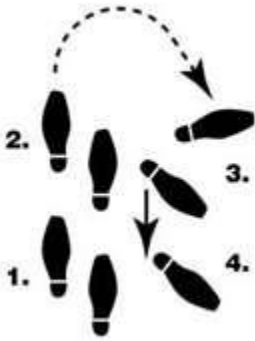


# The Four Simple Steps to Your Network Marketing Success

- *by Pete & Dora Zdanis*



There are four (4), and only four, simple steps to building a network marketing business.

Not three (3), not five (5), not eight (8).

Four (4).

The four (4) steps to network marketing success are:

- 1. Approaching**
- 2. Inviting**
- 3. Presenting/Closing**
- 4. Following Up**

All four (4) steps must be followed, in order, every time with every prospect, to insure success. **No exceptions!**

## **1. Approaching**

Simply say "Hello", and build rapport by engaging someone (anyone), 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.

For ideas on how to gather information, remember the "F. O. R. M." formula: Family – Occupation – Recreation – Money.

**FAMILY** – "Tell me about your family." (Could be spouse, children, significant other, parents, etc.) Perhaps they have concerns about supporting/helping family members financially, emotionally, with health concerns, etc.)

**OCCUPATION** – "What do you do for a living? Do you enjoy that? Does it provide you with all the money you need or want?" Find out if they are open to, or interested in, other income sources.

**RECREATION** – "What activities do you enjoy? Do you have the time to enjoy them?" Find out what they would rather be doing if only they had the time to do it. Determine if there are any health concerns or issues which may be keeping them, or loved ones, from fully enjoying life.

**MONEY** – "How do you think your life would be different if money were not a major concern?" Ask them to dream a bit, and then find out if they may be motivated to improve their life. Sadly, not everyone is.

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.**

## 2. Inviting

If you determine that your company's products, or business, or both, may benefit your potential 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 3 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.

### 3. Presenting/Closing

Presenting/Closing 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.

A presentation can be anything from a formal structured one-on-one or group presentation, to sharing business tools (Online brochures and videos, social media items, etc.) provided by your company.

Closing is equally as, if not more, 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 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 (and shouldn't 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 marketers 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 next, when it will be done, and then 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? Great! I will call you on Saturday morning, and we can handle your enrollment online."

Once you have addressed each objection, you will be ready for the fourth and final step....

#### **4. 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 followup", and truer words were never spoken.

Common reasons why most marketers fail to follow up include being disorganized, lazy, or they are reluctant because they don't want to "pester" a legitimate 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 (See above).

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:

- 1. Approaching**
- 2. Inviting**
- 3. Presenting/Closing**
- 4. Following Up**

All four (4) 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 (4) 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, social media, cold market, warm market, purchased leads, etc., etc., etc.

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