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Leadership vs. Pushership

Help everyone get where they already want to go - to their Core Desires and you will never be or appear pushy, aggressive or offensive.

by **Jack M. Zufelt**

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"I am not the pushy sales type and that's what I think you have to be like to be successful in MLM." I have heard this statement (and variations of it) so many times from wannabe business builders and struggling distributors.

I emphatically state that one does NOT have to be pushy or overtly aggressive to make a lot of money in MLM.

First of all -- NOBODY likes to be pushed. Not even two-year-olds. We all know a two year old will sometimes resist with all their might and you have to drag them. We all resist being pushed in anything and it starts very young in all of us. Walk up to anybody and ask them, "How do you feel when I do this?" ...then push them rather robustly on the shoulder. Watch their face. At minimum, their face reflects that they not only disliked it, but they were ready to push back. At most they will (in no uncertain terms) tell you they didn't like it and warn you not to do it again or they will push back.

There is a reason that we all hate to be pushed. It is something we have had with us since the day we were born. It's called FREE AGENCY. When that agency is taken from us by anybody we hate it. We resist it. We rebel against it. And often don't like the person pushing or foisting their will on us. We want things OUR way - not the way someone else wants it. Or, worse yet, demands it. That, unfortunately, is why many bosses are (to put it nicely) not easy to get along with. And difficult bosses are one of the reasons network marketing will always be of interest to the people who have jobs.

Network Marketing offers a solution to the dragon/job/boss that controls you 40 to 60 hours of week. A job also controls your happiness and income. But the idea of having to be a pushy sales type to get out of that situation often keeps good people out of the business. And the TRUTH is that you don't have to use "pushership" to make money in MLM.

Stating "I don't like selling" is usually a direct result of two things:

1) Deep revulsion to the image of being a pushy person – someone who others resist and dislike because of their aggressiveness and overbearing or offensive personality.

2) Deep dislike of hearing the word NO. Hates rejection so much they won't do what they have to do to make sales happen.

Although many people do it wrong and are very pushy and distastefully aggressive, selling is wrongly perceived as an occupation where you have to be pushy and can be rejected. Both of these things can result in you not being liked - and we ALL want to be liked, appreciated and wanted by everyone. Right? Selling, as many wrongly perceive it, seems to put that at risk.

So how do you sell well and still be liked? Even admired? Knowing the answer to this question can help you reap the benefits of a cash flowing network marketing business!

"**WHAT IS IT?**"

OKAY…Here it is:

Identify a prospect's Core Desire(s). Almost always it is money and what it can provide to them i.e. freedom, our of debt, leave their job, retire properly etc.. Then show them how your company and products can help

them get what they already want... their Core Desires.

Can it be that simple? Absolutely! Find out what someone wants, in any area of life, offer to help them get it. Show them how your business and products will give them what they already want, need and are searching for.

Always remember -- It is not what you want but what *they* want that matters. I do seminars on this subject all around the world and find it amazing how few people in direct sales understand this principle. Get a FREE DVD of one of these $15,000 seminars at www.dnaofsuccess.com and learn how to identify people's desires. It is quite easy and can be done quickly.

When I was building my very successful downline, I did what I just advised you to do**.** I lead people to where they tell me they want to go. I didn't sell or push anyone. Many willingly followed me and my advice... and no one ever called me pushy... even those who said "no" to the products or business. The same will happen to you.

One woman I worked with wanted to stay home with her children. After learning that information I was able show her exactly what she had to do to make that a reality. Using her comp plan I was able to calculate how many people she needed in her downline on autoship to give her enough income so she could replace the income from her day job. I was also able to show her about how long that would take. She went for it and thanked me profusely for helping her achieve her heartfelt desires.

Be a leader – Lead people where they want to go. Don't push people where you want them to go.

Help everyone get where they already want to go - to their Core Desires and you will never be or appear pushy, aggressive or offensive.

Leadership, not Pushership, is definitely a win-win interaction with others.

Jack M. Zufelt - "Mentor To Millions" and MLM Expert

www.jackzufelt.com
www.theDNAofMLMsuccess.com

Jack M. Zufelt - MLM Expert & "Mentor to Millions".

Jack M. Zufelt is a bestselling author and has achieved worldwide recognition for teaching people the true cause of all achievement. His life's mission is to impart the truth about-and dispel the myths surrounding-success and achievement.

His book, The DNA of Success, hit the #1 bestseller slot in the first 3 weeks it was out. It is now in 11 languages.

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