



Direct Selling Success

Lesson Six

Finding Customers & Partners

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Getting Started

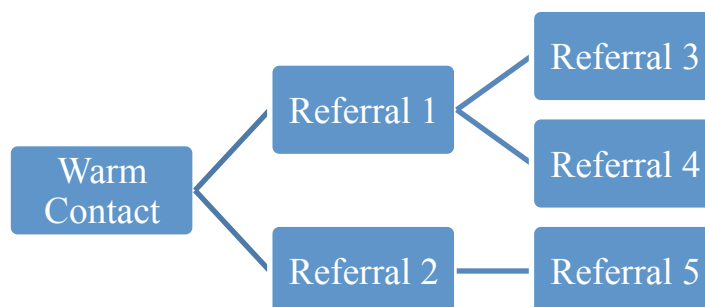
Network marketing is a numbers game! The more people you talk with, the greater your chance of building a successful business. If you only talk with a few people each day, you will end up with a few customers and partners. If you talk with a lot of people each day, you will end up with a lot of customers and partners. Three proven strategies for making contacts are to: (1) build a warm list, (2) locate high potential contacts, and (3) talk to everyone you meet every day.

Building Your Warm List

Your warm list consists of people you know who are willing to make an appointment with you. This list usually includes family members, relatives, friends, neighbors, classmates, club members, teachers, students, service providers, business associates, and so on. Most of us know several thousand people by the time we are adults. The key is to list 100 people you would like to do business with.

Many new distributors are reluctant to contact people they know. They feel this may damage their relationships. The truth is, it's a mistake to pre-judge people's interest. Most people want additional income and greater freedom, and you never know who might value your products and business opportunity.

People on your warm list will give you one of four responses: (1) I am not interested. (2) Let me think about it. (3) I would like to try your products. (4) I would like to become a distributor. If they give you a "no," thank them for their time and move on – no harm done. If they give you any of the other responses, you are closer to success. Regardless of the response you get, ask everyone you talk with to refer you to anyone they know who may be interested. As depicted in the diagram below, each warm contact can lead to five potential customers or partners.



Now it's time to create your warm list. Think of everyone you know who may be interested or know others who might be interested. Don't quit until you have 100 names on your list. Work through this list as quickly as you can during your first few months in business.

Locating High Potential Contacts

While it's a mistake to pre-judge people's interests, there may be groups of people who are particularly attracted to your products and business opportunity. For example, if you are in the health industry, you may find interested parties at gyms, spas, beauty salons, sporting events, etc. If you are in the automotive industry, you may find potential customers at car shows, dealerships, auto parts stores, repair shops and transportation companies. Your success rate will improve when you approach people who are pre-disposed to your products and business opportunity.

So ask yourself these questions: *What groups of people might be particularly interested in my products? Where do these people tend to congregate? How can I reach these people?* The exercise below will help you create a plan to find and contact high potential customers and partners. Commit to make contact with one of more of these groups every week.

Places to Find High-Potential Contacts		Strategies for Reaching Them
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		

Talking to Everyone You Meet Every Day

We meet people every day in a variety of places: the grocery store, at work, at school, the gas station, at sporting events, at church socials, at community gatherings, etc. As discussed above, you never know who might be interested in your products or business opportunity. Successful network marketers become great conversationalists, and talk to everyone they meet every day. Some people will become interested in your business during your first conversation. Others will become friends and acquaintances you can move to your warm list and approach later. Remember, network marketing is a numbers game. The more people you talk to, the faster your business will grow.

Daily Contacting

It is easy to get caught up in daily activities that don't build your business (working on your website, making lists, reading company literature, checking your inventory, buying supplies, etc.). But your business only grows when you find new buying customers and/or recruit new distributors. Every day you need to make new contacts and set up appointments.

Successful network marketers typically contact 10 or more people per day and make 5 or more presentations each week. Most create a process for making sure these contacts occur. Some carry a set number of business cards with them each day and continue contacting until all their cards are gone. Others carry a notebook to record the names of the people they meet. Some create competitions with their "up line," "down line" or peers in the industry. The important thing is to develop a process that helps you meet your daily contacting goal. So decide how many people you will contact each day, and devise a system to achieve your objective. Describe your system in the space below.

My Daily Contacting	
Number of people I will contact each day:	
My system for achieving my goal:	

Making Presentations

Making effective presentations is critical to success in the direct selling industry. You will make presentations over and over again to a large number of people. If you are great at contacting, but a poor presenter, your business will struggle. Here are the keys to making effective presentations.

Keep Them Short and Simple

The best presentations are 30 to 40 minutes long and include the following three sections:

10 minutes	10 to 20 minutes	10 minutes
<ul style="list-style-type: none">• Build rapport• Ask questions to understand needs	<ul style="list-style-type: none">• Present your products• Present your business opportunity	<ul style="list-style-type: none">• Answer questions• Address concerns

Remember, the people you are meeting with will be doing the same thing you are doing if they choose to get involved. If your presentation is long and complicated, they will be less likely to want to make it to other people. If your presentation is short and simple, they will feel like they can do it too. The key here is to create a presentation that is easily duplicate-able.

Keep Your Time Commitment

Tell people how long your presentation will last, and then stick to your time commitment. If you go long, people will check out as soon as you surpass the expected time. Even if they are interested and continue to ask questions, try not to stay beyond your commitment. It is far better to come back again than to wear out your welcome. If you stay 90 minutes, they won't invite you back until they find another 90 minutes in their schedule.

Maintain Passion and Energy

You cannot ignite others if you are not on fire yourself. Stay positive and upbeat during all your presentations. Your enthusiasm will rub off on everyone you meet, and increase the chances that people will develop interest in your products and business opportunity.

Use Company Resources

Your company will have a number of resources to help you make presentations: websites, videos, testimonials, product samples, literature to leave behind, etc. Use all the tools at your disposal. Sometimes it is best to let the experts do the talking, which makes it easier for you to make strong presentations. Also, technology can help you reach many more people than you can see in person. In the exercise below, outline what you feel is a strong presentation that utilizes the resource available to you.

My Standard Presentation
Rapport building questions I will ask:
Outline of my basic presentation:
Questions I will be prepared to answer:

Follow Up and Closing

Most people need multiple contacts before they purchase new products or embrace a business opportunity. In direct selling, the fortune is in the follow up. Follow up religiously with every potential customer and partner you meet. Unless you get an outright “No,” tell people you will get back to them in 2 or 3 days, and then follow up when you say you will. If you don’t, people feel you don’t care about them or don’t feel they are right for your products or opportunity.

You always want to get your product in people's hands so they can test it, feel it, taste it, smell it, etc. Good products sell themselves. During your follow up, ask people how they liked your product. As they show interest, ask for an order or a commitment to become a distributor.

You will need a system for tracking who you talk with and when you will follow up. It can be as simple as a card file, a calendar, a notebook, or a more sophisticated computer program. But make sure you do it! In the space below, specify the process you will use to follow up with potential customers and business partners.

My Process for Tracking Follow Ups