

COLUMN | GETTING STARTED | PERSONAL GROWTH |
LEADERSHIP | PROFESSIONAL DEVELOPMENT | SKILLS |
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The business of the business

The 3 Most Common Desires In Network Marketing

Pay five cents and get back five dollars. How often would you do that? You would do it as often as you were allowed. How many people that you know and love would you share this great value with?

by **George Madiou**

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The Network Marketing Magazine.com has become a hub where some of the best trainers, teachers, leaders and coaches have come together to share this secret of trading a nickel for \$5 (and in many cases so much more.) These contributors (a small army of almost 150 experts) have addressed in over 90% of the articles and audios that have appeared in the magazine to date, the 3 most sought after desires in Network Marketing.

***Sell more products and service.
Build a productive team.
Retain the team members in your group.***

These are the 3 most common desired things sought after at all levels of Network Marketing that we come across. It doesn't matter if it is the new distributor, that just joined last Thursday, or a seasoned leader that has been in for years. It doesn't even matter if it's the owner of the company; these 3 issues are amongst the top 3. Let's examine them and see why

The Network Marketing Magazine.com is like trading a nickel for \$5 when it comes to becoming proficient with these top 3 issues.

Sell more of you products or services.

There are a couple of schools of thought in building a Network Marketing business. Some say you need to emphasize the products, others say the business. I say both. This first issue addresses selling the products or services that your company offers.

One of our most helpful contributors is Kim Klaver. Kim helps distributors acquire customers. What a concept! As she compares what AOL and your cable company does each and every month by acquiring customers and adding to this customer base this is what we should be doing also. Why? Because this customer base of satisfied customers brings you in a steady and growing monthly income that will prevent you from turning back and getting a JOB again to support you and your family. How nice would it be if *your* business can support you from this steady effort of acquiring a customer base?

As you become more proficient at selling more of your company's products and services, you not only reap the financial rewards but you also become good at what you are doing, and the better you get the better teacher you become. This will help you in the next two top issues that come up.

Build a productive team.

As you grow a solid customer base you will form relationships with your customers. From these relationships will come a great source of business building partners. In a recent survey, over 80% of the people asked said they would love to own their own business. You have a business, you have customers that love the products and services they buy from you. A majority of your customers would love to have a business of their own. It's nice to have a warm market like this.

This is only one place to start building a productive team. We have many contributors and leaders that share many aspects of team building. Another of our regular contributors, Dale Calvert, has a very straight forward approach to building a very solid and productive team. He states that it only took him 10 years to become an “over night” success. Dale is looking for those very serious individuals in that 80% group that want their own business AND are willing to do what it takes to achieve success. He doesn’t have time to work with people that are not real serious. The results are a person who became a multi millionaire after trying the other ways the first 10 years. Dale and many other leaders share their wisdom and shorten the learning curve for those subscribers that are willing to learn from those who have already made the mistakes and have over come them.

Maybe it’s actually like trading a nickel for \$500. What is it really worth to hear how the leaders from the entire industry and from all over the world, explain to you how to avoid the traps and pitfalls and go right for what works.

Leadership plays a big part in building a big and productive team.

It is said that people don’t join companies they join people.

People join leaders and leadership is a skill that can be learned and perfected. The Network Marketing Magazine.com has the largest group of leaders in one place contributing their wisdom to you for your benefit and growth. Leadership leads us to the 3rd item that is desired in our profession and that is...

Retain the team members in your group.

If you can prevent the mass exodus leaving your organization and keep and develop competent, confident and productive business partners, who

would leave? Not many and it would never reach the numbers of the industry average. How do we attain this? Leadership, like previously discussed, is one way. Jack Lannom in his classic book *People First* is one of the greatest stories of how to turn leadership from a dull and boring read into a captivating and motivating guide. Jack writes an article on leadership in each issue of The Network Marketing Magazine.com. We have many other contributors that share the keys to leadership.

TheNetworkMarketingMagazine.com is the resource that brings the best contributors together in one place, to develop competent, confident and productive business partners.

What this means to you, whether you are a distributor that just started your business this past Thursday or you are a successful leader that has been doing this for decades or you are the owner of the company we are looking to develop competent, confident and productive business partners.

The reason is, when a distributor is competent in 3 areas of understanding;

1. the understanding of the products and services, the compensation plan everything that has to do with the company (this is acquired from the corporate leadership and the upline and field leadership)
2. the understanding of the industry, network marketing, and the enormous value this form of commerce is.
3. the understanding of the power of personal development and how it effects you, your family, your business and everyone you come in contact with (#2 & 3 is acquired from The Network Marketing Magazine.com.)

As a distributor develops a level of competence in these three areas they become more confident and a competent, confident distributor becomes a productive business partner who makes money. This person rarely ever quits. It might take time to go through this process and it is certainly not *get rich quick* but it is probably the most solid and quickest way to success. This benefits the individual distributor, the leader and the company.

The staff and contributors at The Network Marketing Magazine.com are proud to team up with you to deliver this important tool to help in your success!

Aim high!

George Madiou

Publisher and Co-founder

www.TheNetworkMarketingMagazine.com



George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 20 businesses, and says they varied from wildly successful to

outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground. George partnered with his good friend John Milton Fogg and here we all (and we includes you the reader) are, making history happen.

George lives in a small town named Boca Raton, Florida. He says *"If this isn't Heaven, I know that God at least vacations here."* Without question, the joy of his life is his family. He and Debbie just celebrated their 28th anniversary. They have two great kids, Sara is in her second year of college and David is in his last year in High School. Taffy, their calico is sweet and fat and spoiled.

Have fun getting to know George, I have.