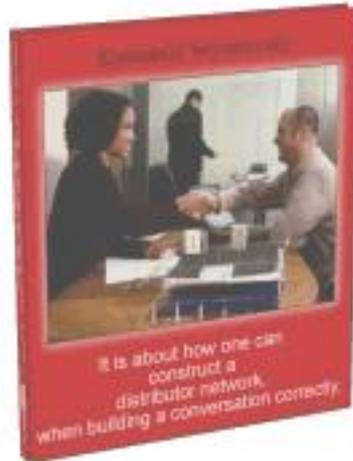


It is about how one can construct a distributor network, when building a conversation correctly.



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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."

The Prospect,

“Yes, I quite agree with you, but what can you offer to me?”

The distributor,

“Judy, I work in a company (and name the company). The company is already...years old (and say how old your company is). The company works in the network marketing industry. The network marketing industry is the most perspective industry in the world. My profession is a distributor. It is the most highly paid profession in the world. Here, we have no chiefs, all of us are equal. The company works with products such as: (list them)”

Your purpose is as follows:

To inform people correctly:

1. About the company
2. About the products of the company
3. About creating your business in the company

The most valuable thing in our company is information and how we shall inform people. Our future success will also depend on it.

Certainly, as well as in any other business it is necessary to have starting capital, but the starting capital must not be so big as in traditional business. To enter our business one must only have... (here you must say the sum)

This sum for opening a business isn't big, is it?

The Prospect,

- No.

Note. The person usually answers this question "No, it is not", as everybody realizes, that at present 200-300 \$ is not much money for opening a business.

Note. During all conversation ask the following questions to your interlocutor,

- 1) Is it interesting to you?
- 2) Is it necessary to you?

Questions should not be asked together. Between these questions there should be an interval. You should determine it yourself.

When the person answers your questions "yes", it means, that he already psychologically agrees with you, and it is really interesting to him what you say.

Example.

The main thing in this business is a construction of the organization, a network of active consumers.

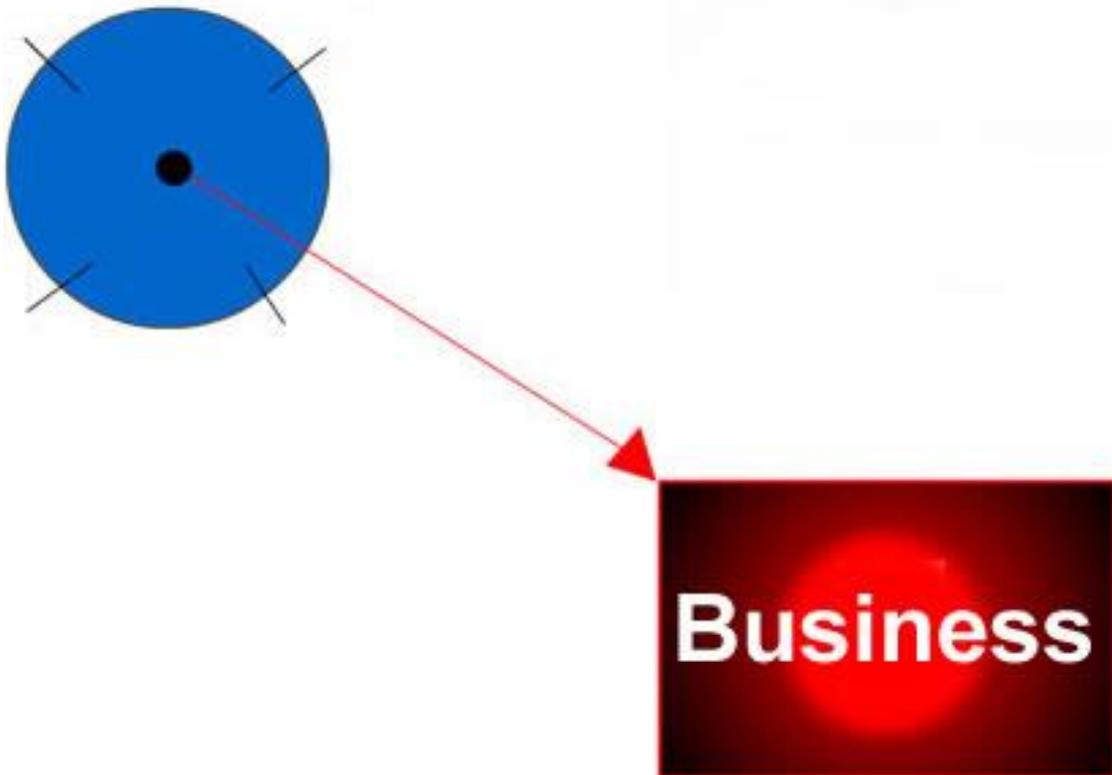
Is it interesting to you?

