

Five Steps To Work Smart (less) and Make Money In Network Marketing

Who are you calling? What are you going to say? When are you going to call? Getting people to follow through. Getting a clear time for them to finish and follow-up with you. Rocket surgery? Brain science? Nah....

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Ladies and gentlemen, we are the cause of our problems in network marketing, because we don't tell our folks this is a business and it takes business tools. This doesn't mean that we don't work. I get that we do. Unfortunately, much of the work we do is trying to undo what we created... a poor business environment.

If you want your Network Marketing business to meet its potential then it's time you work to your potential and coach your downline to do the same.

That doesn't mean drudgery, hard work or hard discipline tactics. It simply means working with good simple business foundation tools... and using these tools as you coach your new recruits. The process of duplication will take care of the rest.

It is impossible for me to give you what I believe to be all the tools right here to run your business. But, if you will use these Five Steps every time you talk to anyone related to your business you will see huge changes. (I actually use these steps in all facets of my life and find that things really roll along smoothing when I'm diligent.)

The first thing we need to do is realize that the initial change comes from you. Before you can get better results with others you need to get better results from yourself.

At this point I loose some of you. "Oh no I have to **do** something. Yes you do. And if you're not willing to make some changes stop reading now. Accept your business (and probably your life) is stuck right where it is. Because how you show up here is how you show up everywhere. There is no pixie dust here. For the rest of you who really want to turn your business around, make money and help others make money I do have some magic words (but no pixie dust).

OK Grab a pen— no don't keep reading— grab a pen!

1. Who are you calling?

I never said these steps would be hard. But I know a good many of you won't do this. Regardless of how many people say, "write it down" you don't. It's a simple thing to do— anyone of us can write down who we're going to call. So I urge you— challenge you— be coachable and write down the names of those you're going to call.

Take a minute *now* and do this. (Now there's a concept, do it now— not later— now.)

Take a minute right now to take charge of your business. Can you imagine the CEO of IBM drawling, "Oh I'll do it later." If your work-day is over and you're reading this, make the list now for tomorrow.

The list will include every call you intend to make in your business tomorrow. That means new prospects, follow up calls, calls to your downline and calls you need to make to upline or support people. Oh go ahead— ***Make the damn list now. Not later NOW.***

Some of you may be working off an “ever growing” contact list. You just keep adding names. That’s great. Now make a list off— of that list— of everyone you’re going to call tomorrow. Just those names and numbers you’re going to call tomorrow should be on that list.

2. What are you going to say?

Have you ever “practiced” what you were going to say in your head and you’re brilliant, only to find that when you have the conversation for real marbles fall out of your mouth?

Want to make sure that never happens again? Then don’t put that pen down. Now that you know who you’re going to call let’s think about what you’re going to say.

Write down a few ideas of what you want the end result of the conversation to be for every person you’re going to talk to.

Then write how you think you need to introduce the conversation. What are you going to say after you say, “Hello...”

Do you know people take more time to plan their vacation than they plan their business day? Why? It’s more fun to take a vacation? Maybe. But I’ll tell you this. Start planning your day and you’ll start to make money and show others how to make

money. Then not only will your days be more fun, but so will your vacations (that's plural).

Here is one of my observations. You are more likely to get exactly what you expect. What do you expect out of your business calls?

Do you think people will put you off?

Do you think people will be glad to hear what you have to say?

Do you have an end goal in mind?

Are you consciously moving the conversation in that direction?

Are you ready to find your authentic voice so everyone will at least listen to you?

3. When are you going to call?

The only reason to put that pen down is because it's out of ink and you need another. That's right. Get your calendar out and write down exactly—yes exactly— when you're going to call them.

Instead of saying, "I'm going to make calls for a couple of hours today." Get your calendar and decide ***which couple of hours*** you're going to make your calls. And block the time out.

Make an appointment with yourself. An appointment you'll respect just like you respect the one you make with your doctor. You show up there right?

Show up here too.

As soon as you say, "I'll make the calls after the kids go to bed." Or, "I'll make the calls later today." You're in trouble.

Because you haven't made a clear decision of when you're going to call. You haven't decided exactly what time you're going to work. That's a huge problem in network marketing.

