

The Business of the business

Old School Network Marketing vs. New School Network Marketing

Has Network Marketing changed over the years or are we still doing it the original way?

by **George Madiou**

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If you have just started in network marketing, new school – old school... There is no difference. *“Just show me the right, most effective way! Please show me how to build a business that generates sales of my products and services. Show me how to build a big and effective team and show me how I can retain the team members that I have in my team so they will never want to quit.”*

I had dinner the other night with a couple who are successful leaders in a good company growing their business in Puerto Rico. They have the same desires as this brand new distributor.

I was with an owner of a unique and fast growing service company recently. I know his desire is the same as the new distributor and the leaders I had dinner with.

All three have the same desire:

Growing sales, teams and retention!

That's it! All three distinctly different groups desire the same thing. As I examined over 400 articles by over 150 contributors in The Network Marketing Magazine I discover that clearly 90% of the articles address one or more of these three core desires. We feel as though these three desires are so important and significant that we will be changing our tag

line at TheNetworkMarketingMagazine.com to better describe who we are and how we help our subscribers!

TheNetworkMarketingMagazine.com Growing Sales, Teams and Retention!

Is this new school or old school? I think it's a little bit of both. Today's networker is more professional and is looking for a "real" business today more than in the past. Network marketing is a proven business method and it is attracting more and more people, from single moms to corporate executives and professionals.

People are not coming to network marketing to be involved in a non profit hobby.

People are looking for systems that will work and get results that they can get excited about. The Old School has had good information since the beginning, but today the New School takes that Good information and brings it to the *GREAT* level. People are insisting upon *Great training* and *Great results*. If companies fall short of this expectation leaders must come in to fill that gap. If your leaders are falling short, find the leaders in your company that are experiencing the results you desire and pursue them. Find out the system that has gotten them to where they are today.

Much of the needed basic information is foundational and is out there with systematic methods that can be implemented and is duplicatable to pass on to your core team. *Again, first don't reinvent the wheel, do what the successful leaders are doing in your company.* If that doesn't exist for you, take the advice from the many successful contributors you will find in these pages.

***Old School says;
Bring in as many people into your organization as you can.***

This can lead to confusion and lack of focus. Look at what you can experience today.

***New School says;
The people that you bring into
your organization will fill valuable
positions on your team and they
need to be individuals that you
can work with, grow with and
enjoy being with.***

This is a team that you will be willing to invest in and a team that you will want to teach and help them duplicate what you are doing to help grow their team. New school also says, you really need to understand *WHY* you are doing your business, so when you start working with your key people you can help them discover their *WHY*.

When you know why you and your key people are doing the business, this can be tapped into during those inevitable tough times and celebrated when reaching those wonderful moments of accomplishment and victory.

I think the real key to New School can be summed up with one word;

Relationship

Building relationships will grow your sales, grow your team and retain the members of your team so they will never want to leave!

Aim high!

George Madiou

Publisher and Co-founder

www.TheNetworkMarketingMagazine.com



George Madiou and Freddy Hernandez, VP of Latin America for TNMM at Bacardi

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.

