GETTING STARTED | PERSONAL GROWTH | PROFESSIONAL DEVELOPMENT

“The Road NOT Taken” and Why Network Marketers make that choice!

We, as Network Marketers CHOOSE to take The Road Less Traveled in order to reach out and touch those we would miss if we had not done so.

by **RS Mallory**

700 words | 4 pages

This month our topic is The **Chosen Road**. Professional Network Marketers have ALL chosen to work in this arena for various reasons. Perhaps we are psychologically unemployable (like me), perhaps they prefer to run around in their fluffies all day as they “work” in their home offices; perhaps they found Network Marketing because of a “Gotta Do” situation like needing extra income, firing the boss, paying off debt, college for the kids, etc.

Regardless of our decision to BECOME PART of this incredible industry, we have all, each and every one of us, chosen Robert Frost’s Road Not Taken

> “”Two roads diverged in a yellow wood and sorry I could not travel both. And I shall be telling this with a sigh somewhere ages and ages hence; Two roads diverged in a wood, AND I TOOK THE ONE LESS TRAVELED BY, **AND THAT MADE ALL THE DIFFERENCE**.””

George Madiou revisits a decades old challenge in Network Marketing in presenting the topic **The Best Networkers Never Appear To Be Selling Anything.**

You see,

we did not choose Network Marketing to be salespersons, rather, to seek out a venue that might enable us to attain not only OUR GOALS, but one that might serve and help OTHERS ATTAIN THEIR GOALS AND DREAMS.

How do we best do that and thrive?

The art of selling is a funny animal. The very best salespersons know that the SECRET is to

discover the prospect/customer need
take the time to get to know their prospect/customer & develop relationship (trust, caring and compassion)
provide a solution to the prospect/customer needs
follow up often
MAINTAIN the relationship

When we **become Compassionate Marketers** and follow these steps we insure that our prospect/customers will CONTINUE purchasing from us. WHY?

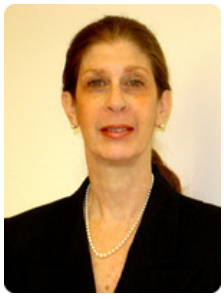
Think about your Dry Cleaners or your favorite Coffee Shop. I bet you will start to smile as you realize that you have developed relationships with the Proprietors of each establishment and keep frequenting them as you **follow your sense of loyalty**. Perhaps your Dry Cleaner sends you a card for your Birthday, or the Coffee House Staff always have your favorite beverage prepared as you walk in the door.

These SIMPLE COURTESIES make the difference between success and failure and define you as a Compassionate

Marketer RATHER than a Salesperson!

We, as Network Marketers CHOOSE to take The Road Less Traveled in order to *reach out and touch those we would miss if we had not done so.*

“”Two roads diverged in a yellow wood and sorry I could not travel both. And I shall be telling this with a sigh somewhere ages and ages hence; Two roads diverged in a wood, **AND I TOOK THE ONE LESS TRAVELED BY, AND THAT MADE ALL THE DIFFERENCE**.””



RS Mallory has been an Educator, Corporate Trainer, Chief Communications Officer, Artist/Poetess and continues to help others create part to full time income in the Network Marketing Industry for the past 12 years.

Her journey as a nascent Network Marketer set the stage for RS to develop Compassionate Marketing, a relationship based philosophy that teaches people to embrace basic human ethos. Her story is one of acceptance, growth, self-realization and empowerment. Compassionate Marketing helps people embrace their own special talents and shows them how to use them to help others achieve their goals and dreams.

RS' Father was a Pharmacologist, predating present day Pharmacists & modern medicines. The knowledge she gathered watching her Father prepare "synergistic concoctions" from natural herbs inspired and fed her passion to educate people to take charge of and control their own health through knowledge, natural herbs, vitamins and nutritionals.
RS has extensive knowledge of the Pharmaceutical Industry and the Herbal nutritional communities.

She is presently the Co Executive Director Education for the **D**istributor **R**ights **A**ssociation.

RS continues caring for people and has built large organizations of Compassionate Marketers" and Compassionate Marketing.