The Prospect,

- Yes, very much.

The distributor,

“Now I shall show you, what principle is used in the activity of the organization and how the company pays commission.” Show her this very briefly. After that you can make the following sketch.



Note. It is very important to draw and show the person your arguments on a sheet of paper.

Example

It is shown here, that working for a wage, Judy will always go around in a circle and WILL NEVER LEAVE it. You offer her a way out of this circle and the creation her own business.

Here, I want to tell you something. One day a girl came to talk to me. During the conversation it was found out that she wanted stable work with an opportunity to make a career for herself.

She told me she had worked successfully for 2 years for a big firm.

In 2 years the head of this firm was replaced, and the new chief started to develop a new team, and this girl was laid off.

I say to her,

“Do you understand that by working for someone else, you will never have stability and you will always go around in a circle (fig. see above)

The distributor,

These questions should hit a nerve with this person. It will make them begin to think and make them make a true decision.

- 1) Do you want to be a healthy and happy person?
- 2) Do you want to be a successful and financially independent person?
- 3) Would you receive pleasure if you were able to help those nearest and dearest to you to become healthy and to increase their standard of living too?
- 4) Do you like communicating, meeting with interesting people, receiving new information helping you to live?
- 5) The company (the name of your company) gives you an excellent chance to realize all of your "Yesses" and suggests that you becoming a partner in the business. Would you accept this suggestion?

Note The average person will answer all of these questions "Yes". And in your business there will be one person more. Certainly, your prospect could answer like this (look below), but basically the person agrees and starts to be engaged in this business.

Further, you only need to appoint the following meeting with your prospect and sign a contract with him, in order to start to work.

If the person still did not make a decision and doubts, make him one more appointment, invite him to the production presentation of the company.

Note. Remember once and for all.

You must never force your prospect!

1) Organize the conversation which I have described so that all of your words come from the bottom of your heart and soul, talk emotionally, and inspire your prospect with the desire to be engaged in this business together with you.

2) By no means should you do it like a robot, and transform your conversation into a report.

3) Never prolong your conversation. Your conversation should last 5-8 minutes.

The frequent mistake of many distributors is that after conversation they start to discuss their problems, children and so on.

4) Remember once and for all: you are a person of business, and your time costs money. At your meeting you do the business offer to the person and nothing else.

5) Be open for your prospect. NEVER be closed to the prospect in body language (never cross your arms)

6) Your hands should be always open as well as your eyes which should always look at the prospect, instead of the ceiling or the floor.

7) Your image. If you are a man, at the meeting you should always be dressed in a business suit. If it is hot, you should wear a shirt and trousers.

Your image plays the biggest role in our business. The same concerns a woman (she should be dressed in a business suit, too). You should be an example for those who meet you. They must want to have the look you have.

8) You certainly need to take your prospect's phone number so that you will be able to invite her or him to various seminars, meetings of your structure and so on.

9) Always feel like a king (winner) in your conversations. Speak with confidence, distinctly, clearly.

10) Never overload your prospect with information at the first meeting, it is a mistake of many distributors.

11) If the person with whom you have an appointment, has not come, call him back without fail in the evening and say to him,

"You had an appointment with me today, and you didn't come. Was there something that stopped you from coming and would you like to rebook an appointment?"

The point is that one day I had the following incident: the person whom I had an appointment with did not come. When in the evening I called him and asked him if something was wrong, he answered that an accident had happened to him. So call back was necessary.

At the end of the conversations tell her or him a parable about a little bird.

Once a boy decided to play a joke on a wise man. He caught a little bird, clenched it in his fist and asked the wise man, "Please, tell me, wise man, what is in my hand, - is it alive or dead?" (the boy thought, " I shall laugh at the wise man in any case. If the wise man says, " Dead ", I shall open my palm, and the little bird will fly out. If he says, "Alive ", I shall clench the fist, crush the bird, and show him a dead little bird "). And the wise man smiled and said, "Everything is in your hands!"

Good luck and best wishes.

Best Regards, Konstantin Voynarovsky.

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