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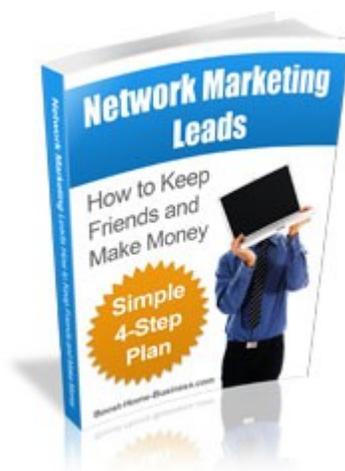
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Deborah Pretty

<http://www.Boost-Home-Business.com>

Network Marketing Leads How to Keep Friends and Make Money

Desperately Improve Your Lead Conversion With Our Simple 4-Step Plan in Less Than 30-Minutes



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What this power is I cannot say ; all I know is that it exists and it becomes available only when a man is in the state of mind in which he knows exactly what he wants and is fully determined not to quit until he finds it

Alexander Graham Bell



Introduction

If you are contemplating reading this free guide, Don't Just Read ... **STUDY it**. This is a must-read to help you get a good handle on what you should know for a smooth sail when starting or improving the necessary skills to become a successful Network Marketer. What we're not doing is PROMISING MAGIC , **but all I know is**, these are the same strategies that we used and they **work**.

To tell you the truth, we're not sure if we will say anything different than any other Internet marketer. I'm no different than you, with natural fears and doubts. Also like you I didn't believe that you can actually have people calling you to inquire about your business opportunity.

It's refreshing, to talk with cold prospects and not receive a verbal whipping! I have to admit, when I had my first encounter with a prospect that later told me that she thought we had met before, I knew then I was cooking with GAS. (that's a good thing)

That proves that recruiting is a skill that anybody breathing can learn. So If you're still above ground you too can improve your prospecting, recruiting, and closing skills.

If you master these 4 straight to the point tactics, regardless to what you offer (E. g. products /services , network marketing, direct marketing any type business). **I'm 100 percent confident you will improve your direct marketing business immediately.**

My suggestion is that you read them not once, twice, or three times but study them until you get it. Read through them to see if the strategies makes sense to you, if they do great, learn them, if they don't, but you're not breaking company records yet, try them anyway.

This Free Guide, is a quick read that will give you step by step pointers on 4 critically important areas for you to focus on in the direct sales business.

Who will benefit from this quick read?... Anybody who would like to :

- ✓ **Learn the skill of having prospects glad to see you**
- ✓ **Increase your closing ratio by 50 percent**
- ✓ **Learn how to get an appointment 80 percent of the time**
- ✓ **Learn what not to say to potential customers**
- ✓ **Learn the #1 thing not to do at a presentation**
- ✓ **Learn one trick that's sure to warm up cold recruits**
- ✓ **Learn how to pique with confidence**

Reading and implementing these strategies is certain to zoom you pass the other 175,000 people that's online right now, as we speak, that will join a home business. (hopefully yours)

Once you learn how to avoid making a few rookie mistakes, you will demand a larger share of the business that you deserve.

Studying these 4 key areas will place you light years ahead of your competitors.

To Your Success!
Deborah

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“Our minds become magnetized with the dominating thoughts we hold in our minds and these magnets attract to us the forces, the people, the circumstances of life which harmonize with the nature of our dominating thoughts.”

Napoleon Hill



Chapter 1

What the Network Marketing Training Manual Neglect Telling is What Really Hurts

7 Little Mistakes that keep the Best Network Marketing Distributors Poor

Are you tired of struggling, unsure if you're wasting precious time and elusive money by joining gobs of direct sales companies. Are you still trying to hit the target blindfolded, using old out-dated prospecting systems that's as passe` as a Model-T Ford?

Do you strategically plan your marketing attack by utilizing ridiculously played-out rules, pestering angry strangers, long-lost family members and used-to-be friends.

As an independent sales rep do you sometimes feel that uncomfortable pressure in the pit of your stomach like a night stalker waiting for it's next helpless victim.

