

The Art of Sponsoring

by Jim Britt

Sponsoring is a learned art! It's nothing more than painting a picture of the past, present, and future, and placing your prospect in that picture. When you enrolled as a member in your present company, chances are that you knew where you had been in your past. You also knew where you were at the present time, and where you wanted to be in your future. You then, with possibly some help from your sponsor, connected the opportunity the company had to offer with your vision of where you wanted your life to be at some point in the future. That is the reason you joined, and that is the reason your prospects will join as well. If a person doesn't see a vision for a brighter future with a company, why would they want to join.

Every person's story has a beginning—where your prospect has been; a middle-- where your prospect is now; and an ending--where your prospect is going. If you want to become a superstar at sponsoring:

- (a) Help your people to discover what they've been doing in their past, and what hasn't worked for them.
- (b) Help them to discover where they are now and the changes that they need to make.
- (c) Help them to see a vision of how they would like their life to be in the future.
- (d) Connect your opportunity to that vision. You paint pictures!

The main difference between success and failure in organizational building will be based upon how well you create value for your prospect. There are several components needed in order to create maximum value for your prospect, the first of which is how you feel about the value of your product and opportunity.

When speaking with others, how you feel about your overall opportunity will determine the effectiveness of your presentation. In other words you will get back exactly what you are projecting to your client. How you feel is the most important element in your presentation. If you project doubt, your prospect will have doubt. If you are not sure, your prospect will not be sure of you. The slightest element of doubt creates uncertainty, and uncertainty creates lack of clarity.

If you have doubt, your prospect will have doubt.

If you are uncertain, your prospect will be uncertain.

If you are not clear, your prospect will not be clear.

What we feel is an energy that we project upon the outside world, and we will see and experience only what we project. If you perceive sponsoring to be difficult, it will be difficult for you. If you perceive your opportunity to be the greatest there is, you will attract people who feel the same. If you fear this opportunity may not work, even if you hope it does, you will still attract what you fear. If a person feels you need them, they will run the other way. Opportunity shies away from need!

So remember, the first part of your sponsoring presentation starts before you ever meet with your prospect. It starts with how you feel. What you say is ten percent of your presentation, and that's important. How you say it is ten percent, and that's important. How you feel is eighty percent, and that's critical!

The second critical step to sponsoring is creating value for your prospect. A person will pay the price if they see the value. Objections are never the issue in sponsoring, it's value created. It's cost of product versus value. It's time invested versus value.

People give weight to everything you say and do. People are influenced by how you feel about what you are offering to them. They are influenced by your feeling toward the company, the opportunity, your goals and plans, your intention to follow through, your willingness to do whatever it takes to help them become successful? All these things carry weight or create value. If you create enough value, they'll never come up with a single objection. Your job is to remove the doubt and add value.

The third step in sponsoring is self-discovery. Asking questions and letting them discover what may be missing is just another way to add value.

If you could do anything you wanted, what would it be?

Do you have all the free time you would like?

If you could live anywhere you wanted where would you live?

What's your current plan for financial freedom?

What's your current plan for remaining healthy all your life?

What do you enjoy most and least about your job?

Questions get answers and answers give you information that will help you create specific value for your prospect. It will help your prospect to discover, maybe for the first time, a real need that may be missing in their lives.

For example, asking the question, "What's your current plan for financial freedom," may help them to discover that they have no plan! Could your opportunity provide them with one? They won't join if they don't see that they have a need, or you can't show them personal value. They need to see something for them personally, not what you want them to have. Self-discovery is important even if you already know their need. Let them discover that they have the need.

Keep these two things in mind. People are looking for reasons to join, and people are looking for reasons not to join! It's called creating value! Most have a built-in fear of failing, and it's your job to provide sufficient personal inspiration to move them out of their comfort zone. Remember, the next conversation you have with someone could change their life.

The forth step in sponsoring is developing a relationship with your prospect. It starts with coming from contribution. What can you do to help them discover their needs and accomplish their dreams? The more you help someone discover and realize their dreams, the stronger the bond you develop and the stronger the relationship becomes. Successful networking is built around relationships. Network marketing is a people business, and building emotional bonds between you and your people will be the major key to your long-term success in sponsoring and retaining your people. Without emotional bonds there is no basis for holding an organization together. Building emotional bonds with your people will open up worlds of possibilities for long-term association. It will create geometrically increased productivity within your organization, like building a family tie. If you create a bond with one person they will want their friends and associates to create one with you as well. This in turn helps them create a bond with their people. That's the beauty of networking. What you do has a residual effect.

The key to sponsoring isn't how much money you make, it's how many people you empower, how many lives you change, how many hearts you open, and how many people you help to take a more fulfilling direction with their lives. People want and need your help and they have to know that you care about their needs and desires.

The fifth step in becoming a super achiever at sponsoring is taking action! You cannot manifest your dreams and desires without taking action. Getting "red hot" about building a successful business and then sitting home on the sofa hoping it happens, is not called taking action. That's called a "red hot poor person!" How much action do you take? That depends totally upon the size of your dreams.

If you want to take your place among the super achievers in the industry, you have to take your goals beyond visualization and take action. Your goals project an "energy" upon the world, and that energy creates "aliveness." In other words it brings your goals to life.

Jim Britt, author of "Rings of Truth" and "Unleashing Your Authentic Power," and a forthcoming book, "Money, How to earn it, How to Make it Grow," is an internationally recognized leader in the network marketing and training industry. For over thirty year, he has built several successful distributorships and served as a peak performance consultant, and or trainer, with over 250 companies in the direct marketing industry. He has trained over 1,000,000 people on all aspects of human performance.
