred peoples’ efforts than 100% of my efforts.” That is all he needed to know.*

e. *Don’t get upset about things you can’t control...you can only control your own actions.*

f. *Network marketing must be about developing leaders...we all have the same product: IT IS PEOPLE. Products won’t keep them in the business, neither will the comp plan.*

Five Core Steps to Building a Duplicating Network Marketing Team;

1. Systematically Help Your Team Member Identify Their WHY

- a. Top 3 Reasons
Earl Nightingale on Youtube www.mlmhelp.com/reasons
20 reason sheet
You should memorize...
 - b. The “How” does not matter until they know their WHY
 - c. Today I like the “Start with WHY” Simon Sinek book, but it is not the best. KISS principle...
2. Give them a Blueprint for Launching their Business
 - a. He calls his “Start Right Program”
 - b. Many network marketing leaders deal with Skill Sets, Mind Sets, Credibility they enter the industry with. But can’t duplicate it.
These are not duplicatable but SYSTEMS are!
 - 1) lead generation systems
 - 2) customer acquisition systems
 - 3) retention systems
 - 4) follow-up systems
 - 5) accountability systems
 - c. Scripts are critical for new people; languaging and posture are critical (you can use Calvert’s as an outline)
 - d. Build their story...and build it right.
 3. Help them Master a word-for-word Customer acquisition program and referral system
 - a. Retail to recruit
 - b. Scripts are critical here as well
 - c. Referrals are a critical part of our business...do you have a system?
 - d. Critical part of the system is the follow up.
 4. Help Them Master a Word for Word 2 Step Recruiting Process With Scripts
 - a. #1 mistake people made when industry started: they talk too much
 - b. The #1 mistake they make today: they talk too much
 - c. Don’t even mention it to your mom until we talk
They try to convince, never let them hear the story; and we let them make the same mistake over and over.
At 72 hours, most emotionally quit the business.
 - d. What they need: create curiosity, become great listeners
As leaders, many don’t teach because they have credibility...so we can do it. The “3%ers” think anyone can. Master recruiting and follow up system!
 5. Teach them a Definite Closure and Proven Retention Program
 - a. Closing is crucial
How to Close?
 - b. Most people will have beginning time and then a slump in first 90 days.
If you help them in first slump, never will be as bad. If you say it they will doubt it. If someone else says it, they will believe it.
Don’t delegate too soon. It won’t work. Teach them and be there. Allowing independence too soon can equally be as bad.
 - c. Retention program: reconnect on a regular basis.
This is a relationship business...people need to know you care.