COACHING | PROFESSIONAL DEVELOPMENT | TRAINING

Coaching Prospects to Success

It is okay not to be an expert in everything

by **David Feinstein**

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One of the biggest challenges for mlm business owners is learning to be a coach. Many experienced owners have trouble-switching gears from salesperson to mentor. Many new prospects that join are looking for leadership. They desire to have success in their lives; it is up to the sponsor to help mentor them. How can you become a coach instead of a miner? A coach will help their teams become successful and usually they follow a playbook. In this case, a playbook may not exist in the physical sense. Your experiences, defeats and wins can turn into a mental playbook for you to use.

You can turn your mental playbook into a physical copy. You have access to many tools that you can use to coach your members. Success is a mental journey and how you think and behave will determine how fast you will achieve it. The right knowledge and skills will come in handy. You should utilize your experience by using content formats to share your experiences. Keep your content organized and focus on providing an answer.

> **Many prospects will struggle with setting up their business. By sharing your firsthand knowledge in a series of blogs or articles you can help them get started faster.**

Many learners are audio and visually gifted and so you can use videos, podcasts and presentations to explain your point. You should want to make their lives easier to manage. You can create a PowerPoint within two hours and have it published. There are many different styles to

coaching, but you should never leave content out of the mix. Some folks may have to access the information again; a handy guide to the practical reality of mlm may help your prospects get a feel for the business ropes. If you cannot be specific on a task, leave it out. If you cannot instruct your team on how to market, you should leave the subject matter alone.

> **Never fake your knowledge; it will cause problems down the road for you. It is ok not to be an expert in some things.**

You can coach your prospects through webinars as well. You can offer instructional courses on subject areas that you are comfortable in and offer additional resources. The main aspect of a coach is being a good listener. Let your prospects come to you with their problems, listen and try to help them through their issues. A good coach will always leave their email box open for their team.

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David L. Feinstein, noted business coach and home business entrepreneur, is the author of various articles and books that help to empower individuals. To get the real innovative marketing knowledge and training, so you can be at the cutting edge of using technology to build your internet network marketing business correctly, visit; **DavidLFeinstein.com**

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 looonnngg 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."