Join 1000's of other MLM distributors that decided to upgrade their training manual which will place them light years ahead of 90 percent of all other direct sales companies' rosters: Now is the time to learn innovative techniques. Yesterday was the last time you had to hunt for your next meal.

Studying these 7 direct sales tips below will improve your skills and confidence so much, you'll without trying, literally make the other person feel, almost stupid to say no.

These tips are intentionally kept short because, as an independent sales rep, opportunities come fast. Really, prospecting should be kept very simple and to the point. It's only designed to ascertain whether or not a person is interested in listening to what you have to offer or not...PERIOD.

Claim these 7 prospecting tips on how to pique interest to grow your business

➤ **Never pique cold:** What this means is, basically never just jump out of the woods and attack a person from behind. Always warm your prospect up first with a little small talk. E.g. weather, children, sports, job.

➤ **Listen to your suspect:** Since now you know to first make small talk, the next logical thing to do is to listen to what they are saying. What should you listen for? Take notice for what **drives or motivates** them, their wants desires and needs concerning life, family, or occupation.

➤ **Choose one of their dissatisfaction:** Whether it's their job or not having enough time home with the kids. That should be the focus of the conversation.

➤ **Look for genuine ways to help:** Here's a Big Key, concentrate on helping your potential rep meet their goals. That will take the pressure off of you. You are no longer thinking, how can I get this person to join my network marketing business or buy my products or services? You're thinking how or if my business, product, or service can help them.

➤ **Never talk only about how great your company is:** I know it's hard especially when it has the most *advanced super micro clusters* that penetrates the blood stream allowing you to see through wood and bite thought steel; believe me they don't care!

➤ **How to deliver company facts:** keep it to bullets only. Your direct sales company's brochures are great templates for you to use. Here are a few bullets: E. g. International Company, 19 countries, featured in major publications, 17 years old, etc.

➤ **Use company tools to explain your business:** leverage your time by using tools: E.g. Websites, DVD's, conference calls, email. Always use your sales resource aids.

Important key pointers: never mix piquing with presenting; your job is only to pique, which means asking a qualifying question. Don't cold pique, learn to identify the other person's hot buttons, people love to talk about themselves. Be enthusiastic but don't lose control.

