COMMUNICATION | PROFESSIONAL DEVELOPMENT | LISTENING

The #1 Secret to Massive Effectiveness when Communicating Within Your Business

It's a skill that you need to develop as soon as possible if you want to be one of the ultra successful in this business.

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1266 words | 5 pages

There truly is nothing more important in network marketing than communication. Communication is the whole basis of this industry, hence the term "network".

Unfortunately people these days feel like if you're communicating with your prospects face to face and not hiding behind a computer then you're old fashioned, traditional, and outdated network marketer who can't seem to get with the times.

I'm proud to say that I am all those things…except one who can't get with the times. But I just don't abandon all else to be with the times. The reason for that is because

> ***I believe in the foundational principals of this industry, and those foundational principals are built on one main thing… communication!***

There's no email auto-responder in the world that can even come close to competing with me on the phone. There's no blog post or squeeze page that can hold a candle to me in a home meeting, or at a business presentation.

And there's actually a very good reason for that.

The reason is that auto-responders and blogs don't have emotion.

Nor do they do something so vital to any sort of networking or sales… **they don't respond to emotions in real time**. They can't read body language, hear intonation in someone's voice, or become empathetic with someone's story.

I *can* and *will continue* to do that.

You see, I've just alluded to the secret to all communication whether it's in a business setting, or even personal setting. Want to know what it is?

It's LISTENING!

Listening is the key to the ultra successful in network marketing, as well as business in general. It's a skill that you need to develop as soon as possible if you want to be one of the ultra successful in this business.

The Difference Between Hearing and Listening…

Most people don't understand the difference between hearing and listening, and make the mistake of thinking that they're one-in-the-same. If you're married then you've probably had this pointed out to you a number of times. Maybe you get it, but most likely you just try to hear harder instead of listen better.

When we really listen, we do more than just hear the words of the message. When we listen, we hear between the words, under the words, behind the words, and the future of the words.

When we truly listen we can understand someone's past and even what's caused them to feel the way they do about that past, even if with just a few words.

When we truly listen we can evoke one's opinion without them ever stating it…simply by the words that they choose, their tone, and even their body language.

Unless we listen past our prospects words, we can't get into their subconscious and hit the hot buttons that truly will make their decisions for them. The fact is that most of the time, they don't even understand

what those hot buttons are, but by truly listening we can know, and act accordingly.

> ***Listening is a skill that you must learn if you want to have what some people perceive to be super powers as a business person.***

Those people that you've seen in the world who you thought must have super powers to do what they do in their network marketing business… are probably great listeners.

Listening is the #1 key to massively effective communication in your business. Learn it as soon as possible.

David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom.

David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

> *"It's been a looonnngg journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.*
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> *Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.*
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> *The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business*

options open."

They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein… and consistently building their brand."

Recorded interviews and Videos:

John Fogg interview--
http://themastermindsessions.com//AudioFulls/051709_AnnDavidFeinstein.mp3

David Feinstein—Are You An Online Marketer Video… http://www.sowhatsallthebuzz.com/all_the_buzz/david-feinstein-on-stage-are-you-an-online-marketer

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