



Direct Selling Success

Lesson One Getting Started

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Our Training System Leads to Success

“Luck is what happens when PREPARATION meets opportunity.”

– Champion Football Coach Darrel Royal

As a business builder with Syntek Global, you have access to the most advanced training system ever created for the network marketing industry. Our system was designed with the sole intent of helping you achieve greater success. We have nearly 20 years of data that shows that completing this training and adhering to the concepts taught, will allow you to more effectively grow your organization and achieve your financial goals.

Our training program provides three specific benefits. First, it IMPROVES STRENGTHS AND ADDRESSES WEAKNESSES. Second, it ENHANCES PERFORMANCE. And third, it provides you with CONFIDENCE AND CONSISTENCY in your efforts.

Improves Strengths and Addresses Weaknesses

You have a unique set of talents and skills that nobody else has to offer. The Syntek training system will help you to identify and develop your strengths, and also help you improve upon your weaknesses. Our development program will provide you with the tools you need to be credible with the people you contact and add to your team. .

Enhances Performance

Our training will make you aware of the best practices for growing your business, and help you implement these concepts on a daily basis. By completing and frequently revisiting the Syntek Global training, you will perform better and see greater results from your efforts.

Confidence and Consistency

Our structured training and development program will help you build confidence and self-esteem and give you a stronger understanding of the Syntek business. It will help you to know what to say and what not to say and will provide you with the ability to intelligently answer questions about the opportunity. By studying the training concepts over and over again, you will develop a consistent work routine, run your business like a business, and give your business the time and attention it needs to succeed.

We have proven that YOU WILL BE MORE SUCCESSFUL and you WILL ACHIEVE SUCCESS FASTER if you complete our training! So make the commitment RIGHT NOW to complete ALL the modules and frequently revisit them. Your life is busy and unless you commit to this training, it will fall by the way side.

It is important to create a plan for completing this training, and then strictly follow it. Please complete the schedule below, print it out, and hang it next to your desk or on your refrigerator. You can even give a copy to your up line partners and have them hold you accountable for completing the modules by your chosen dates. Do whatever is necessary to complete the training in a timely manner.

Syntek Global Training Modules	
What I will accomplish:	Date to be completed:
Module 1: Getting Started	Date:
Module 2: The Syntek System	Date:
Module 3: Planning Your Success	Date:
Module 4: Clarifying Your Expectations	Date:
Module 5: Telling Your Story	Date:
Module 6: Finding Customers and Partners	Date:
Module 7: Building Your Support System	Date:
Module 8: Serving Your Customers and Partners	Date:
Module 9: Managing Your Emotions	Date:
Module 10: Maintaining Passion and Persistence	Date:

Developing the Right Mindset

Building a Syntek business requires a lot of hard work. It is an exhilarating experience filled with highs and lows. Recognize that there will be good days filled with excitement and bad days filled with discouragement. Discouragement comes from unrealistic expectations. If you know it will take time and hard work to succeed, you will be less likely to be discouraged when it actually does take time and hard work. If you expect it to be easy and fast, you will become discouraged and probably quit before you enjoy success.

People who succeed in direct selling continue to work through the hard times. **DO NOT** decide each day if you are going to stay in business or not. Decide in advance how you will react to tough times and **COMMIT TO THE LONG HAUL**.

The most successful people in this business develop a positive and optimistic mindset. They focus on all of the reasons why their business will succeed. They create strategies for managing the inevitable discouragement that will come. Above all, they **NEVER EVER QUIT**. They know that the rewards of this business are worth the hard work and occasional discouragement.

In the following exercise, write out some of the negative, counter-productive thoughts that may cause you to get discouraged. These are the thoughts that you will need to force out of your mind on a daily basis in order to remain positive.

Negative & Counter-Productive Thoughts (Don't dwell on these thoughts)	
1.	
2.	
3.	
4.	
5.	

Now, list some positive, reinforcing thoughts that will help you to stay motivated and optimistic. These thoughts need to reaffirm your commitment to staying with this business for the long haul. This is the list that you will want to revisit regularly, especially when times are tough and you begin feeling discouraged. Remember, building this business is a marathon, not a sprint. If you hang in there, you will achieve your dreams.

Positive Motivating Thoughts (Revisit this list often)	
1.	
2.	
3.	
4.	
5.	

The Principle of Sorting

One of the best things about the Syntek Global system is “we **sort**, we don’t sell.” The concept of sorting is all about finding people who are already interested in the product and/or business opportunity, rather than trying to convince people to be interested. To be successful, you must be willing to talk to everyone about the opportunity. However, as you introduce the opportunity to people, focus your efforts on those who express genuine interest.

There is no need to be a high-pressure sales person. In fact, pressuring people to take part in the business is ineffective and will often damage relationships. The last thing you want to do is talk people into something they don’t really want to do. Let people know that a lack of interest will not affect your relationship in anyway. Continue to maintain your friendships and let people watch your success from a distance. If and when the timing is right, those people may become interested. So when you share the product or business opportunity with people who say “no,” simply move on to the next person. Remember, some people will, some people won’t, some people will wait, SO WHAT...NEXT! This approach will produce much faster results and will make your experience building the business more enjoyable.