

Who the Heck Wants More CUSTOMERS?

*So if customers buy and distributors distribute – who do want
in your business?*

by **Ted Henry**

888 words | 5 pages



In the world of Network Marketing the word “Customer” can have different meanings and definitions. Of course almost any word in the English language can have a number of definitions or perceived meanings. In many instances however, the word “customer” is frowned upon. I personally find this strange, although I do remember one leader telling me she did not want any customers in her business

only business “Builders”, i.e., Distributors.

So just what is a customer? I looked at several sources for definitions and here is what I found.

Customer –

1. A person or entity that receives or consumes, products, goods or services and has the ability to choose between different products and suppliers of those products, goods or services.
2. Groups or individuals who have a business relationship with an organization--those who receive and use or are directly affected by the products and services of the organization.
3. Someone who pays for goods or services.

Let’s also look at the word **Distributor**.

1. a person or thing that distributes.
2. a person, firm, etc., engaged in the general distribution of....

So if customers buy and distributors distribute – who do want in your business?

I have always been confused by Home Business advertisements that state –

Become a Distributor Today!
Join for Free!
Buy nothing!
Sell nothing!
And Make BIG Money!!!

How exactly does that work anyway?

Hmmmm... If I had my choice of 20,000 people who wanted to “Distribute” OR 20,000 people who “Consumed” ...I believe I will take Door #2 and go with the consumers.

Now obviously the ideal situation would be 20,000 distributors who also “consume” and tell others who tell others and get more consumers and more distributors, True or True!

I believe that often times the word customer brings images of Door-to-Door sales or hocking juice or jewelry out of the trunk of a car or something such as that. Would you agree?

So who are our customers anyway? Anyone? Everyone? Well everyone currently in your business is a customer. That is true for almost any company. Our Distributors are our Customers and usually our best ones at that!

Look at the definition of a customer again:

A person or entity that receives or consumes, products, goods or services...

I do believe that qualifies most distributors!

The BIG question is this – “Do you provide Great “Customer” service to THEM?”

Or do we push them each month, hounding and badgering them?

In my 17 years in the industry I have come to a realization that this next part of the definition is probably the most important and vital to understand in developing and maintaining a healthy and profitable business!

....And has the ability to choose between different products and suppliers of those products, goods or services.

Notice the word CHOOSE sandwiched in the middle there!

Yes – people have the right to choose!

So, why would they choose your product(s), goods or service(s)?
And more importantly - Why would they choose YOU?

In reality YOU are more a part of the decision process that you might think.

Yes sir – people buy from people they trust, admire, and respect.
Think that’s not the absolute truth?

Then ask yourself -
‘Why do advertisers use Movie Stars, and Famous Athletes to promote their products and services?’

Well, if Peyton Manning uses that product it must be good. If Eva Longoria says it’s good it must be.

Look, I could go into all kinds of detailed lists on how to provide customer service and “how to’s” on getting more customers but frankly- I believe it all boils down to these few things:

Respect people!

Treat them as you would want to be treated!

Educate them with solid information (people see through hype)!

Let them see the value on their own (no one likes high pressure)!

Follow up!

Thank them regardless of a Yes or No decision (No means No for now)

Follow up! (Be ready when they are ready to say Yes)

Remember them on special occasions and holidays!

***Building customers and
providing good customer service
is like developing a friendship.***

***It may take time but when done
correctly it will last a lifetime!***

Ted Henry



Ted Henry has been a full-time network marketer for over a decade. He has a passion for teaching others to live purposeful, debt-free, inspired lives focused on God, family, integrity and service to others. He and his wife are currently in the process of developing a Foundation that will provide funding for Children's Orphanages around the globe. He has a network that numbers over 10,000 people in nine countries around the

world and enjoys the freedom that Servant Leadership has blessed him with.
