DUPLICATING | NETWORKING | TOOLS | TRAINING | SKILLS

Why You Should Never Do Another 1-on-1 Presentation

This great training by Randy Gage might surprise you but it WILL explain how to make your business duplicatable

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People are usually shocked when I say in training workshops that you should never do another 1-on-1 presentation. But I firmly believe that. I have come to the belief that 1-on-1's are not a good way to build a network marketing business, and ultimately lead to poor duplication results.

Here's why...

Let's start with the formula for creating wealth in network marketing. It is:

"Get a large group of people - to take a few simple actions - over a consistent period of time."

Now let's go back to doing 1-on-1's. The truth is, if I were to personally conduct 100 1-on-1's, I bet I could sponsor 98 of the people I was talking to. Why? I have credibility in the industry, I make a lot of money in the business, I'm good at presentations and I have a rock-solid belief that would transfer to my prospects.

People like to follow people that passionately believe in what they do. But the question we must look at next is this:

Of those 98 people I could enroll from the 1-on-1's, how many of them could duplicate the process?

Hmm… Now things get a little dicey. Truth is, probably not more than five or ten at best. So that certainly doesn't meet the criteria of our formula.

Because a large group of people can't do it consistently. So it would WORK, but it wouldn't DUPLICATE.

Now we could tell all of our people to bring all their prospects to us as sponsors, and we could do a 2-on-1 presentation for them. And I have certainly done this in years past. But I wouldn't any longer. Because while the duplication percentage would go up some, it would all be dependent on me. And I'm no longer interested in business practices that require me to always be there, because otherwise there is less residual income, and almost no passive income. And at this stage of my life, I'm looking for "drink out of a coconut" income, not more "let me be a superhero" income. And you should be to.

The fundamental philosophies we're dealing with here are DRIVING a line, versus BUILDING a line.

We have way too much of the former in this business, and not enough of the latter. You can drive a line with hype, creating a cult of personality, doing all the presentations for your people, and basically becoming a messiah. It's great for your ego, but that is ultimately the road to being an MLM "grinder," where you can never back away from the business. You suck all of the oxygen from the room, and basically create a lot of co-dependent people.

When you build a line, you are really creating a self-perpetuating leadership factory that ensures the line will continue to build, even after you are removed from the day-to-day functioning of the line. And isn't that really what you want? Your real job is to work yourself out of a job.

If you want to be a network marketing leader and develop a true passive income, the recruiting process you set up is critical.

You must think about three important issues regarding duplication. The questions you must ask yourself are:

1. How do I systematize it?
2. How do I automate it?
3. How do I make it scalable?

You need things systematized because that means that everyone who enters your business will have a basic road map to follow.

It won't matter if they are experienced or not, highly educated or not, confident or not, they all have a step-by-step guide to follow to be successful. The individual person and what ever skill sets they bring (or don't bring) to the business are not an issue. Having a system in place is the foundation for long-term duplication.

We want to automate things because that also provides stronger duplication. Another big element is the tremendous time savings provided. Which also makes the duplication even stronger, because we know that most people will start the business part-time, with a limited amount of hours available.

And finally, you want to make things as scalable as possible. This allows you or other high-level achievers to do the business on a grand scale. Suppose you have some kind of a "fast start" or "getting started" training for new distributors. If this is automated on a CD, DVD or website, it means someone could enroll ten people in a week, and know that they could all get the initial training they need. Likewise any elements of the

recruiting process which can be automated will both increase the speed people can build, and will foster better duplication.

Third Party Tools...
All of this leads us to the critical element into putting the formula into practice: Third Party Tools.

> **A third party tool is anything that helps make the presentation - and removes the individual distributor from the equation.**

They could be CDs, brochures, DVDs, magazines, online presentations, conference calls, webcasts, training events, leadership calls, or opportunity meetings. Even 3-way calls and 2-on-1's can qualify, but I don't think they are as good as the first items, for reasons we've already discussed.

Here's why third party resources are so important to the process:

> **They ensure that someone's skills are not used against them. They ensure that someone's lack of skills is not used against them.**

Some examples:

Let's suppose you sponsor someone who is a great real estate sales person. She builds rapport well, makes great presentations and knows all the closing techniques. She could do a bunch of 1-on-1's and sign up a lot of people. But many of them would feel (correctly) that they could not do what she does. Her sales skills would actually work against her.

Let's suppose you sponsor someone young, who is quite shy, mumbles, stutters, and just doesn't really have strong presentation skills. He could do lots of presentations and not sign up many people. His lack of skills would work against him.

In both of these cases, if the person would instead direct prospects to a

third party tool (let's say an online presentation or a DVD presentation), they would both get better results. Now make sure you understand something: The real estate lady might actually sponsor LESS people personally. But she would actually end up with many more people in her team, because the people she brought in would be able to better duplicate the process she brought them in with. And naturally our shy guy would get better results both short- and long-term.

It's a similar dynamic if you have a 20-year-old guy prospecting a 50-year-old one, or a housewife trying to recruiting a corporate executive.

If the prospect is looking at the MESSENGER instead of the MESSAGE, duplication will suffer.

Let me give you an idea how maniacal I am about this. In my program, I have sponsored 104 people personally. Not one of them was from a 1-on-1 presentation. In fact, not one of them was even recruited at an opportunity meeting where I was the presenter. Here's why:

I know from past experience what happens. I give a great presentation, then go to talk to my prospects. Invariably they say something like, "That was a great presentation. I loved your stories and jokes. The business looks very interesting and I think you'll be great in it, but I don't think it's for me."

Why?

Think of the dynamics of the situation. If you invite a prospect to a presentation you do, they are thinking, "So to do this business I must think of great candidates, then do a 90-minute presentation for them and a few hundred other people. Now think about if you invite them to a presentation where you are not the presenter. The prospect is thinking, "So to do this business I must think of great candidates, then invite them to a presentation that someone else does."

Big, big difference. The more your system is built around third party resources, the stronger it will be ultimately.

So follow the formula. Build as much of your system as you can around third party resources, and your duplication will be a whole lot better!

-RG

My name is **Randy Gage** and I believe.
I believe you were born to be rich, people are meant to be inspired, and conventions should rock.

I believe a blog can change the world and a speech can change a life.

I believe safe is the new risky, boring is criminal, and pitchers should hit.

Call me a philosopher, a Jedi Knight or the millionaire messiah, just don't call me late for dinner. I like hot cars, warm beaches and cold Dr. Pepper. Quiet confidence and loud ideas are sexy. When I'm not prowling the podium or locked in my lonely writer's garret, you'll find me playing 3rd base for a softball team somewhere.

I believe in my work, because I believe in you.

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