PROSPECTING | PROFESSIONAL DEVELOPMENT | THINKING | MARKETING

There are only three reasons why people join...

If you understand the three reasons people join, then network marketing gets easy.

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525 words | 3 pages

There are only three reasons why people join.

* They don't join because of the products, even though they are great.

* They don't join because of the compensation plan, even though it's great.

* They don't join because the owner is wonderful.

If you understand the three reasons people join, then network marketing gets easy.

The three reasons people join are:

1. They know you.
2. They like you.
3. They trust you.

Need proof?

What if your products were half-price? Now, knock on someone's door at 4 AM to sell them your wonderful product at half-price, and well ... they won't be liking you. No sale.

You and I don't buy from people we don't like unless we are desperate. Think about where you like to do business. Do you like the people at that business?

People make a decision on our business based upon their trust in you. They can't know enough facts to make an intelligent decision on our opportunity, so they depend on your judgment.

* A doctor can pick up the telephone and 10 people will give him their credit card numbers over the telephone.

* The midwife of 40 years in the community will sponsor almost everyone she talks to.

* The farmer who everyone knows is honest will sponsor almost everyone he talks to.

* The service man who has worked in the community for years will have an easy time introducing people to the business.

These people have already done the work. They have built relationships and trust. They don't have to go out and build new friends. They simply have to **collect** for their previous years of work.

Now, the 21-year-old who moves to a new community and tries to sponsor strangers in the shopping mall has a disadvantage. He hasn't had time to build trust and relationships with his prospects.

Or, the salesman who cheated his customers will have to start over, making new relationships.

Or, the tradesman who is unfriendly and rude will have few people that know, like or trust him.

Since people join because of you, here is a question:

"Is success in network marketing in finding the right person, or in being the right person?"

The answer is obvious.

So more important than presentations or company videos is the power to create rapport and trust.

If you want to improve that skill for just a few dollars, check out *"How to Get Instant Trust, Belief, Influence and Rapport"* at:

US: http://www.BigAlBooks.com
UK: http://amzn.to/1eXw6Gb
Canada: http://amzn.to/1IPHcNP
Australia: http://tinyurl.com/qcree3s
Other countries: Please visit your local Amazon site.

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

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