LEADERSHIP | PROFESSIONAL DEVELOPMENT | TEAMWORK

What they need to hear

You must love your downline enough to tell them "What they NEED to hear, not necessarily what they WANT to hear"

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One of the biggest mistakes I made my first 3 years in the business was trying to do everything for everybody. After my first 3 years of non stop effort I had an organization full of people who had been with me between a year and two years.

My third year my personal sponsoring efforts had declined drastically because all my time was spent dealing with my group of negative whiney, unproductive people! I had a group of babies that constantly needed burping and diapering. For some of you, I know you know exactly what I am talking about. It was a nightmare, and I stayed in a constant state of frustration and aggravation, trying to do everything for everybody.

During my first 3 years I gave away thousands of dollars worth of marketing and training materials, THAT I AM SURE WERE RARELY USED! I was available 24 hours a day, 7 days a week for 3-way calls, counseling, listening to gripes, or whatever my distributors needed to talk about.

I felt it was my job to keep my entire team updated with the latest company announcements, even though I knew they received the company's monthly newsletter, but never read it.

I would drive anywhere to any state to do a meeting for anyone, even if their uncle Joe really had no more of an interest in the business than to be a consumer of the products.

I could go on and on and on and on and on with stupid non-leadership activities that filled my unstable MLM career my first 3 years.

I finally realized that if the people I had were not going to take me where I wanted to go, *I had to find new ones*. I realized that I would never duplicate my efforts if I wanted it for everyone in my group more than they wanted it for themselves.

> ***Most importantly I realized that IT IS JUST AS IMPORTANT TO GET RID OF THE WRONG PEOPLE AS IT IS TO KEEP THE RIGHT PEOPLE.***

I realized that it was ok to tell whiney nonproductive people who had been hanging out and dominating my time for a year and a half, I THINK YOU OUGHT TO QUIT!!!

This paradigm change was one of the most critical developments in my MLM career. If that change hadn't occurred I would not have gone on to make millions of dollars in MLM and I certainly wouldn't be writing this article.

The love everybody and do everything for them mentality is alive and well in network marketing today. I would say it is almost at epidemic proportions.

Listen… there are some people that make this work at some level.

> ***Unfortunately they end up developing a FOLLOWING not a DUPLICATING BUSINESS.***

They have large groups of people that just like hanging out with them. I call them "Social Clubs" they are far from a business! They end up with a group of people that would rather hang out on conference calls and MLM trainings than the Woman's Club or Kiwanis.

However, 95% of people cannot make this model work; they eventually get burnt out with the lack of production in their group.

Here is a fact regarding this business that most people don't realize.

Most MLM Leaders make 80% of their income from 3 lines or less.

Take a minute and do your best to let that sink in.

If you can develop two to three could leaders a year, in 3 years you will be a superstar in your company! Leaders are found and given proper direction. You cannot expect nonproductive distributors in your group to wake up one day and suddenly become the top sponsoring member in your company. If you send a duck to eagle school, they can get their eagle badge, their eagle certificate, and eagle outfit, but all you have is a dressed up duck!

I am not trying to be harsh, but I get so sick of seeing good people wasting away productive hours with THE WRONG PEOPLE!

You are the leader, and your job is to GIVE DIRECTION, not take direction. There is a book called *LEADERSHIP and the 1 Minute Manager* that I highly recommend. If you are ready for it, it will make a major positive impact on how you work with your organization.

You need to create win-win situations.

You give them an assignment, they complete it and there is this back and forth leadership relationship that must be developed with all your distributors. When people quit doing their part, you must have definite closure with them, and move forward to find someone else who wants to get serious about developing their business.

SIDENOTE: Definite Closure: *When working distributors quit working, you need to have a heart to heart meeting with them. In this meeting you have to make it clear, that you are serious about building your business and that you can only spend time with people who are ready to build. Let*

them know that you will be ready to get back to work with them whenever the time changes in their life.

> ***This business becomes much easier when you value your time. When you love people enough to not accept mediocrity and work only with those that want it as bad as you do.***

Don't waste years of your career trying to mother your organization. Give people strong direction, and it is their job to do their part.

Dale Calvert started his first business from his parent's home at the age of 14. For the past 25 years he has been supporting entrepreneurs and marketing professionals with some of the most powerful training programs in the industry.

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Dale Calvert is a 25 year marketing professional. A directory of Dale's websites can be found at http://www.DaleCalvert.com. His new course will teach you 21 Ways to create leads in your local market. You can get all the details at http://www.LocalMLMLeads.com