

How to Distinguish Yourself

Monday conf call 4/11/11

End of Business Period

“Baby Boomers now fear memory loss more than cancer” Dallas Morning News, April 11, 2011 AD

1. Necessary to make 3 Assumptions
 - a. There are lots of other people who are building network marketing businesses.
 - b. People who are considering your products and services are probably also talking with your competitors.
 - c. Your prospects are comparing your products and services on-line, reading reviews, and enabling themselves to be about a hundred times more educated than the average consumer was before the advent of the Internet, Yelp, Word Press, Facebook.

2. Consider the Long View
 - a. What if you stick to your career for 10 years? Results compared to a 6 month stay?

"The only people who fail in network marketing are those who quit"
 - b. After 10 years, imagine the credibility, confidence and competence you would have?
 - c. You can be that expert...is that not who you would choose?
 - d. If you are new, what do you do?

Find a partner (upline) who has that experience and "My business partner has been in this for a long time and she will be able to answer all your questions. When is a good time for us to talk together?"
Stick around until that super confident person is you.

3. Your Business is an Entity
 - a. You are paid on not just what you sell but what you build.
 - b. View your business as a business.
 - c. A business is a container that holds customers, prospects, repeat business and referrals.

4. Have Steely determination
 - a. When the going gets tough, the tough get going.
 - b. Plan on how you will overcome the bumps because we know they will happen.

- c. When you have your "WHY", you are locked in. Passion will carry you anywhere you want to go. With your goals, you have the
 - d. Give NO ONE the power to deceive you or take your dream away.
 - e. Stumbles just reinforce determination.
 - f. "What part of serving others and making their lives better would you do even if you did not make money at it?"
5. Be resourceful
- a. When you market, distinguish yourself with the best quality and quantity of information you have for others to learn.
 - b. Know what categories they could fit into and be prepared.
 - c. Get them to understand what you do, and see if it fits for them.
 - d. Don't make anyone work hard to know exactly what your products and services can do...if you are unclear, they will be confused and go elsewhere.
6. Own Your Brand
- a. Be a walking billboard for what you promote. Ask yourself what a client would like
 - b. How have you personally benefitted by the products?
(compliantly)
 Make sure your story is concise, well-rehearsed, no drama or negativity.
 - c. When you are done, "And what this has to do with you is..."
7. Speak the Language
- a. Sure you have a great script but helping someone is an INTERACTIVE process. Be conversational, not giving lectures.
 - b. Speak from your heart.
 - c. Be genuine with your contact; connect with her in present time.
 - d. Asking questions is the way to discover.
 - e. Make helping someone personal to her.
 - f. Speak all aspects of your business and products fluently.

"Be the one that cares the most about the other person. Leave your financial goals at the door when listening to someone. Your willingness to connect is coupled with your willingness to serve. You inspire someone to want to work with you because of your sincerity. As the one who inspires, you have distinguished yourself compared to someone else who has not gone the extra mile."