LEADERSHIP | PROMOTION | MARKETING | PROFESSIONAL DEVELOPMENT | PROSPECTING

Ordinary people become real leaders with ...skills

We want to take ordinary people and teach them the step-by-step, word-for-word things to say and do.

by **Tom (Big Al) Schreiter**

654 words | 4 pages

Loyal leaders are home-grown, inside your organization. We want to take ordinary people and teach them the step-by-step, word-for-word things to say and do. Here is an example for teaching distributors how to conduct interesting conversation.

Many people are amazed when they see me speak in person.

They tell me:

"You're not flamboyant. You're not energetic. Did you have a charisma bypass operation? You never move a single step. Have you ever considered movement or a hand gesture?"

Yet these same people also tell me that I'm one of the most **interesting speakers** they've ever heard.

What's one of my secrets?

Relating to listeners in graphic, picturesque terms that they can easily see in their own lives.

If you can get your listeners and prospects to be able to **see what you see...** well, that's great communication.

Want an example?

Most speakers would say:

"You are what you eat. Good nutrition will make you feel better."

While this is true, the listeners won't internalize this statement. The listeners will simply think that the information is nice, but they won't change their thinking or their lives based upon this information.

How could you present this same information?

Instead of saying:

"You are what you eat. Good nutrition will make you feel better."

Why not say something like this?

> "Guess what your body is made of? It's not made up from the air you breathe or the friends you associate with. It's made up of what you eat.
>
> Now, for some of you this could mean your body is made up of colas and donuts. You know who you are. But you might still be skeptical, so take this test.
>
> How you **feel** depends on what you eat. I can prove it.
>
> If you eat a large two-pound steak, how do you feel a few hours later? Lazy. Tired. Lethargic.
>
> If you eat six donuts how do you feel 30 minutes later? Wired. Full of nervous energy. And how do you feel one hour later? Lazy. Tired. Lethargic.
>
> If you eat Chinese food, how do you feel one hour later? Hungry.
>
> If you drink a six-pack of beer, how do you feel one hour later? Lazy. Tired. Lethargic. Sleepy. Mellow.
>
> If you drink six cups of coffee, how do you feel one hour later? Edgy. Nervous. Irritable.

> If you eat a half-dozen hot jalapeno peppers, how do you feel one hour later? Warm. Burning sensation. And how do you feel the next day? Warm again as they pass through your system.
>
> So as you see, how you **feel** depends on what you eat."

Now, your prospect is **convinced** that what he eats will determine how he feels.

It's not just you giving some sales pitch. Your prospect relates to your examples and sees the truth in his life. The difference is huge.

Now when your prospect sits down and eats six donuts and washes them down with a six-pack of beer, he'll be thinking of you and what you said.

And that's exactly what you want.

Creating leaders is a process. Here is a 13-lesson free mini-course that will show you the first steps on building effective leaders: http://www.fortunenow.com/public/137.cfm

We can't expect ordinary distributors to have leadership skills before they learn them, so it is up to us to teach them exactly how to do it.

Tom "Big Al" Schreiter is the author of many books and audio trainings on how to recruit more distributors.

36 years of experience of testing exactly what to say and do to get prospects to join.

Download seven free mini-reports on the magic words and phrases of network marketing at: http://www.BigAlReport.com

---