

CAMELOT is NOT a Myth

How to capture the hearts and minds of the most desirable customers on the face of the planet.

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Anyone else notice how difficult it is to GET the attention of a prospect or customer today much less KEEP it?

Everyone keeps talking about creating the “buzz.” Where the quest for a hit that turns into “viral marketing” is spoken with the hushed reverence of discovering the mythic Unicorn!

We keep hearing how viral marketing will blow your sales numbers into the stratosphere of the Guinness world records. Terms like AdSense, Google adwords, social media, PPC or Pay Per Click, SEO or Search Engine Optimization, tribes and social networks or one of my new favorites, “do you tweet”, are floating through all kinds of sales and marketing books and courses lately.

All sizzle speak with the techno-gabble, but I submit that if you really want to capture the Gold Medal in Life, then start applying the Golden Rule of Sales-

Don't Sell!

Build Relationships instead.

Years ago I was an executive with Xerox Learning Systems - home of the famous Xerox Sales program. Most Fortune 500 companies adopted this training program including most networking companies.

Remember the endless hours learning how to overcome objections? The one where you had to practice the difference between features and benefits?

Well today I just grimace at the painful memories of the results I achieved. When you think about it... by overcoming objections, you're really contradicting the person you're talking to, aren't you? You're making them wrong for thinking differently than you and not agreeing with you.

Definitely the wrong way to "win friends and influence people!"

People will buy from you if they **know you** enough **to like you**. If they **like you** then they will **trust you**. If they **trust you** then they are more likely to **buy** whatever it is you are offering!

As a business strategy, I suggest you return to the basic core strength of word of mouth advertisements - nurture your relationships with people. Build yourself up to be a poster child of Dale Carnegie's influential book on "*How to Win Friends and Influence People*."

Networking is still the best way on this planet to build that trust.

No, not by implementing any of the scare tactics from the NFL or "no friends left" club, but by leaving the old school way of duplicate, duplicate, duplicate into the new way of touching people from your soul in a way that is uniquely you.

I believe that key core actions and systems can and should be duplicated in your business but not your soul. Your soul is what makes you unique. This is what people respond to.

They will respond positively to you if you are being authentic.

Today's savvy consumer is looking for authenticity, good

value for the price and a solution to their problem.

People will listen to you if you offer them solutions to their problems, not a canned well rehearsed benefit vs. feature litany.

Can you offer this with your product or service? Make sure you do. To create raving fans today in your business you need to make your offer irresistible to them and targeted to them.

So my question to you is:

“How can you provide a solution to them if you are not building a relationship with them?”

People are looking for a connection today. If they feel a connection to you, then they will be more open to your offer.

Business gurus like the authors of *The Cluetrain Manifesto*, Doug Rushkoff and Seth Godin have observed that a gentler, kinder way of doing business is working better in today's marketplace.

“Advances in communication technology are allowing the people to voice their resistance to being steam rolled by marketers. Instead they are displaying their individual passions and creating millions of tiny market niches” (Chris Anderson, *The Long Tail*).

Marti Barletta, in *Marketing To Women* says:

“The old ways are largely styles and strategies that come naturally to men. Men tend to strut their stuff; women don't. Today's consumers are tired of hearing that every product is the greatest in the history of the world. Phrases like “scientific breakthrough” don't get sales anymore.”

Seth Godin, one of my all time favorite marketing gurus says business is the same: unlike men, women tend to support what's best for the other

person regardless whose side they're on.

"I'll never forget how mothers at a little league baseball game cheered when any child got a hit, no matter what team they were on. The dads would react in shock: "hey, that's the wrong team. What are you cheering for?"

More support for this new school of networking style comes from Dr. Gregory Berns, psychiatry and behavioral sciences professor:

"humans are wired to collaborate. Altruism turns people on even more than making money."

That's why some of the smartest companies such as AVON, Mary Kay, even my new company MAX International have such a strong charity and "give back to the community" focus and drive. It is easier to build relationships AROUND a common cause and by doing meaningful work for and with others.

Yes, these are challenging times. People are looking for many things now. Contrary by nature, I believe this is the best time for the best in our industry to shine.

Many people are now seeking the financial aspects of what a home based business can offer them. Not just to shore up their dwindling investment and retirement funds but to enjoy a sense of independence and security radically missing in the rest of our world right now.

Our world needs a hero or heroes more than ever.

Our industry could become that hero.

As Jack Lannom says in his book, *People First*,

“Every human being needs to know they are needed... that who they are and what they do in a business or in a family has purpose, meaning and immense significance.”

As Tom Peters so eloquently puts it...

Leadership is all about love:

*Passion,
Enthusiasms,
Appetite for Life,
Engagement,
Great Causes & Determination to Make a Damn Difference,
Commitment to Excellence,
Shared Adventures,
Bizarre Failures,
Growth Beyond Measure,
Insatiable Appetite for Change.*

If we teach our teams how to fully tap into and use their unique talents and abilities AND CONNECT with others by caring about them enough to build relationships with them first, then we will certainly become that hero or heroine.



Elizabeth Harrington is a "Working On Purpose" coach and facilitator. She is honored to be a founding member of the Working On Purpose GUILD with Richard Leider of the Inventure Group and the University of Minnesota. She is thought a leader yet evolving student of the network marketing industry and

has been passionate about helping others achieve their dreams and goals for more than a decade.

After initially working her way up through the corporate executive ranks with Xerox, on to a senior government post in Toronto, Canada, then spending the past decade exploring the rollercoaster ride as an entrepreneur with Unicity International, Elizabeth is uniquely prepared to understand the demands of each career role as well as the best practices required for extreme success.

Elizabeth was married in Maui, Hawaii 2 1/2 years ago to Tom Spindler. Together they are living a balanced happy life in a suburb of Minneapolis MN, where frequent visitors are bunnies, deer, and possum! She and Tom escape to Maui as often as they can to enjoy their Pacific paradise!

Go to <http://www.newprimetime.com> for your free report on the 7 Secrets to Building Rapport with Others.

Find out more about Elizabeth by going to her website:
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