

The Perfect Presentation

"Let it go, let it flow and increase the shows!"

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If you were to ask me about the “perfect presentation” early in my network marketing career, I would have given it a higher priority in the success process than I do today.

In those days, I believed that the presentation was the make or break point of the recruiting process. I wanted my presentation to be perfect. If someone said “no”, I would go back over the presentation and evaluate what I could have said differently. I would scrutinize whether or not I was wearing the right suit and whether I had come across in a professional manner.

Eventually I got to the point where I felt everything was perfect... yet amazingly, the results are still the same. Some people said “yes” and some people said “no”.

I concluded that success lay not in the structure of the perfect presentation, but in the number of times I did the presentation.

It was my understanding of statistics that finally taught me; success is in the number of times you show the business, not how well you show it.

I decided to take a survey of the top network marketer's I knew and find out exactly how they initially were presented the business. I was amazed to find out that a significant number were shown the business in the most unorthodox manner.

Some simply saw a DVD or listened to a CD. Some heard about the business over the phone, saw it scribbled on a placemat, or were introduced secondhand by someone in passing who never even joined the business.

My research led me to this startling conclusion: some said “yes” to the worst presentation imaginable and some said “no” to a picture-perfect presentation.

This was extremely liberating. It allowed me to finally realize that it was not about me. People either see it or they don't.

That said there are a few factors that make a strong presentation.

First, having a strong sense of conviction about your opportunity is imperative.

People first need to know that you believe in what you're saying. And no matter how hard you try to fake it, people pick it up in that unspoken energy. Understand that people want to follow people who know where they're going. No one wants to be a part of someone's test. So if you're not getting the results you want, you might check inside of you first to evaluate your commitment level.

Second, you need genuine enthusiasm, not fake excitement and hype. People hear the music louder than they hear the words. They need to know you are serious and genuinely excited about your company and the potential of your opportunity.

Third, it helps if you're presentation is organized in an easy-to-follow format.

It's far easier to grasp what you're presenting when you follow a logical sequence such as: Intro (how you heard about the business), company (background and corporate), products (simple), compensation plan,

timing and how to get started. This also makes you duplicable, so that your organization can follow and do what you do

Beyond those simple factors, my recommendation is,

let it go, let it flow and increase the shows.



Paula Pritchard was pursuing her doctorate degree while teaching at Kent State University when she was introduced to Amway. Out of a million distributors at the time, Paula was the first single woman in the United States to reach the coveted Diamond level. Since Amway, she has risen to the highest possible position and income levels with a number of network marketing companies, building organizations of over 200,000 distributors, in more than 15 countries, producing hundreds of millions of dollars in business. Because of her success, Paula has also consulted with both established and new network marketing companies in both the United States and Europe.

As one of the most consistent top performers in network marketing, Paula has proven and time again that her business building methods work. Her techniques for building large successful organizations have created many successful leaders in the industry and have been well documented in her book *Owning Yourself* and the CD audio training series "What You Need to Know to Build a Profitable Network Marketing Business." Today Paula is known worldwide as one of the top network marketers, trainers and leadership developers. Additional information is available on her website MLMMadeSimple.com
