FEATURE | TRAINING

Train like a Master Network Marketing Instructor: Structures for Successful Relationships

[Excerpted from "The 7 Step System to Building a $1,000,000 Network Marketing Dynasty"]

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You're in massive action. You've become adept at the art of enrollment. New team members are showing up regularly wishing to take you up on your offer to support their success. So, let's look at what training structures you can put into place to facilitate their advancement.

At first, you may have lots of available time to train your new distributor to become familiar with all the products and go through the 7 steps to success outlined in my book, "*The 7 Step System to Building a $1,000,000 Network Marketing Dynasty*." However, as your business grows and you have new partners showing up and requiring your support on a regular basis, you'll be well served to put some structures into place to champion their success. If your company offers these structures, commit to utilizing as many of them as possible while stressing their importance to those who join your team. If your company does not, get with your upline and downline partners and put together your own structure.

> ***After all, in the end, it's up to you to put into place whatever is needed to facilitate your success and the success of your team.***

Company or Upline Sponsored Teleconference Opportunity and Training Calls

Many Network Marketing companies corporately sponsor daily or weekly opportunity and training calls. In those instances where there are no such company-supported calls, it would serve the organization's building efforts to have top leaders step up and host these conferences on a weekly – if not more frequent basis. Often times, scheduling an opportunity call early in the week that feeds new distributors into a "get started training call" a couple of days later works well. Some keys to such a system's success include:

1. Communicating the importance of a strong commitment by significant numbers of distributors to support the calls. Calls that are poorly attended communicate the wrong impression to new listeners that this company must not be growing!

2. The calls need to be high energy and interactive. I've found it works best when at least 2 leaders partner to co-lead the call, bouncing thoughts off of each other.

3. To conduct a powerful opportunity call, the presenter could first share her personal story regarding when and how she was introduced to the company, products and opportunity. Where her life was before her involvement with the Magnificent Company can be contrasted with where she is now in terms of happiness, fulfillment, fun and finances. She can briefly speak about the vehicle to create wealth, namely Network Marketing, the stability and credibility of the company, the unique qualities and value of the products and the exciting nature of the income opportunity. She can then ask for some product testimonials and then some income testimonials. Those distributors who share their stories and testimonials should stress the life-changing nature of the opportunity. The call should end with thanking all attendees, acknowledging those who generously shared their stories or offered testimonials and lastly, a call to action encouraging prospects to get with the person who invited them to the call to further explore the possibilities and have all their questions answered.

4. Training calls should follow along with the company's duplicable system. For those companies that do not have such a definitive outline presenting exactly what to do to get started, I suggest using the 7 steps from my book as a guide. Initially, the training

calls should focus on establishing the new distributor's reasons for joining and educating them on the Network Marketing concept. Subsequent calls might include a brief summary of the company's compensation plan, going over each of the products in detail to outline their benefits and target markets, setting up the new distributor's office, designing an action plan, creating a notification names list and supplementary lead sources and role playing some typical prospecting conversations. The training should stress the simplicity of the system. Using a pre-recorded call to 3-way in a prospect, offering a web site URL to visit and suggesting a follow up call with an upline business partner is a great and easy way for even the most reluctant new team member to get started.

Local, Regional and National Meetings

Your organization will grow most rapidly when you are able to take advantage of a strategy to funnel your prospects and distributors into local, regional and national meetings. All company approved meetings are promoted on all conference calls, in the monthly newsletter and bonus check flyer, on the corporate website and in all other communications to the field. Commit to the process of continually promoting the next impending event. I recommend the following strategies to make this structure work:

1. Encourage local weekly meetings in all areas where a leader can take responsibility for hosting them and growing their attendance numbers. These meetings can be small at first, consisting of a local business builder and a few guests or new distributors. As the local group grows in number, each distributor takes responsibility for inviting at least 1 new person to every weekly meeting. When the size of any particular weekly meeting reaches 15 or more, the group is divided up and encouraged to form a second local weekly gathering. As long as distributors continue to bring prospects and new distributors to these functions, the agenda can consist of a brief 30 minute opportunity introduction to the company, products and income opportunity followed by a training focusing on some basic element of getting started right to build a successful business. The entire weekly meeting should take no longer than 2 hours. It should be held on the same day and time and at the same place each week so as to avoid confusion about if or where the meeting will be on any given week. These meetings are best conducted in the comfortable confines of a home or office.

2. The weekly meetings feed into the local monthly meetings. When these meetings are attended by at least 40 to 50 people, they can be hosted in a hotel or function facility meeting room. If they are smaller in size than that, it is best to conduct them in a home, office or private restaurant room. It is important not to convey the wrong impression that the business is not growing by holding poorly attended meetings in a formal, large meeting facility. The monthly meetings can start off with a brief opportunity presentation to support any prospects in attendance. All local leaders should share the room set up, agenda outline and speaking assignments so as to edify everyone who has opted to step into a leadership role. The meeting should last between 4 and 6 hours and include lunch or dinner to add an element of fun and strengthen the relationships among attendees.

3. The local monthly meetings serve to funnel people into larger regional meetings. These meetings typically are conducted in a hotel function facility. They last an entire day and end with a dinner social event. It is valuable for a top distributor or accomplished leader to anchor and close these events. The ability to come and listen to someone who is living the dream thanks to the great opportunity made possible by the Magnificent Company is an important factor in stimulating interest and driving attendance. These meetings should focus on the steps to achieve success, with a goal of inspiring attendees to step into a massive action mode. They should also highlight success stories and recognize the accomplishment of distributors advancing in pin rank and achieving organizational growth. Distributors should leave these functions motivated to share in the success they witness others realizing. They should also be inspired to commit to attending the company's national functions.

4. The national meetings are typically company supported and organized, though they may be conducted and headlined by top company and field leaders. These meetings are often held in fun family resort locations, giving the distributor's family a reason to join him or her and make the event a vacation as well. Because these meetings have the goals of conducting trainings to equip distributors with important success distinctions, acknowledge leaders achieving success, introduce new products and programs,

and most importantly to build relationships, partnerships and belief, it is best if they span the course of 2 or 3 days. The intention of these events is to leave distributors with the knowledge of how to build a successful organization while inspiring their desire to go out and do whatever it takes to make this dream a reality. The most successful field leaders typically partner with the company's corporate team to make these events most powerful.

By creating such a structure with meetings at each level that feed other meetings, distributors are given the knowledge needed to build a successful business as well as a system to eventually transform new distributors into accomplished leaders.

At each level, distributors are encouraged to stretch and step into a succession of leadership roles. Having such a structure also generates the excitement that comes from promoting the next impending event.

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