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Are You Listening or Pitching?

by James Dillehay

Many networkers face a challenge when it comes to pitching their offer. The question is *to sell or not to sell?*

You do not earn a compensation check unless product gets moved, so there has to be sales volume.

On the other hand, *selling* is a word that turns many people off. They don't want to *sell* or be sold to.

Think about it: How do you feel when someone tries to sell something to you that you didn't ask to hear about?

Regardless of how assertive you are personally, it's important to remember that the majority of distributors are not sales-type personalities.

Get Permission

You (and your prospects) can tell when someone is *pitching*, because the presenter never asked permission to announce his offer. The salesperson's mission is to get you to say *yes*, regardless of your feelings about a product.

Have you ever said *yes* to an offer just to put a stop to the sales pitch bombardment? Your prospects have. Sales pitching is among the reasons network marketing has gotten such a



negative reputation.

But does pitching work? Just look at the industry's attrition rate for your answer. Typically, a person who is persuaded to join a program by sales manipulation is out the door the next month, if not sooner.

Long-term residual income comes about when people have sold themselves on your offer.

Are You Listening?

Before you can position your offer so that a person is convinced it's for them, you have to become an expert listener. People we communicate with are always giving us clues to their needs, if we can stop our own agenda long

"Dealing with people is probably the biggest problem you face, especially if you are in business. Yes, and that is also true if you are a housewife, architect or engineer."

~ Dale Carnegie

“A good listener tries to understand thoroughly what the other person is saying. In the end he may disagree sharply, but before he disagrees, he wants to know exactly what it is.”

~ Kenneth Wells

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*Helping You Grow
Your Warm List*

James' books have been highly recommended by Networking Times, Bottom Line Personal, The Chicago Tribune, Entrepreneur Radio, Home & Garden TV, Working Mothers, Family Circle and many more. He reached Diamond level in his network marketing company and he is a Certified Guerrilla Marketing Coach.

enough to listen.

Active listening is a skill that can be learned. And it can become a resourceful habit to cultivate.

Just what is active listening? According to the free study guide at www.studygs.net/listening.htm:

Active listening intentionally focuses on who you are listening to, whether in a group or one-on-one, in order to understand what he or she is saying. As the listener, you should then be able to repeat back in your own words what they have said to their satisfaction. This does not mean you agree with, but rather understand, what they are saying.

Active listening gives you clues for learning what your prospect needs. And yes, it may mean putting aside what you need—customers and distributors. Here's a strategy that will

serve you well: **Find out what's important to a person and then match their need with a benefit your product or offer delivers.**

It is only after you know what's important to your prospect that you are in a position to offer a sample of your product or service that's a real solution.

Instead of selling, become an educator. Provide research studies, published articles and case histories of people who have benefited from an ingredient in your product.

Remember, network marketing pays you for helping others. Serve yourself by learning how to best serve others. Once you know what your prospect needs—through active listening—you can suggest, you can share, you can be a resource. How do you learn about your prospects? Ask questions. Then, shut up and listen to the answers.

Recommended Persuasive Tactics

There are powerful social forces which exert an influence on all of us—that persuade us to buy or make a commitment. A must-have book that will help you understand these forces is ***Influence, The Psychology of Persuasion*** by Robert Cialdini, PhD. Dr. Cialdini reports on numerous studies that show how we are influenced by others. For example, the law of reciprocity urges us to return a favor or gift to someone who has done something for us. If your friend does you a service, you feel inclined to repay her. In fact, you feel obligated to do so. Other studies show we tend to follow the crowd, especially when uncertain. We are affected by the actions of those around us; even more often when surrounded by people like us. We even look for what others have done in order to make our own way easier. This is called social proof and it's why getting your people to events is so important.

