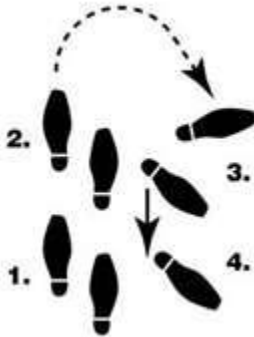


The Four Steps

- by *Pete Zdanis*



There are four simple steps to building a network marketing business.

Not three, not five, not eight.

Four.

The four steps to network marketing success are:

- . **Approaching**
- . **Inviting**
- . **Presenting/Closing**
- . **Following Up**

All four steps must be followed, in order, every time with every prospect, to insure success. **No exceptions!**

Approaching

Approaching is the first step, and is simply engaging the prospect, asking open-ended questions (which require more than a “yes” or “no” answer) to find out what is important to them, and determining if you can provide a solution to one or more of their needs or concerns with your business and products.

In other words, find out what the prospect needs, wants, or doesn't want in their life, and then decide whether your business and/or products can address one or more of those issues.

No mention is made of your business or products during this step. You are only gathering information, not sharing it.

Never approach someone with the goal of enrolling them as a business partner or customer. Remember that building a network marketing business is not about you. It is all about your prospect.

Inviting

Inviting is the second step. If you determine that your products, or business, or both, can benefit your prospect, ask them if they would be willing to take a look at what you have to offer.

Simpler, as always, is better. Straight forward questions such as: “I understand that you are concerned about accumulating enough savings to pay for your four daughters’ college educations within the next 10 years. I know of something which may well be the solution to your problem. Would you be willing to take a look at it?”

Remember, you never invite before you approach. Many people make this mistake, which is a common cause of rejection by prospects. You wouldn’t invite someone to join you for dinner if they had just eaten, would you? Then don’t invite them to take a look at your products or business unless and until you know that what you have to offer them is something that they may be “hungry” for.

Presenting/Closing

Presenting/Closing is the third step and is nothing more than sharing the appropriate (based on what is important to them) information with the prospect, and then asking them if they would like to purchase the products, and/or get involved in the business, etc.

A presentation can be anything from a formal structured one-on-one or group presentation, to sharing business tools (brochures, CDs, DVDs, etc.) provided by your company, or sending information or sharing videos with them online.

Closing is equally as important as Presenting, but is often overlooked, avoided, or not done very well by many network marketers.

Presenting and Closing are combined into one step because the reality is that, unless any Presentation has a Closing, everything is left dangling with either no conclusion (i.e., a signup), or no agreement on what will happen next and who will do it.

Many people are uncomfortable with Closing because they feel that they are being “pushy” or acting like a “salesperson”. That doesn’t need to be the case.

A simple, non-threatening question such as: “Is there any reason you can’t get started today?” is often all you need to ask any prospect.

After you ask the question, be quiet, listen, and wait for their answer. Many prospectors make the mistake of talking too much and not allowing the prospect to answer the question.

If your prospect tells you that they are ready to get started, congratulations! You’ve managed to help change someone’s life in only three steps!

Most people however, will not sign up immediately. The most common reasons are that they have some questions or concerns that need to be addressed, they may need to discuss the matter with a spouse or significant other, they may not have the necessary funds to get started right away, etc.

That’s ok. Not a problem.

Let’s lump all these items together into one category called “Objections”.

Just ask your prospect to specifically tell you what their objection(s) is are, agree on who needs to address each objection, what needs to be done, and when it will be done, and confirm with the prospect..

For example: “Jack, I understand that you need to wait until you get paid next Friday before you will be able to sign up. Is that correct?
Once you have done that for each objection, you will be ready for the fourth and final step....

Following Up

If you have completely addressed all objections as described above, the fourth step, Follow Up, is easy, but critical nonetheless.

It is often said that “The fortune is in the follow up”, and truer words were never spoken.

Common reasons why some network marketers fail to follow up include being disorganized, lazy, or they are reluctant because they don’t want to “pester” a prospect.

If you have done a proper closing, you will not be a pest to your prospects. In fact they will be expecting to hear from you since you have agreed on what will happen next and when it will happen.

At this point, the ball is in your court.

If you fail to follow up, you will not only be hurting your business, but you will also be denying your prospect the opportunity to significantly improve their life with your support.

So, be responsible and do the right things when you need to do them.

Summary

The four steps to network marketing success are:

- . **Approaching**
- . **Inviting**
- . **Presenting/Closing**
- . **Following Up**

All four steps must be followed, in order, every time with every prospect, to insure success. **No exceptions!**

It is also important to know that these four steps can and should be used with **ALL** types of prospects – Friends, family members, fellow employees, casual acquaintances, people you meet throughout your daily life, cold market, warm market, purchased leads, etc., etc., etc.

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