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SEMINAR SERIES



Victor Antonio

How to Achieve Network Marketing Success

Getting Started & Staying Motivated

Upgrade Your Attitude or Downgrade Your Expectations
www.SalesInfluence.com



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**How to Achieve
Network Marketing Success**

By Victor Antonio

Table of Content

About the Author

Introduction

What is Network Marketing?

Vision

Inspiration

Strategy

Time Frame

Action

Bonus: Staying Motivated

About the Author



Born and raised in one of Chicago's worst inner-city neighborhoods, Victor Antonio has achieved a level of success few expected.

By age thirty-five, he was vice president of a \$3 billion Fortune 500 company, and he went on to become president of global sales and marketing to help build a \$420 million company. He was CEO of a multimillion-dollar company that was acquired by a Fortune 1000 company. Not bad for someone whose family depended on food stamps and government handouts while he was growing up.

Mr. Antonio is a dynamic keynote speaker and successful salesman with over twenty years of sales and marketing experience. He has a bachelor's degree and an MBA, and he keynotes at corporations and universities on "The Logic of Success." For more information on Mr. Antonio, go to www.SalesInfluence.com.

Introduction

The greatest success in any person's life is to be able to live the life he desires. The power of choice is what everyone really seeks in pursuing his dreams. Choice comes from something deep inside of you that guides you onto a certain path.

Many people today live quiet lives of desperation because the choices they have made may not have been the best, and they now find themselves destitute and looking for a way to change their lives. They're looking for a way to get back on track with their personal desires and with the aspirations they had when they were younger.

When you're young, you think outside of the Skinnerian box. You dream big. You visualize the things you want, and those visions flow into your subconscious

with ease and fluidity. But as we grow older, the reality of trying to make a living and of living our ideal lives doesn't seem to come so easily. In fact, we've realized that it requires work and effort.

It doesn't help that our friends and family members tell us that we shouldn't dream so big because we're just setting ourselves up for disappointment.

So what happens? We start listening to others—and, little by little, our big dreams start to get smaller. They start to become more manageable. They start to become more realistic. If you haven't figured it out by now, “realistic” is a code word for “dream killer.”

Everyone wants us to be realistic. Everyone tells us we expect too much out of life. So over time, the negative thinking starts to burrow into your subconscious, filling it with negatives while pushing out the big dreams you had buried there as child. It's no wonder that one day you wake up to your adult reality and realize that you are not happy with your job. In fact, you hate your job. Then one day when you sit down quietly to reflect on your life, you feel a deep sense of sadness and despair. So painful is that mental realization

that you click on the television because you don't want to think about it.

The television is the great "delayer" of realizing what we've done to ourselves. Television inoculates and sedates our inner ambitions and makes us accept or forget our current reality.

But after some years, even the pacifying effect of the television is not enough to quell the anxiety we feel inside. It's an indefinable anxiety that can best be summed up as: "Something isn't right with my life, but I don't know what. I'm not happy, but I don't know why."

You're in denial. You know what's wrong; you just don't have the courage or the strength to face the reality of the situation you're in. Over the years, you let others tell you what not to do, and now the sum total of your inaction is your current reality.

As a child, you dreamed and filled your mind with great expectations of what was to come. Now you find yourself with no expectations and no ambition. You go along in life, like many others, worrying about a job you don't like and paying those bills.

But inside, the quiet anxiety becomes louder. And every day, you go to the job you don't like. It feeds that anxiety. "Something isn't right!" your mind yells.

Then one day, you finally reach your threshold of sublimation. Your mind can no longer handle the level of anxiety, and you no longer deal with the stress caused by the anxiety.

Your mind yells again, "Enough of this job! Something has to change." You begin to reach out for something that will help you quiet that anxiety, something that will help quiet that noise of dissatisfaction. But you need help. You need someone to help pull you out of your quiet and dark despair into the light of dreaming big again.

That is what this book is about.

I am going to help you start dreaming big again. But beyond just the high-flying, motivational fluff, I'm going to give you a five-point strategy I call the V.I.S.T.A. System.

V – Vision to see a new reality for yourself

I – Inspiration to follow your dream

S – Strategy for achieving success

T – Timeframe for getting things done

A – Action items to make sure they get done

Implementing the V.I.S.T.A. System will not only bring you into the light of opportunity, but it will show you concrete steps and strategies for how to climb out of the hole of despair into the light of living the life you've been wanting to live.

What is Network Marketing?

Networking market is a sales system for selling a particular product by recruiting people to help you sell. People who sell for you are considered your *downline*. Conversely, you're considered their *upline*.

Each person selling for you is specifically called a *distributor*. Every time a distributor sells a product to a user (e.g., friend or family member who doesn't want to sell the product, but only consume it), you get a commission based on a schedule set by the company.

The more distributors you have, the more chances you have of collecting more commissions. The more distributors, the more money you make.

Success, therefore, in network marketing is about getting as many good distributors (often referred to as leaders) under you as you can.

In turn, these distributors can go out and recruit distributors under them to help them sell. In other words, distributors can create their own downline, thereby increasing the total number of people selling your products.

The real financial magic of network marketing is about finding good distributors who can not only sell but, more importantly, go out and recruit more distributors.

