LEADERSHIP | MARKETING | RELATIONSHIP

Most network marketers don't understand what their product is, do you?

Understanding what your product REALLY is just might change the way you do business.

by **Dale Calvert**

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I have the good fortune to be able to speak in front of dozens of network marketing organizations each year. At almost every training event I ask this question “What is your product?”

This question creates a variety of answers, I hear:

- Weight Loss
- Legal Service
- Nutrition
- Tele-com Service
- Skin Care
- Liquid Nutrition
- Travel
- Electric
- Dental & Chiropractic Plans

And the list goes on and on.

> ***If you are in network marketing, it doesn't matter what company you are associated with, your product is people and you are in the "LEADERSHIP DEVELOPMENT BUSINESS".***

Your income is in direct proportion to the number of leaders that are developed on your team. Distributors come and go, they are like a revolving door, but developed leadership stays.

The more leaders you develop, the more your residual income increases, that is the reality of the business but most people don't really get this. They probably understand the concept in their minds, but it is not cemented in their heart.

Until this concept becomes cemented in your heart, you will continue to spend too much of your time with the wrong people and doing the wrong activities. Wrong from the stand point that it is not the best interest of your time and the growth of your business.

I see a lot of good leaders pour their heart and souls into the wrong people. They want it more for them, than the person wants it for themselves.

> ***You can send a duck to eagle school, get them their eagle certificate, their eagle badge, their eagle hat, but all you have is a dressed up duck!***

I am not attempting to talk bad about people here; I am just sharing with you the reality of the business. I know that anyone who is willing to become self educated can develop the skills and attitudes necessary to create success in any given network marketing company. However the reality is most people won't. Not because they can't but because their desire to turn on the TV is stronger than their desire to change.

With all that said, here is my advice: ***stop reading books on herbs and vitamins or whatever product or service your company allows you to market and start reading books on Leadership Development!***

Learn all you can about people, human nature, influence, communication and leadership. Becoming and expert on your product or service is not

necessarily a bad thing. However people that become product experts seldom build large duplicating organizations.

The people that understand that **the real product is people** and that you are really in the **"Leadership Development Business"** and work their business daily with that concept cemented in their hearts are the ones who create wealth in the network marketing industry.

> ***Take the time to learn all you can about your product (people) not so you can manipulate people but so that you can inspire and support them.***

People don't care how much you know, until they know how much you care. So support love and support your team the very best you can by becoming the best leader, sponsor, and upline you possibly can be.

People follow those who know where they are going and know how to communicate that vision effectively. Create your vision, communicate that vision, help others create their own vision and they will be inspired to travel the journey with you!

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.

www.MLMHelp.com is Dale's Catalog site featuring training articles, quotes and poems, MLM greeting cards, and more. This is where you can subscribe to Dale's Top Rated Ezine.

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