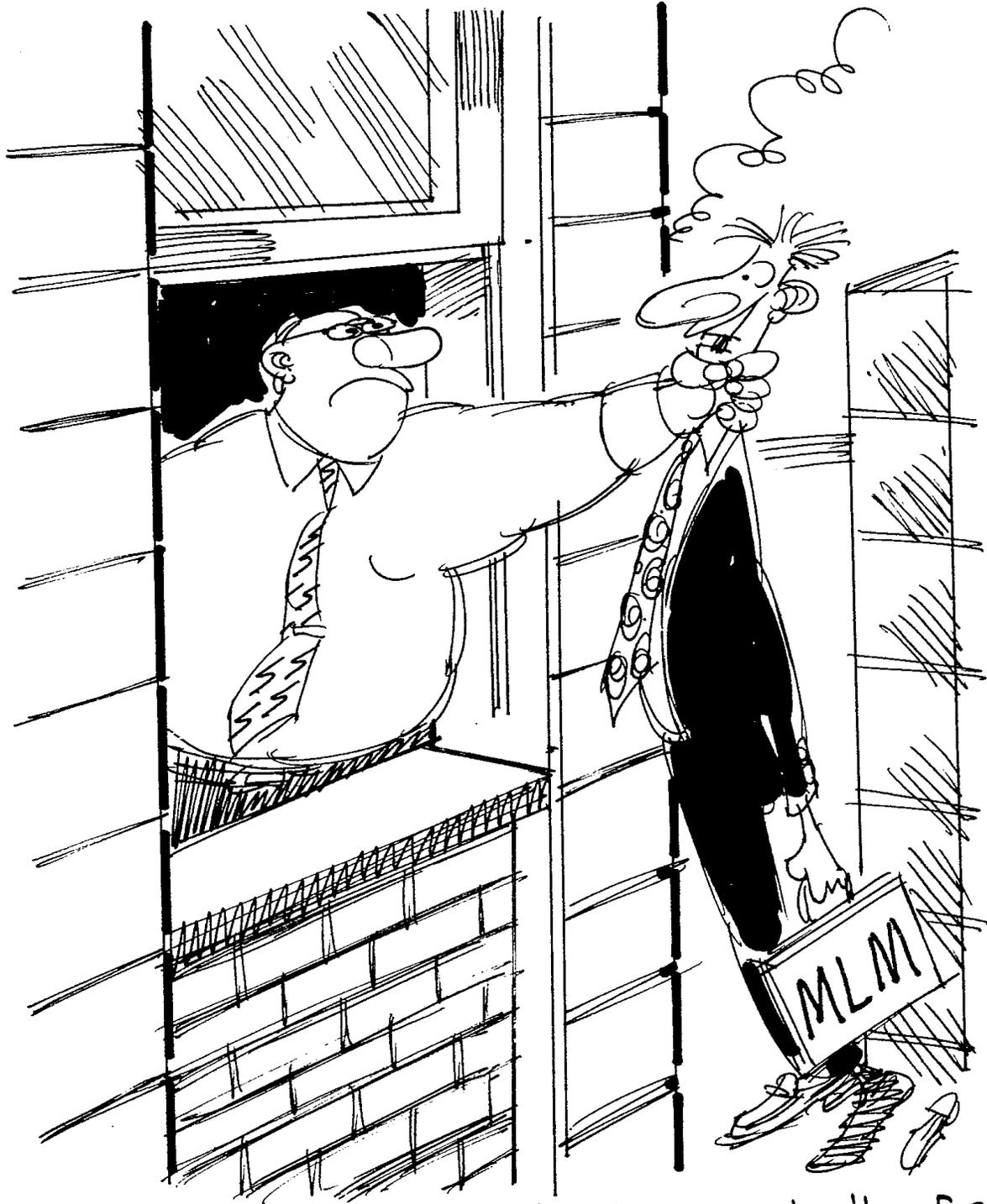
Lastly, remember to use your tools as a follow-up. Never leave room for the person to ask you a boatload of questions about your business. If by chance you are a novice **sales distributor** and you screw up big time by trying to answer, just revert back to your tools.

We hope these 7 piquing tips help you with your prospecting. If we left any major ones out please let us know. We will love to hear from you, along with your most successful piquing tips. Leave your comments at the ebook comments link below.

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Cartoon by Cal Grondahl. From the book THE NETWORK MARKETING GAME. © 1997 by Jon M. Taylor.



"I still say that you're missing the opportunity of a lifetime... even though my life is about over."

Chapter 2

Buying The Best Network Marketing Business Opportunity Leads Won't Work If You're Outside the Door

It's great to know the Latest Network Marketing Sales Jargon , but Nothing happens until you get both feet in the door.

Independent direct sales distributors, are you tired of hearing the same old lame excuses, E.g. don't have any time, I'm just too busy, is that the unwanted ring tone you hear when trying to schedule an appointment with a prospect?

Are you exhausted from rejections from family members saying no to sampling your outrageously wonder products or services? Has it crossed your mind that you can never earn as much money as the out-of-the-womb company superstars?

How do you ever expect to make money when you can't even get on the other side of the door. The very first step as an *independent direct sales distributor* or *network marketer*, you have to do before you can collect your first check, is to set-up an appointment.

In this charter you will learn how to violently avoid what the **Best Business Opportunity** seekers don't even understand is happening. You will learn 7 easy tips that will improve your chances for acquiring an appointment.

Below are 7 Insanely Simple Tips that any independent direct sales distributor can use to dramatically improve getting their feet in the door:

- ◆ ***Never give company information over the phone:*** Because, that's exactly what you will cover in the presentation.
- ◆ ***Pre-schedule a time to meet with your potential prospect:*** Don't just bo-hog your way in and intrude. It's not fair to them and will probably get you thrown out head first.
- ◆ ***Ask for only 15- minutes:*** Yep! 15 minutes, most people regardless of how busy they may be, will give you 15 minutes
- ◆ ***Call your prospect the day before:*** Always confirm your meeting. Let them know if for any reason they can't keep their appointment to please call or leave a message and you'll do like wise.
- ◆ ***After confirming your appointment:*** Don't hang on the phone, remember perception is everything. You are busy and successful too.
- ◆ ***Don't worry about the time:*** I know you only asked for 15 minutes so half-way into your meeting ask Mrs. Prospect, do I still have your attention? If yes, keep going until you finish. Most presentations only takes 15-20 minutes anyway.
- ◆ ***Smile when you talk:*** even if you are nervous, especially if you are nervous. Remember this

isn't about you it's about your prospect. Don't forget you are genuinely interested in offering value to your prospect if not, stop wasting your time and theirs.

