

### **TOP TEN MOST COMMON MISTAKES NETWORK MARKETERS MAKE**

***By Hilton Johnson, The MLM Coach***

#### **1. Selling Features And Benefits**

One of the greatest misconceptions about selling is the notion of selling features and benefits. Today, selling F&Bs is old technology.

Unless you're selling a small inexpensive product or service that is usually bought on impulse, bringing out F&Bs early in your presentation will actually cause objections ...especially price objections.

Instead, it's far better to first explore the needs of your prospect and then match those needs with the benefits of your product/service and business program. The best place to match needs is usually in the "demonstration " of the presentation.

#### **2. Making Cold Calls**

Making cold calls is one of the quickest ways to burn yourself out of network marketing. Why? Because of two reasons:

- a. It's the most stress related part of network marketing because of the anticipation and reality of constant rejection and abuse.
- b. I don't know about you, but being required to make cold calls everyday would be like being sentenced to prison. Ugh!

The good news is that there are much better ways for you to "attract" your ideal distributors/dealers and retail customers without feeling uncomfortable in the process.

To attract qualified leads, consider the following: warm calls (from warm market list), lukewarm calls, attraction calls (follow-up calls made after initial contact or promo packet is sent), referral warm calls, sales letters, free reports, newsletters, joint ventures, database marketing and endorsements.

#### **3. Being Enthusiastic**

Yeah, you heard me right. Displaying excitement around a prospect in the beginning of a prospecting call turns most people off, off, off!

Boy, they can see that pitch coming when they see that great big, stupid, fake smile with those jacked-up phrases and adjectives like: "you're in for a treat; it's awesome, fantastic, great and you're gonna love it!"

This mistake is especially common with people new to network marketing. They don't have a clue that this kind of ridiculous behavior actually works against them instead of for them. When I see this glazed-over, phony enthusiasm coming, I usually think to myself, "oh no...give me a break."

#### **4. Not Disqualifying**

There is a lot of teaching today among sales trainers on how to qualify a prospect. In my opinion, there's not enough good training on how to disqualify an unmotivated, unqualified prospect.

This is another great example of how people burn themselves right out of the network marketing business. You see, while well-meaning network marketers are wasting their time with unqualified prospect, the smart ones are investing their time with people that are serious,

motivated and ready to do business immediately. They have learned to disqualify early in their presentations.

You learn to disqualify by first making up your mind that you will only work with the easy sales. Then you ask good questions that reveal how serious, motivated and financially qualified your prospects are. And then finally, when you see the need to disqualify, you can say something like this:

"You know, Mr. and Ms. Jones, based on what you've been telling me, it doesn't sound like I could be of some benefit to you folks at this time. I do appreciate meeting and talking with you, however. If I can ever be of some help to you in the future, just let me know. Do you have any questions before I leave?"

### 5. **Not Focusing On The Pain**

Selling (yes folks, network marketing recruiting is selling) is about solving problems--not about how wonderful your product/service and business program might be. If you doubt that, just think about all of the times you gave a wonderful presentation to a qualified prospect but could not close the sale or recruit that person into business, and as you were walking out of the appointment you kept thinking to yourself: "Gee, I know I gave a good presentation. I pointed out all of the advantages of my business opportunity--and they seemed to agree. I can't understand why they didn't enroll."

The reason they didn't partner with you (or buy your product/service) was...you did not probe enough on their pain and suffering BEFORE offering them solutions to their problems with your product/service and/or business program.

By asking good problem and exploratory questions that bring out the pain and problems your prospects may have, you can actually get your prospects to sell and close themselves on your product/service and/or program. And you can do that, even before you give your demonstration.

### 6. **No Structure**

Most network marketers (and most people for that matter) don't like selling. I'm not kidding. They do not like selling because they don't know what to say on a sales call. They fear what a prospect may say to them. And they don't know how to respond to a prospect's questions, requests and/or concerns.

Many times when someone initially gets into the network marketing industry, he/she feels that simply being honest, caring, enthusiastic and knowledgeable about his/her product/service and business program is enough to succeed. Not true.

The most successful network marketers have a selling system. That is, they have a guideline or outline of how they plan to give their presentations. They have a structured (but flexible) presentation.

Successful network marketers tend to build their presentations around proven and powerful questions and other language skills that make the selling process effective. They also listen very carefully to their prospects—not just what is being said, but what is being meant.

Developing a structured presentation is the first major step to creating a successful network marketing system.

### 7. Not Staging

If you were an actor in a Broadway play, would you go on stage if all of the props were not in place? Would you come out on stage if half of the audience were still trying to get into their seats? Would you try and give your performance with a lot of loud, noisy distractions going on backstage? I didn't think so.

It is disturbing for me as a sales coach to see network marketers trying to give a presentation with a television playing, children crawling all over them, people walking in and out of the house and pets doing the things that pets do...all without saying a single word about it!

The same thing is true about network marketers that call on people at their place of business. Many times they are trying to compete with the phone ringing, interruptions, and the prospect telling them to make it quick because they're in a hurry. It's no wonder so many people fail in this business.

### 8. Closing Too Soon And Too Often

Enough said.

### 9. Not Tracking

Do you know why many network marketers have permanent shrugged shoulders and dents in their foreheads?

It is because if you ask them how many calls or mailings it takes for them to make a sale or how much they spent on advertising, marketing and other lead generation systems last year, they'll just shrug their shoulders and say: "Umm...I don't know."

And when you tell them that tracking is the only way to tell if their marketing efforts are working or not, they'll hit their foreheads and say: "Gee, I should've known that."

### 10. Focusing On Details

If you would like to waste two hours, go into your office for five minutes.

Most network marketers do not make sales by doing paperwork. They make sales by "being in the market."

Although there are literally hundreds of minor activities that need to get done in a MLM business, there are usually only a few that are high-income producing activities. The best network marketers have learned to focus only on the high-payoff activities and delegate or outsource everything else.

One of the best ways to do this is to hire a personal assistant. If you think that would be too expensive, just keep in mind that if you want to earn a hundred thousand dollars a year or more in network marketing, you'll never do that as long as you continue doing \$7 per hour work.

Top MLM leaders usually spend the bulk of their time on prospecting, giving presentations, putting deals together, getting referrals and building relationships. It's difficult to do that hanging around the office filing papers and making coffee.