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It is about how one can construct a distributor network, when building a conversation correctly.



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Introduction

Before you learn how to inform people about network marketing correctly, you would need ample communication skills.

Having summarized the experience of professional network distributors, I want to tell you how to conduct a conversation with people who came to meet you for the first time.

Most people who only begin the business in MLM and even those, who have worked there for a long time, are not able to carry on a conversation correctly, but whether that person will join your structure or not depends on this ability.

So, let us go further step by step.

The first, that is necessary to do before the beginning of the meeting, is to compose yourself. You should not be worried, afraid, nervous, and simply should relax and imagine, that a positive prospect will arrive.

You see you want to give people something, with the help of which they will be healthy and rich, no employer will give them that.

You suggest people to become your partner in business and to be engaged in this business together with you. Tell me, how often do you receive such an opportunity?

Therefore someone, who comes to meet you, should understand and anticipate it.

With the help of this business any person will be able to become financially independent if he believes in the company and its products, works hard and achieves his purposes at hand.

So, let us begin.

At a predetermined time a prospect meets with you.

On the table there should be a pen and a clean sheet of paper: A4 size.

By all means, you need to go and meet the person, and furthermore, shake hands with them. Behave in a manner as dictated by your position. You see, the person who comes to you, right from the beginning, is trying to determine what kind of person you are. Primarily, they will "buy" you instead of what you offer.

Therefore, whether this person will join your business or not, it will only depend on you.

Now, as an example, I shall put forward a possible dialogue between you and your prospect.

You will be the "distributor" in the dialogue, and the person with whom you have a conversation will be the "Prospect", respectively.

Note. In the first conversation, you should try to discover your prospect's goals in order to find out what he or she wants to achieve in this life.

The distributor:

- Hello. Please, have a seat.
- Before we start our conversation, let me ask you some questions.

- What is your name?

The Prospect:

-Judy.

The distributor:

- How old are you?

The prospect:

- 33 years old

The distributor:

- What is your previous place of work?

Note. Write everything Judy has to say on the sheet of paper.

The prospect:

- I have worked in a kindergarten for 10 years, but I did not experience satisfaction with the work and the wage was not to my liking. Now I work as a salesperson in a supermarket. In general, life has not been fulfilling, I am always short of money and I am single.

Note. Listen to her attentively. In time you will become very good at determining her needs and wants. During your conversation maintain eye contact with your prospect. Relax and if the moment presents itself, pay a compliment to this person and smile - you see, these simple actions win this person's trust in you.

The distributor:

Judy, tell me what salary would you need to earn in a month to be financially independent?

Note. This question is very important! You certainly should find out and write down this amount on your sheet of paper.

The Prospect:

- To be financially independent? That's a very interesting question. At present that would be around \$20,000.

Note. When you show the marketing - plan of the company to her, tell her briefly how she would be able to earn this amount of money.

The distributor:

- Judy, tell me what you would like to get from your work?

Note. You should find out, what is the most important benefit for this person, and then emphasize it.

The Prospect:

- I want there to be the following in my work:

- 1) A good team
- 2) Interaction with interesting people
- 3) High income

Note. You write down all these items on your sheet of paper.

So, "A good team" is most important for her

The distributor:

- Judy, tell me, what you want to achieve in life?

The Prospect:

- I want to find my second half, have a big friendly family, have a big house near the sea, and a beautiful car; I want us to be able to afford to visit any place in the world and relax there; I want us to have big incomes.

Note. You write down all these items on your sheet of paper.

Analyze everything that your interlocutor says. She says: "I want to find my second half". Network marketing could help her to find her second half faster. Sometimes people come into network marketing solely to find their life partner.

Take this into account, and then formulate your presentation with this in mind for Judy.

The distributor says,

- "Our company can give you everything you have listed."

Then you must read those positive moments which were listed by Judy step by step. Do the comments to each moment and put a tick opposite it.

Emphasize the thing that Judy named for the first time!

- "You expect from your work the following: ... ", and you read all in order.

If the first thing is a good team, that means that she prefers it first of all. So emphasize it and tell her about your team.

If the first thing is a dialogue with interesting people, tell her that, working in your company, she will be able to communicate with interesting people as much as she wants.

As far as high salary is concerned, there is no restriction for it. Your salary will be worth the effort you will make.

Judy has the following basic vital purposes:

"I want to find my second half and want us to have a big happy family."

"I want us to have a big house near the sea, to have a nice car, to be able to afford to go to and rest in any place in the world."

"I want us to have big incomes."

Start to analyze each point of her purposes in order and to put ticks opposite each point. Tell her, that working with your company, she can achieve them.

A very important point: never promise easy money to the person. The person coming to you should understand that by lying on the sofa, he will never become rich and successful. Only his hard work will bring him wealth and success.

"Judy, do you understand, that all your previous life, beginning from your work in the kindergarten and finishing the work as a seller in the supermarket, has not given you spiritual and material satisfaction.

If you want to become quite a different person and to have what you wanted to have, you must act in another way. You must be engaged in what that completely changes your life."

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