If you don't remember anything else remember this: ask for 15 –minutes and don't give any company specific information over the phone.

*Our parents related it like this, as they warned us about marriage vs. rooming with your significant other. **Why would anybody buy the cow when they can get the milk for free.***

So if they are curious enough from your pique interest question they will give you at least 15 minutes... wouldn't you? Let us know if this info was helpful?

[EBook Comments](#)

“It is always your next move.”

Napoleon Hill

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Here's one of the few businesses I trust.

Learn how a Tree cutter was able to make six-figures in 180 days.

... Available at : =>

[Click Here!](#)



Chapter 3

Network Marketing Distributors-- 7 Strategies to Keep the Lead

Network Marketing Distributor Tips--Why some make the sale and others don't, include 7 simple techniques to fix it?

Today you will learn why some direct sales distributor presenters get great results and others sales distributors just don't seem to have a clue, what to say, why, and when to finish.

Many network marketing distributors' only ulterior motive for a sales demonstration is to showcase their Broadway fantasy. Little did they know, a sales meeting is strategically planned for a profitable outcome.

Your information should be intended to provoke the best probable results for those listening.

Read these 7 common mistakes, try to avoid them like the plague.

Do the opposite of the majority of MLM distributors. In the process, watch your confidence grow, your presenting skills dramatically improve, and your production become predictable.

You will learn the importance of creating a presenting process, who not to focus on and why. And that's not all. You will learn why professional presenters avoid answering questions while amateurs don't.

Best of all, you'll uncover the #1 reason why many sales spiels fail to deliver the message correctly.

7 of the main pitfalls many independent sales distributors make that you can comfortably side step.

Let's get started:

#7. Focusing on the sour grape: *It never fails there is always one guest that was convinced or drug to the meeting, they are so negative, if you place them in a dark room they will develop.*

#6. Too many Details: *Presentations should consist of maybe 20% Technical know-how, facts will*

never induce anybody to join your direct sales opportunity..

#5. Learn to diversify your sales pitch: Your demonstration should be divided into 7 different categories... E.g. Introduction, industry, company, products, testimonials, closing, and training. Remember you have 4 different personality types within the room (we'll cover more in our ezine article) If you only cover one personality type you will exclude up to 85% of your audience.

#4. Being too serious: I'm sure some of us will be nervous and scared (some scarier than a pig on the road to Smithfield) but you have to lighten up and try to relax. And not be sooo serious.

#3. Boring: Juice up your presentation with some excitement insert a joke now and again even if it's the same tired jokes that your sponsor used. The name of the game is duplication, so duplicate. If you're the kind of person that never jokes, that will make it all the better.

#2. Lengthy: Many presenters are sooo interested in their product's ingredients: The super micro clusters, they spend hours telling how they are sooo powerful.

As a matter of fact, E.g. it grew a third eye and the guy ran off with the circus after becoming rich and famous. Hello!...people are only going to hear the first and the last thing you say. Make them the most block busting.

#1 Testimonials: Should be a part of every appearance, facts tell stories sells. And if you are metaphorically challenged that means to tell more stories, refrain from mindlessly throwing facts out like an automatic machine gun. Testimonials basically tell your prospects that if she can do it, I know I can too.

There always seems to be that person that look like they live in the morgue, and come to find out, they're the one ripping the company sales production apart.

Study these 7 avoidance tips and present your way to the top of your company.

If you've forgotten everything you've read, here are the two most important facts: first, stories sell facts tell. Testimonials induces the believable factors.

