

WHAT THEY DIDN'T TELL YOU WHEN THEY RECRUITED YOU

By Milton Johnson, The MLM Coach

You know the routine: You call your brother-in-law and tell him how excited you are about your new network marketing business and he responds with...

"Get out of my face you little twerp!"

Undaunted, you call your favorite cousin and invite her to an opportunity meeting and she politely asks...

"Why don't you get a real job and leave me alone!"

Being the persistent rascal that you are, you go and visit your trusted uncle and tell him how your company's products have improved your life and how your company is on a mission to save the planet with your environmental friendly products.

His reaction:

"Why have you stooped to such a low level by getting yourself involved in a network marketing scheme like this?"

And then it gets worse...you begin calling the cold market. You discover your warm market prospects were actually the easy ones. The real world of the cold market is made up of illogical, unmotivated skeptics who are fed up with people approaching them about network marketing.

And if that's not bad enough, the few people you did enroll in your business are whining to you everyday that the same resistance you're getting is happening to them too!

What's going on here?

Well, think about this. No doubt your company has provided you with the finest products, support services, a great compensation plan and so forth, but ask yourself these questions:

1. Have you really been taught what to say that will cause prospects to want to know more about your products and your business?
2. Are you still approaching people with the same worn out language that causes your prospects to run for the hills the moment you call on them?
3. Do you know the key questions that will cause your prospects to think about why they need to be in your business?

If you're like most network marketers, the answer is probably no.

Understand this: Successful prospecting is dependent upon good communication skills...knowing the right things to say at the right time. Regardless of how great your products are, how wonderful your compensation plan is, how terrific your company support system is, if you want to attract people to your business, you need to know what to say that will compel them to look at your offer.



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Perhaps more importantly, you need to know what language NOT to use that will turn prospects off before you can get them interested in your offer.

So, what kind of language are we talking about?

Frankly, I've spent most of my life experimenting with key questions, key phrases and other special language that would make prospecting more comfortable and more effective while reducing sales resistance.

After 30 years of skinning my knees in the real world of direct selling, I've finally made some progress.