DUPLICATING | GETTING STARTED | NETWORKING | SALES | TAKING ACTION

Stop Selling! Start Selecting!

You don't have to sell to be successful in the business. And you'll probably duplicate better and be more successful if you don't!

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This issue's theme is, "The Best Networkers Never Appear To Be Selling Anything." I would disagree with that thought a little.

I would actually say the best networkers never sell anything.

If that seems like semantics, it's not.

At least not if you build the business model that I propose. Versus the business model that most people perceive to be network marketing. And that is the unfortunate thing, in that most people don't realize that there are two different business models in Network Marketing. Even people in the business.

Business model number one is the small business or retailer model. This is the model that most people outside of our business (and unfortunately many in it) see as how the business is done. This is the lead with the products approach.

The people who practice this love to "play store." They have lots of shelves set up in their home office, stocked with protein powders, or vitamins, or skin care. They proudly give tours of their store and the more inventory they stock, the more serious they think they are. They drive around town delivering products all week, or have a steady parade of customers coming by to pick up stuff.

Back in the day, this was necessary. But there was a time when we thought parachute pants were stylish too. With the Internet, overnight delivery, toll free order lines, preferred customer programs, and other technology, this simply isn't necessary,

> ***What these people don't realize is that what they are doing is not duplicable by most of the population.***

And because of this, they end up being the area warehouse for most of their team, thereby increasing the amount of inventory they need, becoming even less duplicable.

Their lead strategy with prospects is to sell the product first, then try and sneak the business in the back door. They're easy to recognize, because they drive white, put magnetic signs on their cars, or sport big buttons on their lapels with corny slogans on them.

They are also afflicted with the desire to drive around town and spike yard signs at busy intersections. You may also find them at the mall attempting to hand out fiber cookies, or offering sips from their bottle of jungle juice to everyone that walks by.

If their company offers skin care products, they prospect beauticians, nail technicians, and estheticians. If their company provides nutritional products, they're prospecting chiropractors, athletes, and health clubs, and setting up booths retailing product at health fairs.

Of course they usually have good product volume, but they can't figure out why their people don't duplicate better. They have very wide first and second levels, and then things drop off a cliff after that.

The reason for this is they are building their business on a selling platform. The problem with this is that is doesn't meet the true formula for creating wealth in our business. Which is:

Lead a large group of people, to consistently do a few simple things, over a sustained period of time.

That's where duplication lives. And here's the thing that's relevant to our discussion: Most people in the world (about 90%) are non-sales types. They don't have selling skills and they're deathly afraid of rejection. So they will immediately discount taking part in your opportunity if they see it as peddling products. This takes you away from the formula for creating wealth.

The second business model, and the one employed by most top income earners is the duplication model.
The fundamental difference with this second business model is it is done by presenting the business opportunity first, not the products.

The people following this model live by the formula we mentioned, and they make their business attractive to the 90 percent of people who are not sales types. They understand at its essence, our business is one of teaching and training. So they look for people with good teaching skills, and set up their system as more of a selection process.

This is usually done with 3rd party resources such as brochures, audio, and video, or 3rd party presentations such as opportunity meetings, conference calls or webcasts. The idea is that the recruiting process they bring candidates through is a self-selection one. They let them see what the business is about, and determine if this is something they would like to do.

Because the main presentations are always done with 3rd party resources, the candidates understand that they need not possess selling skills to be successful.

It is simply a case of looking for qualified candidates, then putting them in front of the right

resource. It's a selection process, not a selling one.

Now this is not to be confused with money games or pyramid schemes. In legitimate Network Marketing, we only get paid on product volume; there are no "head hunter" fees. Our commissions are based on products that reach and are used by the end consumer. Which leads us to the question, *"If we aren't selling, how does any product get sold?"*

Glad you asked.

In actuality, a lot of product gets sold. Billions of dollars worth in fact. But it's just not done with the traditional sales approach.

A very large percentage of the product volume generated is created by all of the people in the program "buying from their own store" and using the products themselves. They are better educated with the product benefits, and traditionally show better compliance and get better results. So their average monthly use is much higher.

Then there will be many people you approach about the business who decide not to become involved. But they will be intrigued by your product line and want to become consumers. And with today's direct shipping methods and preferred customer programs it is quite easy to develop a good roster of your own customers, without the vans, warehousing, and delivery methods of years past.

And finally you will also have many people who are not really interested in the initial work required to do the duplication model. They're more interested in just using the products and marketing them to friends and family. So you'll also have these retailers producing sales in your organization.

Add this all up and it can create huge product volume on your team. Take my group as an example. I never peddle products and always look for

business builders. I've sponsored 120 so far. About a third of them never did much of anything. Another third use the products themselves and don't do much else. The other third are active in the duplication model. So far this has duplicated to over 90,000 people, and my team produced several million dollars in sales last month. Yet I didn't sell anything.

So it isn't just semantics. You don't have to sell to be successful in the business. And you'll probably duplicate better and be more successful if you don't!

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Randy Gage has been called "the Millionaire Messiah" because he believes that you are meant to be rich, and it is a sin to be poor! Through his books, audio programs and workshops, he travels the world, teaching that health, happiness, and wealth are possible for all who desire it. Randy reveals how to harness the power of thought and intention, to manifest success in all areas of your life.

Randy is a tireless champion of the Network Marketing industry as a vehicle for people to create prosperity. His book How to Build a Multi-Level Money Machine is considered by many to be the textbook of the industry. And his prospecting audio, "Escape the Rat Race" is the #1 prospecting tool in the business. He is also the author of more than other success and business building resources. Randy is known for proving

actual “how to” content, not just inspirational or motivational materials.

Randy’s teaching come from actual experience, as he started a group from scratch and has build a residual income of over one and a half million dollars yearly from his bonus checks. For more information on his generic training, go to www.Mega-MLM.com