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Sell, Sell, Sell... Doesn't Anybody Share Anymore?

This is a wonderful business - Get involved with a good company. Have enthusiasm for your product. Then, just share your story.

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When I started out building my network and business, I had no experience in Network Marketing. I didn't know what you were "supposed" to do. I began sharing the success I'd had using the products, and my enthusiasm was so contagious that people started signing up.

Because I truly wanted them to have the same great experiences I was having, I was following up like crazy. When they started winning - when they began getting great results for themselves - I encouraged them to tell other people, and soon they were signing away and my organization was bubbling.

What I'd just done naturally following up with consumers and business-builders has become the cornerstone of my business. I don't consider that I've ever "sold" anyone my products. I SHARE them and let the products do the selling.

> ***Part of this sharing is caring which for me means taking responsibility that the person you're sharing with experiences the kind of successes you've been promoting.***

You follow-up with them, making sure they get what you promised.

Here's the example I give of the necessity of follow-ups:

Imagine a carpet layer rolling a carpet out across a large room. When he gets to the other side, he's so relieved just to be finished, but as he wipes his brow and looks over his shoulder to survey his work, he finds that the carpet has rolled up behind him! The same thing can happen in your business. Follow up calls are the tacks that keep the carpet in place.

The relationships developed through this follow-up process are what creates the basis for a cohesive Networking group.

Now, I KNOW THAT ALL THIS "SHARING AND CARING" can start to sound a little touchy-feely. And what's all that got to do with building a large organization and making those "big checks," anyway?

Lots!

I've found that just by sharing the products, following up and then urging others to share the products, too, you can build your business more stably - and in many cases, faster - than if you go the Supersalesperson route.

Once you coach your consumers to success, they can easily be motivated to share the products with others.

> ***A person who sincerely believes in their product is operating from a position of integrity and is thus more convincing to others.***

When several people have been drawn into their group, they quite naturally become interested in the possibilities of the business.

One interesting thing that I've noticed is that at this point, where they're taking more seriously the idea of building a business, many people start to "sell" the product; signing up new distributors becomes harder and they start taking losses.

I have experienced this myself. I learned so much fascinating information from reading all the company's literature, that I started telling people about the intricacies of the products, rather than just telling them his own successes.

My sign-up rate dropped until I spotted what was going on, and then went back to the simplicity of just telling prospects my personal success story.

A good sales person is not offensive.
A poor one is very offensive.

Salesmanship is a professional skill, and it takes lots of art and training to become good at it. Basic sales training often still leaves a poor salesperson. It takes lots of sales training to make a professional. But in the process, the trainee takes losses and sometimes gives up. They experience a loss of success - and with that, a loss of personal dignity - and decide Network Marketing isn't for them.

When I call a business builder in my downline who tells me they don't seem to be able to interest people any more, I immediately check to see if they've started *"selling"* the products. I tell them to quit *selling* and get back to *sharing* their successes - like they did in the beginning. I tell them, *"Don't even try to sign people up just tell them your personal wins, share your own success."* It's remarkable what happens when they call me back (usually within a day), laughing and all excited again, telling me about their hot new business builder who demanded they sign him up right then and there!

They're back in the game again! By keeping it light, it allows them to safely communicate to people about the products without fear of further loss of dignity.

In this way, they develop the natural communication skills on which salesmanship is originally based. They see what people respond to and naturally repeat what was successful for them.

This method works only if it comes from a strong belief in

your product and not just a monetary motivation.

Here are various models for business building. We've all seen the Networking hotdogs who shoot off like rockets, signing up everyone in sight by personal magnetism and force of their personality. They tend to build in a straight line, like an arrow. They don't build deep, because no one in their downline can duplicate them. After a while it becomes a rat race to keep their monthly volume up. And as soon as their prospect list runs dry, their check drops like a rock.

The business building model I use - based on follow-up - is more like a hot air balloon. It takes shape from the majority of the people in the group excitedly sharing the product and business opportunity. Your group expands in all directions at once, and at some point it just takes off and never comes down.

One of the most positive things about this type of expansion is stability. Your group is solidly there, booming on all levels. You generate lots of good word of mouth about your group and the company's products, and a contagious enthusiasm runs rampant throughout the organization.

