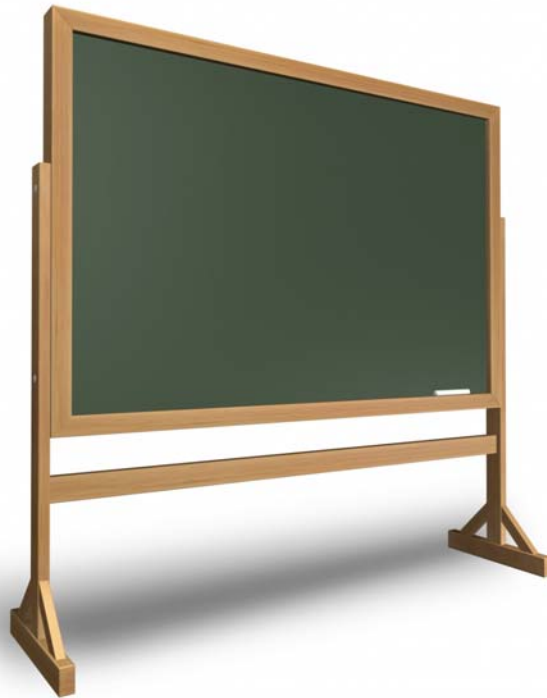


All I Ever Needed to Know About Network Marketing, I Learned in Elementary School

10 Lessons for Growing your Business



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I admit it! I was a hard-headed kid who grew up to be a hard-headed adult. I thought I knew it all. Know anyone like that?

When I first ventured into direct sales, I ignored the advice of successful network marketers and did things my way. The results were disappointing (shocker, huh?).

Fortunately, in addition to being hard-headed, I'm determined. When I finally got tired of spinning my wheels, I found a mentor. I started reading and studying everything I could get my hands on. Along the way, I uncovered some basic lessons that networking heavy hitters consistently teach – and I committed to applying them to my business.

Surprisingly, the lessons are quite simple and easy to follow. In fact, you probably learned most of them in Elementary School!

I hope you find this eBook helpful as you build a thriving business and teach others to do the same.

To your success,

Kim

Before you read on!

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LESSON 1: Do Your Homework

Lured by outrageous promises, too many people jump into a home-based business before they've really had a chance to look under the covers. If this is you, it's okay. It's happened to the best of us. Just remember the old adage, if it seems too good to be true, it is.

In addition to seeking an opportunity that is appealing to people who want to build a business of their own, make absolutely certain the company you select provides a legitimate product or service that offers real value to a target audience. You should be able to attract customers who want to buy your offering for no other reason than it's a great product. Your residual income is dependent on this.

Once you've selected a company, the real work starts. Learn your business inside and out.

Potential customers will want to know why you have a solution to their problem. Why is your offering different? How does it work? The ability to confidently respond to prospects' questions with accurate facts and figures will give you confidence. And the more confidence you have, the more sales you'll make.

The same goes for working with people who are interested in joining your business opportunity. Study the history of the company and its management. Be able to speak to the size of the market for your product. Does it address the needs of a specific audience? Does it capitalize on a growing trend? Know the compensation plan like the back of your hand (this can be challenging, but find someone in your upline who will work with you until you can pitch it in your sleep).

If you are just starting out, it's understandable that you'll have a learning curve. Make a cheat sheet and lean on the expertise of your upline. They'll be glad to help.

LESSON 2: There Are No Stupid Questions

If you have a question, ask it! If your sponsor can't provide a concrete answer go to someone else in your upline.

Likewise, when a customer or business prospect asks a question that you can't answer, be honest and tell them you'll have to get back to them. Whatever you do, don't "wing it". You could end up misleading someone and damaging the credibility of your company.

LESSON 3: Attendance

Be sure to attend training calls, meetings and events whenever you can. Not only will you stay at the forefront of the latest company news, but you'll sharpen your sales pitch in the process as you hear company leaders present the product and business opportunity.

Better yet, try to hear the story from a variety of leaders in your company. Each will have a unique style, perspective and a fact or figure that you haven't heard before. Find a presenter that you are comfortable with and emulate him or her.

When you stay plugged in you stay motivated, which is especially important when you are just getting started. Growing your business takes time. Some days will be better than others, but the encouragement of a team leader is often all you need to regain your focus. Be patient and keep your eye on the prize.

LESSON 4: Honesty is the Best Policy

There's no excuse for misrepresenting your opportunity or product to anyone. If you can't sell the advantages of your product or the business opportunity without sugar coating the facts, you might want to look for a new opportunity.

Be upfront with people about what it takes to be successful in this business. Network marketing requires time and effort.

Sales is a BIG part of the equation. This requires picking up the phone, talking to people and following up with them. Marketing is also key because distributors need to find their product and business prospects somewhere (your warm market can only go so far). While there are low-cost ways to market your business, distributors should have an advertising budget to work with – even if it's initially a small one.

We all recognize that the ability to recruit others who want to build a business is imperative to success in network marketing. However, it's equally important to understand that not being truthful with a person (telling them it's easier than it is or making promises you can't keep) is setting that person up for failure. You'll lose them before you even collect the fast start bonus. Focus on people who understand network marketing, are prepared to make the commitment and aren't looking for a "get rich quick scheme."

Tell it like it is. The best team members are those who understand what it takes before jumping in and are willing to do what's needed to grow their business.

LESSON 5: Be a Good Listener

People become involved in network marketing for different reasons. On the surface it often seems that money is the driving motivation, but there is usually something more specific behind that desire.

When you are presenting your business opportunity to a prospect, ask questions about what they are looking for and listen intently to their responses. Are they looking for the flexibility to work from home, more time with their kids, extra money to travel? Find their "why" and help them understand how network marketing can help them achieve their goals.

LESSON 6: Show and Tell

Don't just tell them what you know, show them!

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