PRESENTATION | PROFESSIONAL DEVELOPMENT | MARKETING

Presentation Tips by Tom “Big Al” Schreiter

Four reasons why distributors don't present their program to their warm market of friends and relatives

by **Tom (Big Al) Schreiter**

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Here are four reasons why distributors don't present their program to their warm market of friends and relatives:

1.They don't understand how their program works.
2.They don’t know how to present. They don't attend training.
3.They fear rejection.
4.They don't believe in their program.

Want to solve these four problems?

Try making your presentations **SIMPLE.** I personally recommend a "one-minute presentation" for new distributors.

* A simple presentation is clear and easy for both the prospect and the distributor to understand.

* A simple presentation is easy to learn and doesn't require a three-hour training session.

* A simple presentation helps reduce rejection. The prospect doesn't build up sales resistance if the presentation is only one minute.

* And finally, it's easy to believe in your program if you find it easy to explain.

So why not try to reduce your sales presentation to only the most pertinent points? If prospects are interested, they can always get additional details at their first training session.

Rethink: "How we say it."

"Your business can give your prospects extra money."

B-o-r-i-n-g!

Why not rephrase our "extra income" benefit by saying:

"Our part-time business can put Johnny through the best college in the nation."

"You can earn enough money to take your family on that dream vacation to Europe -- every year!"

"You can earn enough part-time income to afford that dependable, safe car that you've always wanted for your wife."

"Your part-time earnings could put a new swimming pool in your backyard -- perfect for family time."

Start your presentation with a “second” sentence?

Of course not. We have to start our presentations with a "first"sentence.

So what is the first sentence you will choose? Our prospects make instant judgments about us and our opportunity, so we better have great first sentences.

Want better first sentences to get prospects on your side?

You can get the book in paperback and audio as well. Yes, someone will actually read the book to you on audio if you prefer!

First Sentences for Network Marketing
How To Quickly Get Prospects On Your Side
Also in Spanish.

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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