

Are We Really Getting this Network Marketing Thing?

Monday Call, October 19, 2009

- Chicago: Make the commitment now! Prices change October 24
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Based on article by Paul Devlin

1. Exploring Network Marketing

a. Understand your past

- 1) “My first and only customer was my dad”
- 2) The company went out of business
- 3) Are you coachable?
- 4) Finally, found a mentor who said “Are you ready to listen? If you are, we can show you how to build a residual income.”
How do you know if they are ready? Listen to their answer...”Yeah I am ready, I am broke, and it’s not working. Show me what you’ve got. Let’s go back and start over.”

b. These are lessons for you in working with others.

2. Middle Class Distribution

a. Help people with making what they want, not what you want for them.

b. Understand that 9 out of 10 networkers work the business part time. A good middle class income is from \$300 to \$5,000 per month. 90% of your associates should be at this point if they are working the business.

Look for a good compensation plan and a product that would hold customers. **Mannatech has both! The YES Plan and 42% payout, and Ambrotose.**

Add the Wellness trend and what a phenomenal opportunity.

3. Tools and Events

a. One key is to have a system in place where it is “not about me,” a system where it is about following the system not about a person.

The system needs to have powerful, cutting edge prospecting tools.

b. “One on ones” are great for people who love to present...the problem is most people are not super presenters and don’t want to be. “According to the law of diminishing returns, we tend to sponsor at or below our educational and socioeconomic level, so the sponsorship

line tends to decline in the quality of its presentations.” How do you make this happen?

Great prospecting tools and automated support tools either in audio or video format. **What do we have? What are you using?**

c. Tools bring people in but “EVENTS” build strong organizations. Any meeting of 2 or more associates is an “event.” So, have in-home meetings, local hotel meetings, Saturday trainings, Super Regional Events and continuously get your people to all National Events. “Measure your success by two things: (1) the size of your commission check, and (2) How big a group did you bring to the int’l convention.”

4. Relationship Capital

a. “Network marketing is a relationship-centered business. We can use technology to assist the relationship, but if our business becomes technology-centered, it will not end up producing residual income.”

b. His contention: if networkers are doing something the company can get done without them, then they will earn income similar to what it would cost to outsource. Buying leads and calling them is telemarketing, and can be done at \$10 per hour on the outside.

“At the core of networking is a manufacturing company deciding that it would prefer to leverage the relationships in a network rather than paying for the conventional marketing and advertising. Therefore, the most important asset you can bring to the networking profession is your relationship capital.”

c. So, first thing: to those low on relationship capital, learn about how to build it up.

(1) Continually focus on developing and expanding your contact list.

(a) In getting into conversation with new people, he uses language to create curiosity. He then asks for their info and finds a way to contact them later.

(b) “As they expand their rolodex, opportunities to partner with like-minded people will come up, and they’ll know when it is right.”

5. Developing Skills

a. Always look at building your skill sets to develop for building and maintaining relationships.

“...to be able to relate effectively with all types of people is definitely an art form.” He gives people all the time to learn these skills IF THEY ARE INTERESTED. If they self-select out, a-okay. This is not a business for everyone.

- b. When people learn all these skills they will master any business that has to do with dealing with people. “Building a network marketing business is the ultimate personal development workshop.”
- c. Your check will never be bigger than you are. “Solutions to most of the problems a distributor will face start with taking full responsibility for the person looking at them in the mirror.”
- d. The most important questions you need to learn to answer is “What do you do?” Most networkers immediately fall into traps:
 - (1) stuck and don’t know what to say
 - (2) embarrassed about what they do so respond by mentioning their other business
 - (3) overwhelm the person with a 20 minute dissertation“If a distributor can learn to use simple language to lead a conversation where they want it to go, there is no limit to finding new, quality contacts.”
- e. Must master two specific skills:
 - (1) the invitation
 - (a) There is something I would like to show you.
 - (b) It will take about 30 minutes.
 - (c) It may or may not be a fit for you.
 - (2) the follow-up
- f. The famous ‘product or business’ first is not a right wrong question...do what is YOU...but always bring up the business.

6. Vision for the Future

- a. Network marketing is the future...it is the greatest when done right.
 - (1) Customers win because the products are cutting edge and not avail anywhere else.
 - (2) Associates win because they are getting access to a business they can run out of their home, and make unlimited residual income.
 - (3) Companies win because no accounts receivable and less risk in running a business. It’s a cash business...get cash first then pay out commissions.
- b. “When you consider the Declaration of Independence, I can’t think of a better vehicle for realizing that aim than a business that produces residual income.”

“This profession will lead to greater health for all, whether you’re in a nutrition company or not. Having cash flow as well as time freedom is the greatest stress buster and the ultimate American dream, where people are free to live life and pursue those things they truly value.”