

The Subtleties of Team Building

Notes from a prominent Network Marketer....Jordan Adler

What I'm going to talk about.....you might say, "That doesn't sound like a big deal." For example, let's say that you spend 3 hours a week on facebook posting things, getting updated on what your friends are up to and watching a video or two. No big deal....right? Now imagine if you have a team of 100 people in your group doing exactly the same thing. That's 300 hours in one week (15,000 hours per year!) of unproductive time being wasted. Time that could have been used to build a lifestyle.

Let's say you spend 3 hours a week answering e-mails, or 3 hours a week watching TV....or all three. (9 hours a week times 100 consultants = 900 hours per week or 45,000 hours a year!) No big deal? It's a huge deal! This is a pretty simple business. It's the little things that mess it up.

So, let's talk about the little things that make a big difference....the subtleties. Your team will do what you do. You are training each person from the very first interaction you have with them about the business. Keep in mind that when we talk about Network Marketing, the impact of these things is magnified by the power of how many people you have in the group. The positives are magnified and so are the negatives. You will get tons of mileage from each of these if you implement them. Again, each one individually seems to be somewhat inconsequential....but cumulatively they are monumental. They can make or break a business. Write them down, study them and put them into practice right away. If you want to make money in Network Marketing and be recognized as a leader, these subtleties can make or break you.

- 1) Be a little extra generous. Besides being a light in the world to those you touch, your spirits will be lifted by doing good each day.
- 2) Sit up front and bring your team up front if possible. Get to the meetings early so you can get the best seats possible. The experience is exponentially better in the front.
- 3) Stop complaining. The kind of people you want in your group doesn't want to be around complainers. If things aren't going that well....keep it to yourself. First of all, they don't really care and some actually are happy that you are doing worse than they are.
- 4) Avoid the phrase "Business Opportunity". It has been overused and tends to turn people away. Our number one objective is to get them to "Take a Look". Here are some phrases that will cause people to want to move towards you vs. away from you.
 - a. I want to share a business idea with you.
 - b. Would you take a look at something for me?
 - c. Let me run a concept by you.
 - d. Can I show you a unique system for changing people's lives and making money?
 - e. I would like to give you an "overview" of what I do and how you might benefit.
 - f. I want to show you something that may be of interest to you.

In other words, replace the phrase "Business Opportunity" with:

Business Overview, Business Idea, Some Concepts, Some Ideas, A Unique System, A Unique fun way to make money

5) Limit or eliminate your need to spend hours in front of the TV or computer doing unproductive things. If you are addicted, it's best to go cold turkey. Not only is it a waste of time, it also sucks your energy and plants nothing but negativity into your subconscious.

6) Pay attention to the following: Pen, Watch, Belt, Shoes, Nails, Purse

We live in a fast paced society where people size each other up quickly. These are the items that subtly portray our image. This is a touchy subject that always seems to stir up some controversy. We all do it. We size people up to see how they are doing. You are representing an opportunity and if someone looks at you and sees a 17 year old belt that is frayed and worn or shoes with worn down soles and a repaired shoe lace....that says something about you. If things are tight....we understand....but consider that these basic items are tools of the trade.

7) Be on time (not early or late). It is disrespectful and it will harm your reputation over time. It screams of poor planning and bad work habits. Being early.... you can be productive while waiting....but being late is not okay. It's about your word and doing what you say you are going to do. If you do find yourself running late, make a call and apologize. Develop the habit of being on time. This includes starting meetings on time (when you say they are scheduled to start, out of respect for those that showed up on time.)

8) Use the tools and events. When you use the tools, the people you bring in will use the tools as well. The tools and events are much more effective than we could ever be. Don't try to "explain" our technologies....demonstrate them. These products need to be experienced to be believed! Don't try to "explain" our business....let them listen to the "Is This For You?" CD or watch a recorded or live webinar. We can accomplish more on a conference call than we can in a week making individual calls. We can accomplish more at a major convention than we could in a year....traveling around to see everyone individually. Use three way calling. A third party validation is very helpful.

9) This idea can add thousands of dollars to your income over time....don't do anything by yourself. If you are making a call to another consultant, dial someone else so they can "listen in". If you are doing a training, invite another consultant to join you just to learn. Ask them to bring someone. Always look for opportunities to bring someone else with you on a call or to a meeting. When you "attend" a presentation or meeting....you are "learning" the business. When you "bring" someone with you to a presentation or meeting....you are "building" your business.

Again....the above may all sound like little things that have very little importance in and of themselves. Put them all together, and you increase your productivity by 500%!

Be a light that shines in the world. Be attractive as someone who contributes to the betterment of humanity. Become connected to people. Have people relate to you as a source of kindness and good. Offer solutions and bring simplicity to a complex environment. Make suggestions and assist others on their journey. Live life as an example worth emulating.

From a couple who believes in you....

Dennis & Ruth