PROSPECTING

The Life Blood of Your Business

The very life blood of your business is prospecting!

by **Gary Eby**

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In our natural bodies life is in the blood. Without the blood circulating throughout the body, it will die. If you wrap a rubber band around your little finger and left it there long enough, it would turn black and literally rot, because no blood was circulating to that area. Your body constantly replenishes its blood supply. That's why we can donate blood and not be anemic for the rest of our life. So, the key to a healthy body is new blood and the key to healthy blood is proper nutrition. In summary, our physical health depends on a consistent supply of new blood that will stay healthy if properly fed.

I believe this is a great metaphor for running a healthy business.

> ***In the Direct Sales, MLM, and Network Marketing industries, the key to a healthy, thriving enterprise is new blood that receives proper nutrition, i.e., training.***

No matter what you have been told, you are not in the supplement business, you are not in the insurance business, you are not in the travel business … you're in the prospecting business. New blood! That is the key.

The very nature of this business depends upon the movement of product. So you must always prospect for new clients. The very nature of this business depends upon new team members. So you must always prospect for new members to join your organization. Great presenters do

not always make a fortune. Great organizers do not always make a fortune.

But, great prospectors will always make a fortune. They will always dig until they find the gold.

If you are the only one on your team prospecting, you will stay in what I call “addition mode.” But if you choose to use the power of leverage … and the power of duplication … you will teach your team how to prospect.

Because, when you duplicate your prospecting efforts you move from the "addition mode" into the "multiplication mode." That’s how exponential growth takes place in a team.

Everybody is “bringing in new blood.” The new blood is being fed and trained, so the process is duplicated again and again.

The very life blood of your business is prospecting!

Gary Eby is an International Trainer and Sales Strategist. He has been given a dynamic gift to teach, train, motivate, and inspire. Our generation is looking for leaders. Gary Eby is a leader. He has a God-given ability to communicate deep truths in a clear and easily understandable style. His message will lead you on a power-packed adventure that is often filled with laughter and practical illustrations. He is a “Master Storyteller!”

Gary has spoken in meetings and teaching seminars all over the United States. He’s also spoken in England, Japan,

Costa Rica and Brazil. Having come from a diverse background including the Unite States Marine Corp. and an international speaking career, Gary's lifestyle mission statement includes the philosophy of "vision, integrity and diligence."

Gary has shared the stage with great speakers such as Jim Rohn, Les Brown, Chris Widener, and Jerry Clark and has licensed products to be distributed in major retail outlets such as Barnes and Nobles, Borders and Costco.

Not only is Gary a sought after speaker, but he is also an author whose book *Lefthanded Soldiers* has received worldwide attention. Gary is also a songwriter, having written over one hundred songs that have been recorded and performed worldwide on television, on radio and concert stages.