

Expect Miracles

Ready, Set... TRAIN

The best training is the one you take action on and the learning gained based on the results of that action.

by **Mary K Weinhausen**

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train: *n*: a series of parts or elements that together constitute a system for producing a result and esp. for carrying on a process automatically

I was intrigued this month with Rod Nichols article, *Train-ing*, and its talk about trains. While it got me thinking about how training really *is* connecting a series of parts or elements for carrying on a process automatically... I found myself wondering about the parts or elements of a network marketing business that calls for training and the value of training itself.

Training accomplishes many things. It helps people learn new skills and accept the challenges of evolving jobs or businesses and can help to build a common understanding of your organization's purpose. The quality of the training system you offer your downline will help determine the culture of your organization.

Training, however, does not work miracles. On its own, training can't change ineffective business owners into effective business owners. Training will not erase problems that occur as a result of a poor fit between business owner and business chosen.

The best way of thinking about training is to think of it as a management tool, much like a carpenter's tool. Just like a carpenter picks the hammer and not a screwdriver to pound a nail, the network marketer should be choosing training because it is the RIGHT tool for the job.

If a network marketer expects her business to grow as a result of training, she needs to ensure that the supports are there for the use of the tool, and that there are no other non-training related problems hanging about.

Training can be a valuable tool for the organization and the network marketer, provided it is the RIGHT tool to solve the problem or address the identified issues. Even then, there must be supports in the organization so the training can be effective.

Of course... to think you can start and develop a business with the hope of making a six figure income and do it without any training is more than a bit unrealistic. Too often people in our industry are led to believe they can succeed with little to no training... or a simple comment about the company providing training with little explanation of that training or it's effectiveness.

It's true that most companies provide 'what they think you need to know' training and do a great job of teaching you about the products and services yet they offer little to nothing in the way of teaching you about marketing. Isn't that odd in an industry called *Network Marketing*?

Remember, this is your business and there are many things you must become skilled at or you will fail. Most, if not all companies teach you to approach your friends and family. They most likely teach this because they know it requires no skill. Yet there are quite a few skills you will need in prospecting and sales.

Approach/Involvement
Overcoming Objections
Ability to close the sale
Qualifying
Prospecting/Cold Calls
Presentations
Time Management
Telephone Technique
Computer Skills

A quick Google search of 'network marketing training' will show you that there are a variety of training programs, with different styles and focuses. With many different choices you might wonder what to choose. I suggest you learn from them all... or at least as many as possible. Taking the best from what's available will lead you to quicker success than trying to make yourself fit a program that doesn't serve you. The best training is

the one you *take action on* and the learning gained based on the results of that action. So... Ready, Set... TRAIN!

Mary K

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EXPECT MIRACLES!



The best thing about network marketing for me is that it asks... even encourages... me to seek out people who are willing to explore and share their dreams and vision. It gives me reason to invite people to share— from their heart— early in our relationship.

I love this because sharing dreams and clarifying vision puts us together in an energy that feels so good— so alive. It opens us up to take inspired action, which consistently results in greater and greater levels of success. What a joy sharing this kind of ride with others!

— Mary K.

"What I admire most about Mary K. is that she literally and figuratively incarnates one of my most treasured quotes: Dag Hammerskjöld's *"To all that has been— Thanks. To all that will be— Yes!"* She speaks about the joy of sharing this 'ride' with others. Mary K. IS the joy— to know and to work with."

— JMF

One of the projects Mary K is involved in is partnering on a series of 30 Day Marketing Experiments. You're invited to stop by and pick up a tip, resource link and/or the benefit of learning from the experience of Mary K Weinhausen and Jackie Lee at the [30 Day Marketing Experiment](#)