

Network Marketing Recruiting Problems...What Are They... What Can You Do About It?

Passion Fire by Doug Firebaugh

In recruiting, there is a standard belief that you must understand...it is this: We get paid to do one thing and one thing only, and it will determine 95% of your paycheck...

Communicating with people....

I have said that before...and I hope you understand, we are a business of Communication...with marketing blended into it...with that in mind... There are 5 HUGE reasons why people fail in recruiting in network marketing...and after studying and doing the business for nearly 12 years full time, I discovered there is a pattern that I saw that developed with people who were struggling with their recruiting, which usually is the majority of folks... and I hope that you will look at these 5 reasons and see where you can change your focus and efforts to a more productive and effective style of recruiting.... here are the 5 reasons for Network Marketing Recruiting failure...

1) "The Distributor is not talking to people..."

Yes, you read that right...amazing as that sounds...there are many people who lead people to believe with their words that they are actually recruiting and talking to people...but they are not. They are busy at building a facade of a business and never really engaging the conversation and contact necessary for success... why? Fear....of many things....but that is the biggest reason...and how do you overcome it?

Find a recruiting partner who will help emotionally support you and help you...whether it is your upline or sideline...and work with them...

Yes, there are folks out there who truly are talking to no one, as they are scared...if you see no action happening with someone in your downline, it may be a "silent talker"...in other words, someone who talks about recruiting, but is silent when it comes time to recruit...

You MUST communicate with folks if you are going to have success in the marketplace... Imagine...fooling yourself into believing you are truly working this business this way...NOT!

2) "The Distributor is not talking to enough people..."

This is an interesting thing....there seems to be a comfort level with people that says, "I have talked to .X. number of people, and nothing is happening...so that means I can't recruit because this doesn't work..." again... NOT! I have said this over and over:

KILLER Secret:

One of the biggest reasons failure occurs in Network Marketing, is too many distributors spend too much time with too many people who have too little interest...

CLUE: talk to a lot of DIFFERENT people....it amazes me that someone can say they talked to a lot of folks, and in reality they talked a lot to a few folks...who have little interest...all because they don't have to go out and talk to NEW people...

KILLER Secret:

In recruiting....NEW blood keeps the heart of your business pumping....(CLUE!!!)

Talk to ENOUGH people and talk to people ENOUGH...but don't turn them off....go on to a new person, and see what happens with that person verses trying to force someone into the business who later will only leave with a bad taste...

3) "The Distributor is not talking to the right people"

Wasting massive amounts of time.

That is what most distributors do when recruiting...and continue to do...they talk to the wrong people, and then bring in the wrong people...and then have a downline of mostly wrong

people... Who are the right people? People who light up and catch fire when you show them this business, and then light other's up when they talk...not someone who complains after only 2 days because the application is the wrong color...or the wrong size...or the upline is not doing enough to welcome them aboard...2 phone calls is not enough...you know the type... There is what we call the "Recruiting IQ"...and that helps tell you if they are the right one...IQ stands for "Ignite Quickly"...and if they catch fire quickly...they have a great chance of being the "right one" to pursue...

And here is a KILLER Secret:

To attract the Right One...you must BECOME the right one....you must become who you want to attract into this business...through personal development and empowerment....

4) "The Distributor is not talking right to people..."

This is a business of communication...and of verbiage and emotion as well....

KILLER Secret:

A lot of distributors are simply saying the wrong things to the wrong people with a wrong message... You must talk to people with a YOU focus...it is called the T.I.N.Y Focus...

Their Interests Not Yours...

And you focus whether online or offline, on what interests them and do it Professionally... (CLUE!!!!)

Nothing turns someone off worse than a self focused and self absorbed distributor who is only focused on recruiting a person for THEIR reasons...not the reasons of the prospect... and the words they are using reveal a lot...

Me...me...I...I...me...me...I...I...me...me...I...I.....me...me...you..

That is called a MAJOR CLUE!!!!

KILLER Secret:

You should say the word "You" at least 4 times more than the word "I" or "me"...

KILLER Exercise:

Here is an exercise...Try recruiting someone without using the word "I" or "me"... use we and us...and see how the prospect's interests increases as you use YOU 4 times more than Us or We...

KILLER stuff here....

5) "Talking too much to people you are talking to...."

Some folks have diarrhea of the mouth...and they talk...and talk...and they talk....and then talk...and talk....and talk.....and by the time they finish... the prospects finished....

Don't "Dump" on people! Create a RECRUITING ENVIRONMENT (CLUE!!) that allows the prospect to do most of the talking... Ask a lot of questions.

Listen a lot of minutes... Ask a lot of questions...

KILLER secret:

Most people LOVE to have an audience...but they hate to BE an audience....you BE an audience of one, for massive listening to your prospect, and don't create a "Sat Chat"....

What is that?

A Saturation chat....where they feel saturated with your words and info, and feel they have enough information to tell you... No.

If you are going to be a HOT recruiter...you must CONNECT with your folks...and the best way to do that is to become an audience of one...and ask a lot of "Magnetic Questions..."...whether online or offline....

Troubleshooting Your Business

Do you know exactly WHY you are building Nikken, and why others should join you? If so...

Have you watched the "Ignition Sequence Launch DVD", set yourself up with the 5 Pillars of Business, had a sponsorship meeting and launched your business? Basically have you DUPLICATED! Or did you decide that based on your vast experience in Nikken that you know better what you will need to build a network of thousands across many countries! Think about it, sounds silly to try to do your own thing, does it not? If so...

Have you made the adjustments in your life to MAKE the time for Nikken. Remember, there is no such thing as extra time! You need to make the time to change your life forever. You may even have to give up other things you enjoy for a time... Accept it... Love it... That is how it goes when you want to have more for you and your family... This is not net-miracle-marketing! The middle word is "work". If so...

Are you plugged in with your team and do you host/attend regular previews/events. It is 1,000 times more difficult being a Lone Ranger. If so...

Are you making sure to keep Nikken as simple as it is and are you having fun so you can attract others? Are you creating a positive environment with a positive attitude? Are you someone YOU would join? If so...

Are you saying less to more people and are you able to tell someone in 30 seconds or less what you do with Nikken? If so...

If you are talking to lots of folks, do you believe what you are saying? Do you know why this is an awesome business and why they should join you in it? Or are you just blathering on and on hoping to "get them to sign up." Ask yourself, if you approached you and did what you did, would you enter the Education Process with anticipation? Learn to create interest by saying less and listening more. This is where you will develop your style! Every Royal Diamond had to go through this phase! Every "NO" makes you better! If so...

Are you following the "Process Flow Chart" and giving prospects the education they need to make a good decision and then helping them build the vision of where the company and the team are going, and how it will change THEIR lives? Or, are you trying it your "new and exciting way" that has probably actually been done 100 times before and failed? If so...

Are you asking them if they wish to be a part of the team and launch their business? This business is simple. Once they have been educated it is time to decide! If so...

Are you duplicating the above to your team? If so...

If you get stuck, are you reaching out for help? If so...

YOU WILL BE A ROYAL AMBASSADOR!!!! Just give it enough time and develop your own style. That comes with devoting the time to your business. Submerge yourself in it! Make it your business to know your business and realize that you are a part of an awesome company that is about to become a household name in America. Those of us who help to change the countless lives that this company and this team will touch will be paid enough to be able to live as we choose for the rest of our lives. In fact, the keys to any future you want are in your hands. You just have to want to have that future enough to go out and get it. One last thing... It is not going to come to you. You must go to it.