CLASSIC | RELATIONSHIP | RETAILING | SALES

Retailing is 'Right Now Money'

And it's a key ingredient in the success model you give your people

by **Sandy Elsberg**

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Network Marketing Sales works by creating a large NETWORK which develops a large MARKET for your product-- and finally, produces SALES.

> ***The retail sale to the "end user" is the pivot of the whole process, and it's the critical element that people often forget-- or avoid.***

Retailing is the single most important aspect of your Network Marketing Sales business. Turn someone onto a product… Okay, fine NOW-- turn someone onto a product *because* you used the product first and got magnificent benefits… *Because* you've become your own walking-talking testimony and can't keep yourself from sharing the product with enthusiasm-- *real* honest-to-goodness enthusiasm laced with passion and excitement… *Because* you would share it anyway, whether or not you made a penny from the plan-- it's *that good*…

Because you feel so great…

Because sharing it is giving a gift, doing a good deed, you're compelled.

Because maybe you are just a customer with nothing at all to gain except another person's joy of having the same great benefits you've gotten.

If you can say that you are marketing a product or product line because it is the easiest thing in the world to do so…

Because you WANT to talk about it and not because you have to…

Because you are genuinely motivated by it's benefits… then you hit a home run.

> ***Take your home run, line it up with clear intention and focus, and I wouldn't be surprised if you hit a grand slam.***

So, How do you Retail?

The best way is to be an example of your product-- especially if it is one that affects you personally. If your products are vitality or weight loss products, let people notice your results and ask you what you have been doing. Your friends and family, neighbors and co-workers, notice changes in spirit, smiles, a slimmer you, a new car. They will actually come to you and ask you what is going on, why you look and act so differently.

Imagine, getting one good customer each week just because you went down four dress sizes or four notches on your belt. One good customer per week, that's all, times 50 weeks a year.

Want to put a pencil to that?

What if five of those 50 were as successful as you with the products and wanted to do the same thing you are doing and become distributors for the product because they were happy retail customers first?

What if they turned on their friends and co-workers as well, and all of a sudden realize that they can sell the products, too, just by sharing

benefits?

This is getting pretty interesting.

Let's look at Year Two with 50 more new customers and just five of them coming and going your way with the business opportunity.

Is your calculator starting to smoke?

I sure enjoy my bonus checks, and I believe that is exactly what they are, bonus checks. The real thrill, the back bone of this industry, what keeps it all moving, what makes it happen, is the day to day "Right Now Money" of retail sales!

Here are some easy and simple hints for successful retailing.

Speak Up and Speak Out

Let people overhear you. I sell product in restaurants to the people in the booth behind me who overhear (quite intentionally) the conversation. I sell products in clothing stores to people in the booth next door trying on clothes.

I swear to you: If your enthusiasm is high, you can get people to follow you off elevators.

Talk to Everyone, Everywhere

Be prepared with your brochures, samples, company-approved fliers, products, and keep your business bag stocked at all times to meet the moment in the middle. Keep your wagon loaded at all times to do business.

Fortunately for me, my company does this for us in a masterful "box" which puts the entire presentation into an incredible package, ready to go.

If your company doesn't (mine didn't in its first year), then do it yourself!

> ***Take the entrepreneurial initiative to make your business happen and don't wait around for the company to provide all the details; otherwise you may experience a negative in the business which we call "down time"-- not having your tools together.***

Everyone you involve is watching you. Is the master copy worth duplicating?

Do you think the average person is looking for right now money?

Do you think the single mom with a full-time job could use an extra hundred dollars each and every week?

Do you think the average American family could help reduce stress and despair in the home if the husband and wife together, being sold themselves on a product, could make an extra $500 to $1000, every month?

Do you think being able to afford a family vacation every year, buying school clothes for the kids, getting a car that doesn't break down, could save a marriage?

Do you think retailing could take a person out of survival energy into dreams and abundance?

Do you think that a family could come out of the pressure cooker and give themselves a new lease on life with an extra cash flow that didn't mean having another job that took them away from their home?

Is it any wonder that many of the most successful distributors were also the most hungry? They are willing to do whatever it takes to make it happen; to TALK TO PEOPLE!

On Finding a "Doer"

You may believe with every fiber of your being that someone you know could turn their lives around with what you have to offer. That doesn't necessarily mean that they will accept it. To revise an old industry maxim, Some Will, Some Won't, So What… Stop Whining, Start Winning because Someone's Waiting just for you… for the light at the end of the tunnel, for the last bastion of free enterprise, for the way out… because you're the answer to their prayers.

> ***So rather than waste your energy on the ones that just don't get it, keep searching for the ones who will.***

If I were to come over to your house and put a bucket of oysters in the middle of your room and tell you there was a priceless pearl in one of the oysters, what would you do? Would you ask how many oysters were in the bucket?

If I said there were one thousand, would you quit?

How many times did someone quit drilling for oil, only to have someone else come along, go an extra foot, and hit the gusher? What about the gold mine? Sometimes you have to force yourself to keep going to hit the mother lode.

Talk to people. Get excited. Change your attitude if you must, and talk to more people. There *are* priceless pearls just waiting for you.

To help speed up the process, you may want to cut the plug on your television set and quit watching someone else making a living.

Following Up is Following Through

Call your customers. Keep records, Have a customer file. Follow up the next day and the next and the next.

