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The 10 most common network marketing mistakes

An insightful top ten countdown… the number one most common mistake just might surprise you!

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903 words | 5 pages

No salesperson survives very long making the same mistakes over and over. Here are some of the most common – and damaging – sales mistakes Networkers make.

10. Moving Too Fast.

You work full time, you have two kids in school and you're a single parent. You set up retail appointments in between picking up the kids from soccer and making dinner. You get to the appointment, rush through your presentation, leave information and your off to pick up the kids. You're too busy and in a rush to actually listen to what the prospect has to say. They never contact you and you're too busy to contact and follow up with them. You begin to think *they must not need what I have to sell*. You move on with no sale. Instant rapport is difficult to achieve. It is even more difficult to turn a prospect into a customer overnight.

> ***You need time to build the relationship.***

Slow down. Book your appointments when you have plenty of time to do them correctly.

9. Your presentation is boring.

Have you ever been to a presentation where it sounds like the speaker has delivered it 100 times before? He seems like he's in a dead zone rhythm. He sounds mechanical and manipulative. The presentation begins and ends with a cold calculated voice. The presenter definitely

doesn't sound like someone you might want to get to know or someone you'd refer to your friends. You need to sound likable. Have some excitement in your inflections, a smile on your face and a tone of confidence in your voice.

> ***Remember that people love to buy from people they like.***

Think about jazzing up your presentations by adding personal stories, dramatic examples, and personal benefits to the prospects. Attend the Bill Gove Speech Workshop (www.speechworkshop.com) and learn the speaking secrets of the masters. Join a local Toastmasters club for practice. (www.toastmasters.org)

8. Not customizing the presentation to the prospect's needs.

This is so important yet very few network marketers ever learn to customize. A generic presentation is not only boring, it isn't as convincing as one personally tailored to your prospects needs.

> ***Identify a few personal interests of your prospects and work your presentation around those interests.***

If it is a particular ailment, focus on the products that can help solve that ailment. If you notice they have grandkids, focus your presentation around their grandkids. It usually only takes a few minutes to find peoples hot buttons. Find those buttons and customize.

7. Not offering a personal guarantee.

The difference between making the sale and losing the sale could be your lack of a personal guarantee.

> ***If your product is as good as you say it is, you should have no***

problem establishing a personal money back guarantee.

Regardless of what the return policy is at your company.

6. Poor follow up.

Many Networkers close the sale and go on to the next, without ever talking to the prospect again.

Keep track of your sales and establish a follow up plan to stay in touch with your customers.

Not following up not only gives you a bad name; it gives everyone in Network Marketing a bad name.

5. Not offering a reason to act today.

Have you ever had a prospect get so excited during your presentation that they're ready to buy right then— but don't? You're baffled, you get uncomfortable continually asking for the sale, and you let them off the hook. You leave without the sale. You promise to call them later to get the order. You've just given them time to cool down their emotions and excitement. Remember that people buy on emotion, not on needs.

Give them a reason to purchase now.

Offer a free gift or a discounted price if they buy today.

4. Too pushy.

I hate to say it, but some of you sound like "Network Marketers". If your prospect says 'no' more than a few times— move on! It might come as a shock to some of you, but your product is not for everyone. Golf is not for everyone. You don't constantly keep asking friends that don't play golf - to play golf. Move on!

Sounding too pushy makes you sound desperate.

3. Not prepared.
You've been calling the prospect for a week. He finally calls you back and you book a meeting. You get dressed in business attire, show up on time, and have done everything right up to this point. But…you did not *prepare* your presentation.

Always prepare and practice your presentation.

Study the products you represent. Have your act together before your appointment. Second chances are hard to sell.

2. Not asking for the order.
Don't forget this simple step.

Nothing is wrong with asking if they would like to get started today,

as long as you're not too pushy about it.

1. Not having fun.
Have fun when you're on phone and at appointments. It sets you and your prospect at ease.

Lighten up and watch more sales come in.

Avoid these mistakes and watch your sales soar! ☺

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