DUPLICATION | LEADERSHIP | SKILLS

Success Made Simple

Successful Network Marketers know that duplication is a key factor in building a business. They also know that getting people properly trained is how they start the duplication process.

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Having spent many years training thousands of Network Marketers on how to successfully work cold market leads I have developed a very simple business philosophy. If you learn how to become effective at communicating what your business has to offer and then find ways to effectively communicate what you do to people that are interested in what you are doing. Then, if you do that on a consistent basis, you can't help but be tremendously successful.

Let's talk about effective communication. Most MLM companies have wonderful sales tools. They normally have a plethora of information delivery and follow up systems, sizzle calls, conference calls, webinars and other means of explaining why they offer an incredible business opportunity. Obviously, you wouldn't be involved in the business you promote if your company didn't have effective tools.

> ***In many cases your greatest challenge is to convince people to invest the time to analyze the business opportunity that you promote.***

That is where phone skills come in. Have you ever noticed that phone skills are what separate the leaders from the wannabes? It's obvious that you can not be an effective leader without developing strong telephone skills.

Let's face it... telephone skills are one of the most important factors in effective communication.

Fact is, almost everyone has terrible telephone skills when they begin. The first week they are awful, second week just above very bad, fourth week starting to get there, months or even years later – brilliant!

Fortunately, with time and practice everyone can become brilliant at handling themselves in any given situation while on the telephone. I remember the first time I picked up the phone to call a lead. I was most definitely in the awful category! I had no clue what to say or how to say it. It was all I could do to pick up that 500 pound phone to make the call. Needless to say I was far from being able to effectively communicate anything!

However, as awful as I was and as nervous as I felt I was committed to being successful and that's all it really takes to master anything!

Time commitment, you know... the same old story. It's the same time commitment leaders consider to be the most important aspect involved in being successful.

With practice (activity) you will always improve. You never stop getting better at what you continue to do. Nothing in the learning curve can replace time invested in actively promoting your program... especially when the activity involves being in front of your target prospect.

Hey, don't you always learn the most when you are on the job? With enough time in front (I don't mean literally in front) of your target prospect you will learn how an opportunity seeker makes decisions. Once you know how they make their decisions you will know exactly what to say and when to say it.

We now come to the second part of my simple formula/philosophy, which is *effectively communicating* what you do to people who are at a time in their lives where they have raised their hand and said that they are interested in finding an income opportunity that they can become successful in.

Finding large numbers of these individuals is the reason Network Marketers turn to the cold market. Most MLM'ers begin by trying to find a lead source that will make them successful. I can't tell you how many times I have been asked "do you think I can close 3 out of 10?" The bad news is that there is no "magic" lead list. The good news is that although it's never a bed of roses you will eventually find your best case scenario. Once you find best case scenario it may sound cliché but it all becomes a numbers game.

The "numbers game" not only allows you to control the amount of time it takes to get through your learning curve, but it also gives you somewhat of a formula for making your business grow.

Think of the numbers as your throttle. Obviously if you call twice as many leads you get there twice as fast. Once you become good on the phone it's very easy to establish a close ratio of success you should expect from a lead source.

Of course you didn't choose Network Marketing so that you could do it all alone. That is where duplication and training come in.

Successful Network Marketers know that duplication is a key factor in building a business. They also know that getting people properly trained is how they start the duplication process.

Duplication is just one of the things I cover on the training that I provide. I don't try to "dazzle you with my brilliance" or "impress you with my knowledge" instead my training is focused on showing you how easy it can be to do what I do. My goal is to empower you – I want you to see that if I can do it – so can you! After all it is important to know that anyone can do what I do... that is what duplication and training is all about.

I have spent the past 10 plus years training thousands of people in countless companies how to become effective on the phone. I focus on teaching people proven and tested techniques that I developed as I literally "failed my way to success" in mastering this thing we call "the cold market".

Building a business is kind of like fishing... it's not easy... or they would call it "catching"! It takes time (commitment)... practice (training/effective communication)... and patience (consistency).

Bottom line... to build a successful business you have to have people to talk to. I mean lots of people to talk to... you just can't build a business without playing the numbers game. Purchasing leads will put you in the position to never run out of people to talk to. Leads are the difference between fishing in your aquarium and fishing in an ocean full of fish!

Think about that... never running out of people to talk to! That alone is what kept me picking up that 500 pound phone. I was so inspired to know that if I figured out how to effectively work the cold market I could take my business to whatever level I wanted! Bottom line... leads provided me with the realization that there was no limit to where I could take my business!

You really can turn your telephone into a million dollars!

I'd like to invite you to listen in on one of my training calls. You will be able to hear me actually make live calls to leads. There is just no better way to learn how to become effective on the phone than to observe someone actually doing it! You will have an opportunity to experience the good... the bad... and the ugly of calling leads. It's the reality that people need to see! I will show you... not tell you how to become more effective on the phone and master the art of telephone recruiting.

To get information on how you can participate on one of my training calls call me at 800-869-6481

Bambi Lathrop is one of the pioneers of "Live Dial" Training.

Her "Hands On" approach has helped thousands of Network Marketers by providing a refreshing, unique type of training designed to perfect prospecting techniques that are specific to their business.

Bambi is passionately dedicated to this industry and to helping empower people by providing them with telephone skills, along with a realistic understanding of what it really takes to build a business.

Bambi regularly coaches successful 6 & 7 figure earners as well as newbie entrepreneurs on how to Master the Art of Telephone Recruiting.

To talk to Bambi call 800-869-6481

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