See how they are doing and listen.

Listen to their questions. Be brief. Be service oriented.

- REPAIR anything that may have been essential to the proper use of the product
- REWARD them for taking the right steps, and…
- REJOICE with them about any immediate result they may have experienced!

Once they're *Rejoicing*, it's *Referral* time. The *Relationship* has been built. The *Rapport* is now established, they can totally *Relate* to everything you've been saying and now you can get your *Referrals*. Which leads to more *Retailing*, more *Referrals*, and ultimately the *Recruit*. Which is why we do this in the first place. Tons of *Repetition* of the equation R+R=R with TONS OF REJECTION (remember 3 pearls in every hundred oysters) will lead you to lots of *Recruiting* where everybody *Retails* and the *Royalty* of wholesale distributing begins to *Reproduce*. As this process continues to duplicate you quickly develop the *ROM*, *R*oyalty *O*verride *M*achine. Keep chasing the business and in time you'll have long term residual income. That allows you the luxury of *Rest, Relaxation*,

and *Recreation*.

The Sample Approach… or Water Around the Marbles

It is my opinion that the most powerful way to get products into people's bodies is by sampling. The sampling approach can be done in a way I like to describe as water around the marbles.

First, attach information to your samples. Your name, phone number, the name of your company, and just enough information to establish the credibility of your company and the product and directions on how to use it. You don't want to overwhelm anyone with printed material, but you want them to feel comfortable that your sample comes from a reputable source. You know sometimes our life is like a jar of marbles and if you try to get one more marble in the jar you can't screw the lid on!

But the sampling program is the way to make the opportunity fit into your life, not like that extra marble, but like a pitcher of water poured around the marbles.

> ***The sample program is an effortless way of meeting the moment in the middle, talking to people and getting your products into their bodies.***

So whether you're in a restaurant, bank line, cleaners, grocer, soccer game, or Baskin Robbins, have your samples ready and be certain to get back what you need from the transaction, which is a name, phone number, and the best time to call. You're a business person, and your samples have value. You know they are the greatest products that money can buy, so act like it. People will place a higher value on what you're giving them and be more likely to use your sample if they know you're going to take the time to follow-up with them. The most important lesson

in this business is that fortune is in the follow up. And the freedom comes from follow-up.

Think about this: What if one out of every ten samples resulted in a sale? What if it were three in ten? What about the repeat sales? What about the referrals from friends and family? What about the add-on sales of all the other fabulous lines that your company carries?

> ***When rapport and relationship are built through follow-up, Referrals, Recruiting and Royalties run Rampant.***

So think about passing out three to ten samples a day for thirty to sixty days. When the fever of follow-up joins the R's it can be the very best investment you ever make.

Retailing Builds Confidence

The average person is looking for "a way out" financially. They're pretty strung out, and waiting for the bonus check to manifest is not going to build confidence. Every day, right now money from retailing really puts a smile on their faces and belief in themselves.

When they are able to claim it and earn it week after week, their confidence grows. Pretty soon they begin the sponsoring process naturally and concurrently, and guess what all their distributors are doing? They are retailing also, because that was how they were introduced to the product. Oh, by the way, this is how you avoid any zeros on your bonus printout, because all your distributors become dedicated users and avid retailers.

Parties and Speaker Phone Meetings

Once again if you have a tangible product that can be shown and tried the

power of the home party and group dynamics can turn you into a retailing tornado.

Parties are simple and fun. Anyone can do them. You can turn almost any group of any size into a party in almost any environment. But ideally a comfortable living room free of distraction and full of relatively relaxed people is the best way to go. Whatever your company markets, sample it as they walk in the door. If you have an energy drink, it's really a big plus. Make sure you have upbeat music playing and an attractive display of your product and a little sign in a Lucite holder that says "distributors needed".

Push play on your company video and then bring out the storytellers. Have everyone in the room who has had a positive experience with your program share their testimony. This should be done very briefly and with excitement. If it is a weight loss, be specific: pounds, inches, sizes. Talk dollars and cents if possible. Have a speaker phone in the room and have some of the best testimonies in your organization both upline and downline call in. You'll be amazed at how the synergy of the group increases the openness to the experience and commitment of using the product.

The distributor doing the party receives fifty percent of all the profit and more parties are booked. Now, have you done anything that any other person couldn't do with very little effort or training? What if you did one party per week? What about three per week? Do you think you could generate a few hundred dollars in right now money? And at the same time you're showing other people how easy it is to do the same.

RIGHT NOW MONEY creates staying power in new distributors.

It might take a little time for hungry-broke people to start building monthly royalty checks, but if they can put cash in their pockets they will do it every week, especially if you lead with the intention of helping them to succeed rather than putting more zeros on your printout. It's all part of the process of duplicating your efforts, and sharing your abundance with others. Teaching someone to fish is feeding them for life. *R+R=R* is what MLM is all about.

Sandy Elsberg was one of the *Upline* Masters, and was a Contributing Editor to *Upline* she is now one of the contributing editors of TheNetworkMarketingMagazine.com. Sandy is in great demand as a speaker and trainer. She has been successfully involved in Network Marketing Sales for many years and consistently earns well over half a million dollars annually. Sandy is the author of the best selling book *Bread Winner Bread Baker*.

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