We don't **decide**. We don't make a conscious decision to get the action done. We don't go to our calendar and give that action its very own time for it to happen. If you want your network marketing business to flourish (read make money) you need to give what you do in your business its very own time. Please note that this starts with "you" not your downline.

4. How to Get People To Follow Through.

This section like the others is really simple. You need to be clear about what your exact expectation is of the person your talking with... and they need to be clear about what you expect of them. That's it.

Let's say you're talking to someone who has expressed an interest in your business. You want to get them into action now. So, you ask them to check out your website, or listen to a call (recorded or live) or maybe they are going to join you at a live event. It doesn't matter what it is.

What's important is that they understand that they are agreeing to actually

perform this action. The best way to do that is to make it their idea.

Watch how simple this is to do.

Give them choices. "John, would you like to get your next piece of information:

- from my website
- or would you like to listen to a call (recorded or live)
- or would you like to join me at a class, event or..."

Just two or three choices. No more. They should be choices that can be accomplished in the next couple of days. Who is directing this conversation? You are. But who feels like he is making the decisions. The person you're talking to.

Now, that piece about the person feeling they are engaged in the decision-making is really important. If the person you're talking to is engaged in the process, they are much more likely to follow through.

This works just as easily with downline members too. Give them a couple of things they need to do when they first get started. You don't have to pull up with your "dump truck" and unload. A couple of steps at a time that get accomplished is much more productive than overloading someone into overwhelm.

Keep it simple. I know most of you have a "getting started" booklet. But don't throw that at your new recruit and expect much. Break that down into small bites.

Would you like to know how to be sure they are moving forward and getting their business started after your brilliant keep it simple training? Read on. Remember when I promised you no pixie dust but real magic— check out step five.

5. Get a clear time for them to finish and follow-up with you.

Ok what do we mean by getting a "clear time" to call someone back? It means an appointment just like the one you make with the doctor. A real appointment is made for a particular time. This step is paramount in making a change in how people relate to you. Make that exact appointment.

If you and I have just discussed that you are going to make your contact list of 100 people, my next comment will look like this:

*"OK, Cindy, when can you get that list built?
Can you do it today or do you need until
tomorrow to get it done?"*

What I'm doing is giving choices (closed ended questions) that always ask do you want this... or that. This gives the person you're talking to some control in the process. They are enrolled, that is, active in the decision making process even though you are actually guiding it to the end you want.

In other words, who's directing the conversation? You are. Who's making the decision? She is. Everyone is a participant in the conversation.

Again, these kinds of choice questions are closed ended questions. Do you want to do this or that?

So when you tell me I can do it tomorrow (why do today what we can put off until tomorrow right?), I say:

"Great, let me get my calendar. Why don't you get yours and let's set a time for us to talk about your list."

If you hear yourself say, great I'll give you a call after dinner on Thursday, you have not made an appointment. Your doctor's office doesn't say, "Oh just come in anytime after lunch." They make a firm appointment. (By the way why doesn't your doctor's office do that? It wouldn't work would it? Neither will your business.)

If you want people to respect you as a business person you must treat your business with respect.

To book that appointment your conversation goes something like this:

"Great, what works best for you tomorrow during the day or the evening?"

They choose evening.

You say, "OK would that be before dinner or after dinner?"

They choose after dinner.

You say, "OK my calendar is free at 7:00 pm or 7:30. What does your calendar say, which works best for you?"

Again what you're doing is give a couple of choices.

Your goal now is to get her to an exact time. An appointment is an exact time that both parties agree to.

She says, 7:30, and you say, "Great you're in my calendar for 7:30 tomorrow evening."

You end with how excited you are to get them started.

Compliment them with specifics that you've noticed about them. Specific that you think will help them in their business and then hang up. Stop talking.

This won't stop all of your no shows or "I didn't get to it yet's." But it will stop many of them. It will cut down on you calling the same person back two or three times (or more) to get one thing done. It will cut down on all your "telephone tag."

In other words, you'll work smarter not harder to make your network marketing business successful.



Jillian Middleton is a Mentor Coach and Trainer, and author of the courses '[5 Steps to Working Less and Making More in MLM](#)' and [Setting Up Your Store Hours](#) and [Design Your Calendar](#).

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