Creating this type of group has taught me what Network Marketing means. It's a network of people who function together - a team. At its best, it's like an extended family, sharing and helping each other.

Experience has taught us the necessity of isolating and working most extensively with our hottest business-builders, but here's something else I have learned along the way:

Most of my big business-builders have been signed up by people who weren't business-builders themselves!

I would not have had the benefit of these remarkable people in our downline if I hadn't been encouraging *everyone* with lots of follow-up and support.

While you can't often convince a person to "sell," you can nearly always have them share. As long as they don't have to be a salesperson to do this business, they will talk to other people. Each one of these people has a circle of approximately 50 people he or she can influence. By pushing them to "sell," you add in a complication that is a significant deterrent - and what happens is that they lose access to their entire circle of people.

If you look at the multiple of how many people this actually involves, you see the potential losses this approach can create.

Certain people will, through force of personality, enthusiasm, desire and/or salesmanship skills, become outstanding and rise to the fore- front in your organization. These people, because of the fact that they are developing large businesses, may decide to develop further salesmanship skills. That's great - as long as these skills are not then put forward as an initial requirement for the average person.

Remember that for me, almost all of my exceptional business-builders were signed up by non-sales type, "average" people.

A lot of stellar business-builders don't seem like other business-builders at first. Granny isn't going to run out and take a salesmanship course - but she can enthusiastically sign up all of her children, her next door neighbor, and her life insurance salesman.

> ***Teach people to hear what the people they are talking to have to say. People who feel they are being listened to are - in turn - willing to listen.***

Because new people feel they have to "sell" something, they tend to do it poorly and talk AT people. They feel uncomfortably out of their element and scared they might not be able to handle some kind of objection, so they monologue their "victim" into a sold-stupor. Your potential business-builder quickly becomes a social pariah and gives up in despair. And Network Marketing gets a bad name.

Not everybody is ready to listen to what you have to say. Some people are suspicious by nature. Overselling this type of individual is painful, because the more convincing the novice salesman tries to be, the more suspicious his prospect becomes. This type of encounter is often devastating to a new business-builder because it results in such a loss of their personal dignity.

Conversely, if you are simply sharing your story with normal conversational skills and the person shows absolutely no interest or looks at you as if you had just crawled out from under a rock, you'll simply change the subject and let it go.

You don't have to convince everyone to use your product or join your group. There are people I certainly wouldn't want in mine!

But, many times this same prospect shows up later, saying something like, "Ha, ha, ha, are you still using that stuff?" I say, "Yes," without showing any interest in convincing them of anything. Days later, this same prospect is back again. "Does that stuff really work?" "Yes," I say. "Well, okay," they say, "tell me some more about it." My group has signed up many people this way.

You see, these are natural responses to situations - not forced or artificial techniques. They're just comfortable connections people make between people.

Find out everything you can about your product. Why is it so wonderful? (And if it isn't wonderful - then why are you sharing it in the first place?!) Show it. Let the product talk to them. Enlighten people on its strengths but let it sell itself. People know if they want it or not. Let them be the judge.

Yes, you'll get people who want to do the business immediately and have salesmanship and leadership skills - but you'll miss out on an awful lot of people if the average person doesn't feel they can do the business with just the skills they already possess.

Build a team. Help your downline. Set a caring example.

Remember, people will often do things to help others that they wouldn't bother doing for themselves. That's why a strong belief in the product breeds the desire to share it. People like to help others.

When I made my run for Double Diamond, my group rallied behind me. They made it happen and I'm dedicated to making it happen for them, too. I'm thanked a lot for my support - but I get an awful lot of support in return, too!

This is a wonderful business, and I think you should have fun with it. Get involved with a good company. Have enthusiasm for your product. Then, just share your story.

Karen Justice is a cartoonist, a successful entrepreneur and has been one of the top earners in the Network Marketing arena. Her alter ego is a hormonally altered chicken with an attitude, who by the way is not aging gracefully. Karen is the author of *Barracuda In Bunny Slippers* and is a popular trainer and speaker. She's also the creator of www.myfreebirdclub.com – an e card and training site for the Direct and Network Marketing industry.