

Use Listening as a Tool to Success

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by David Feinstein

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MLM success tips are often learned over time. Each MLM success tip may not work for everyone but are guides to try and to make your own. Several well-known MLM success tips include listening, communication, interaction and educating yourself on a constant basis. It will take time to develop success but the core skill to have is to listen.

If you listen to the market, your potential prospects, downline, this could have a dynamic impact on your business growth.

Most businesses could improve by listening to their members and to the market. It is a terrible crime to simply ignore the needs, wants or problems of our members and prospects. There are new methods to respond properly to the issues of your clients. You can create surveys, chat systems, feedback forms and much more to “listen” to the community. Why should I listen? There are benefits to being an active listener; you may be able to provide the right direction to your members or prospects.

The benefits of active listening include; compassion, dedication, problem solving, communication, professional, etc. These skills are learned traits that will give your business an edge. When you develop these traits, prospects will take your business more seriously and will often refer you to other potential prospects. Your chance of conversion from prospect to member is greatly increased.

If you can show your prospect that you are compassionate and willing to listen to their needs or problems, you can make their day better. This could be great for business and for recruiting purposes.

By showing some compassion, the prospect or member will know that you are dedicated in helping them find a feasible solution to their problem or concern. The problem solving skill will come into play, when your member starts describing the problem that they are having. As you communicate your ideas to them, they will see that you are thoughtful and are trying to help. The combination of these skills will show your professionalism on variety of scales. The prospect may come back at a later time to become a member or to purchase a product.

The best way to develop these skills is by a phone call, chat on a messenger system, video conference. This is more personal than sending a “canned” response from an auto responder or email. Even though the email is most likely written fresh and sent directly from you. Take the extra moments to reach out by a personal means. Your listening skills will help in several other fashions when talking about your business, experiences, mentoring or converting sales for your business. The internet provides near real-time communications with prospects and with your members.

When you listen to your prospects or members you are showing them that they are important enough to take the time to sit down and help.

They will keep coming back for your advice and knowledge and help spread a good word about you and your business to their networks. This

could be a gold mine to help establish your business in the industry for the next few years.



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 looonnnng 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.

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.

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."