People think for the most part that only you can achieve success but when they hear about Trish, down the street who just got started yesterday made \$110.00, now that's a cow of a different color.

Keep your presentations under 45 minutes maximum. People will NOT, let me repeat Won't remember everything you say, only 3 percent of information will be remembered and that's on a good hair day.

There you have it a few reasons why 97 percent of all direct sales distributors earn less than the top 3 percent and how you can set yourself up to know what they know.

Learn these 7 simple, nonthreatening, easy, presentation tactics. Once you master the 7 components of an effective presentation the game is over, you are on your way to super stardom.

If you don't learn to possess these simple skills you will spin your wheels moving from company to company thinking it's the products, service, or sponsor. Nope, it's all you.

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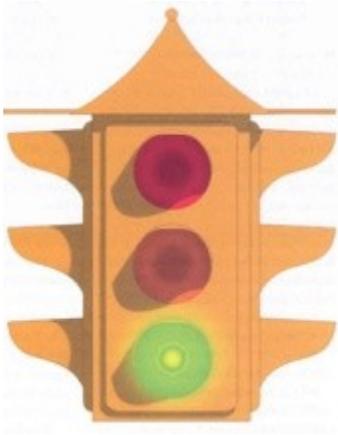
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Chapter 4

Critical Closing Techniques Which Ones Are You Avoiding

Direct Sales Closing Techniques --What Every Rep Ought to Know That's Not Discussed in Company's Training!

Suppose this happened on your next Appointment?

You piqued interest, got the appointment, presented like a pro, then you were told to come back tomorrow. You should be excited. However, you've heard it too many times before.

As a matter of fact, you've been told everything from leave me some information, come back later, can you put something in the mail? And if you go for any of those stall tactics, I have a mansion in Dubai for sale.

When you are inexperienced in direct sales all of the above sounds promising. But as time marches on you learn that most of what your prospects tell you is bogus, fake, pretentious, an all out bold face lie.

This chapter will teach you how to STOP the March madness, pick up vital direct sales techniques and get on with the game.

Gain 3 simple closing phrases that can turn your business around and set you on the right course forever.

You will never fall for those same old lines again IF you read, study and take action by implementing these 3 closing tips:

3 Easy Direct Sales Closing Techniques:

Closing Technique #1: After properly presenting, always ask your prospect a qualifying question. E.g.... What did you like the best about what you saw? Wait until they talk, the first person to speak loses. Listen very closely, their feedback is the starting point for your closing statements.

Closing Technique #2: If suggested to return at another time; flat out refuse to repeat your visit or mail any material! According to Brian Tracy if after a presentation, the potential buyer request you to mail them something, "he said" "you may as well take whatever you are planning to mail them, throw it in the trash and save yourself the cost of a stamp".

How many people in the past, you mailed info to actually joined your business or purchased products from you later?

Closing Technique #3: Don't allow interrogation! This is the first thing most prospects will do and that's elicit a bunch of unnecessary info, mainly because they feel, if they don't explore more, that makes them feel stupid.

Here's your response to any inquiries after your presentation, Mr. or Ms. Suspect are you inquiring because you are interested in purchasing the product / service or are you interested in joining the business.

There you are, three advanced direct sales techniques for closing any sale:

Remember: Find out what your suspect liked about what was shown. **Clue:** If they start to just repeat what was said or what they saw, they're not interested, E.g "I notice the company is a 13 year old company, international, and has a celebrity endorser."

They aren't taking ownership, vs "I like the fact that it sells itself and it's a product that everybody needs and uses already" etc..

The most important thing to take away from this training is this, **STOP WASTING YOUR TIME:** You're not there to be cross-examined, if they need more documentation send them to GOOGLE. Let your tools do the heavy lifting, if they are probing because they're ready to get started, Great, But if they're investigating for G. P. ..NEXT...

We will love to hear from you, these articles were designed to give you a few of the best business building tips and to help you further improve your prospecting and closing skills and turn more inquiries into raving reps.

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“Action is the real measure of intelligence.”
- Napoleon Hill

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To Your Success as an independent direct sales distributor and we hope this 4 article series improves your prospecting, presenting, setting up appointments and closing skills.

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