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The Greatest Networkers never appear to be selling anything!

Think about it... Who are your BEST leaders and customers?

by **George Madiou**

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Think about it... Who are your best leaders and customers?

Are they the ones that you led down a personal path of discovery?

Did you let them make decisions, in their own time, to join your business, or did you just start talking your product or service? Did this create a more long lasting relationship?

When we transform the current culture of sales from transactional and superficial, to one that is based on faith, trust and relationships, this is the essence of the issue …the best networker never appears to be selling anything.

> ***The chosen road is the greatest networker rising above the standards of traditional selling to create an experience that benefits both the seller and the buyer.***

How is this accomplished?

The greatest networkers ask great questions and listen intently. They don't listen to pounce. They listen to know and understand the person they are with. When this kind of listening happens, people will open up to you and will sense that they are cared about. The more this relationship is allowed to grow, you will hear how, what you have to offer, will solve a problem that they have, or a desire that they are looking to accomplish.

> ***We are then sought after as problem solvers, not as a salesperson.***

We do out of the ordinary things, like recommending others that are better suited to accomplish the desired results. This is what develops that long term bond and trusted relationship.

The questions that a great networker asks are questions that are *they* focused, not me focused. The people we come across today have one thing in common. They're all on overload. They all have FULL plates. As a matter of fact, you might have something that they need and would like, but their plate is so full they can't put another thing on it. Even if you can get on their plate, chances are it can't work its way to the top of the plate! This is where *"they focused"* questions are essential. It's the only way people will feel as though they are having their problem solved, rather than being sold.

> ***Ask great questions and listen intently; people will never look at you as a salesperson but as a person that cares about them!***

Aim high!

George Madiou

Publisher and Co-founder
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George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 30 businesses, and says they varied from wildly successful to outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground. George partnered with his good friend John Milton Fogg and here we all (and we includes you the reader) are, making history happen.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie are celebrating their 30th anniversary this year. They have two great young adult children, Sara and David.