

Once in How do You Lead a New All Star

Monday conf call 02/9/09

- Tuesday Night Live 7:30 Pm CST – Coppell, TX – Sam Caster – live video on www.mannatechlive.com
- New Call on Wednesday nights...do not get overwhelmed - information on www.mannatechlive.com
- Pathway to Presidential – Last week to register – www.mannatrain.net
- I Can Lose Fat Webinar – tonight at 9 PM CST – www2.gotomeeting.com/register/795080616
- Do you have your Plan? Where are your points coming from?

From “How are you Leading Your Team” by Dale Calvert

1. Network Marketing requires many skills
 - a. Marketing: finding those to approach
 - b. Presenting: communicating effectively the solutions you have for the potential partner’s problems
 - c. Closing: being able to get the deal closed
 - d. Leadership: so now what do you do with your new All Star?
2. Standard problem is most networkers do not know what to do
You are duplicable...what you do/don’t do gives the new person a road map
What road map are you leaving in your business?
Statistics show that most have none, or what Calvert calls “go sick em training.
Bottom line: an industry with the blind leading the blind
Your job: to give them a track to run on.
3. Four Leadership styles...which is your dominant style?
 - a. DELEGATING: these distributors bring new people into the program and have them call cold lead lists immediately, or do some other activity that new people have no business doing. Mistake!
 - b. SUPPORTING: this is the dominant leadership style of most network marketers. They are ready and willing to help; unfortunately the new person doesn’t have any idea what they need.

c. **COACHING**: these leaders have a "tell-show-do" attitude/ approach to the business. They tell the person what they want them to do, they show them how to do it, and they do it with them. They coach and monitor systems. Problem: most successful networkers built their business on their personalities not on systems. Many fly by the seat of their pants and built based upon their own drive, determination and work ethic. Personality is NOT duplicable.

d. **DIRECTION**: Directional leaders can come across as a boss. Most people don't want a boss—this is one of the reasons they get involved in this business. However, directional leaders with proven systems in place are the best at getting new people started and in action. Get the job done in the beginning but what happens later?

4. As a network marketing leader you should learn to use all 4 different leadership styles.

a. When people first join your team, they **NEED** and **WANT** Directional leadership. They need you to lay out their first assignment—the first steps they need to take. When those assignments are completed, then you move to step 2, then step 3 and so on. The first 90 days are the most critical period.

Provide them a proven system to run on.

“Directional leadership from day one is where most distributors drop the ball.”

People want a leader who says follow me and I will take you wherever you want to go.

b. After 90 days, move into a **coaching** mode with them, where you teach different methods of lead generation until they have mastered lead generation and recruiting.

c. At this point, their success depends mostly on doing what they already know to do, so you move into a **supporting** mode. “They don't need directional leadership or coaching at this point, because success comes down to just doing what they already know how to do.”

d. Finally, the numbers and the ratios all come together for them as they are able to devote their full time efforts to the business and at this point you are **delegating**.