Let's say that you are just starting out and you recruit five good leaders; this is your downline. In turn, these five leaders each go out and recruit five more. You can see how the number of people selling under you begins to grow geometrically.

To be successful in network marketing, you have to have certain skills:

- 1) You have to believe in the product you're selling. Don't try to sell something you don't buy into, because others will sense it, and it will hinder your recruitment process.

- 2) You have to be able to communicate to people the effectiveness of your product. You have to be able to tap into their needs and wants and then fill it with what you are offering.

- 3) You have to be able to recruit people into your downline if you want to make serious money in this business. Recruitment is the key to success, and, later in the book, I will touch on how you can improve your chances of recruiting.

- 4) You have to be disciplined. With network marketing, you don't have a boss. Your success is contingent upon you executing a plan of attack on your own. You have to make the calls. You have to drive to the events to promote your product. There are people who will help you initially, but in the long run, you have to do it.

- 5) You have to be determined. Network marketing works, but most people give up too quickly. When the money doesn't start flowing right away,

they get discouraged and quit. Remember, building is a process, not an event.

I-Moment

Success will not happen overnight. The money will trickle in initially. And, with time and effort, that trickle will turn into a serious flow of cash.

At first you'll get these very, very—I mean *very*—small checks. You'll have worked a whole month and will maybe receive a check that's less than what you expected. When the reality of the first check hits, most people just say, "All that work and this is it. This ain't worth it." And they quit. Their problem is that they are short-term thinkers. They don't understand the law of priming the pump.

When I was in Puerto Rico one year, I remember going to a remote place outside of San Juan. I pulled over to a small gas station to use the restroom. As I walked around toward the back, I noticed an old-fashioned water pump off to the side. There were no faucets to wash my hands in the restroom, so I went over to the pump and started to move the lever up and down

to see if it was still functional. I pumped for a minute or so, but no water came out. And just as I was about to give up because I was getting tired, a man from the station said, “Keep going. It takes time, but it will give you water.” So I kept pumping. Sure enough, after a few more well-exerted pumps, I got a little bit of water. But as I kept pumping, the water started to gush out. Believe it or not, I felt a sense of excitement as more and more water started running out of the spigot. I also noticed that I didn’t have to pump quite as hard to keep the water flowing at full force.

Bingo!

Network marketing is no different than me pumping the pump to get water. There will be moments when you’re feeling tired and don’t want to do it anymore. There will be moments of frustration where you’ll just want to quit. There will be that moment when you get that small check (i.e., the trickle) and wonder if it’s worth it. When you have these moments, remember what the man outside the gas station told me: “Keep going. It takes time, but it will give you water.” But instead of water, it’ll be money. Little money flows will turn into

big cash flow. And as it begins to flow, you will feel the same sense of excitement I did when the pump finally starting giving me results.

The ultimate moment will come when you realize that you have all the cash flow you need or could've imagined. I like to think of that moment as an "I-moment." That's the moment you'll realize your financial independence. On that day, your face will hurt. Why? You will feel so good about yourself and your independence that you won't be able to stop smiling.

Vision

Every adventure begins with a vision of where we want to be. Vision, if you haven't noticed, is the adult code word for "dream." It seems childish to talk about dreams, so we disguise it in a more mature form by calling it a vision. That's okay! You and I know that a vision is a dream.

Think back to when you were a child. Remember how you didn't have to worry about money? Remember when you didn't have to worry about where the food was coming from? Remember when you didn't have to worry about paying bills? Remember when you didn't own a watch because you didn't care what time of the day it was? Do you remember? Don't feel bad if you don't. Years of pressure, stress, and working have buried the memories, but they're still there, I assure you. What

happens is that you now have a JOB. “JOB” is a code word for “Just Over Broke,” because when you have a job, all you’ll ever be is broke. No one is ever going to pay you what you’re worth. No one is ever going to acknowledge your greatness because (1) they’ll have to pay you more and (2) they’re afraid to tell you because you might leave or want more money.

I once read a statistic that seventy-five percent of the population is either unhappy or would rather be doing something else. Think about that for a second. Seventy-five percent are unhappy or would rather being doing something else. I’m sure you don’t feel so alone now. There are many people in the working world today who feel as you do. They don’t like their jobs, and they don’t like what their lives have become.

What needs to happen to begin the process of change is that we have to introduce a “change agent” into your life. We have to introduce a constructive-destructive force. This force will destroy the life you don’t want to lead anymore and introduce a constructive way of being able to create the life you want.

This force has to have an origin, a source. That source is your vision (i.e., your dream) of the life you want to live. It's now time to begin to unearth those old dreams and begin to "rediscover" the original you. The "original you" is that person inside that is uniquely you and free to choose to do what it likes. I need you, right NOW, to define your vision. I am here to help you define your vision. I am your mental shovel, here to help you dig deep into your subconscious and unearth your real potential and ambition.

Answer this question: how much money per month would you like to make to live comfortably? (Write down a real number, something you truly believe would be "good enough." For now; don't exaggerate.)

The reason I don't want you to exaggerate the number is because you have to firmly believe in the number. There are two uncertainties when writing down a number:

- 1) Will that be enough?
- 2) Can I really make it?

Writing down a number you believe in will be good enough. When you answer the first question, you'll also believe it because it is real to you.

So now we have to work on the second part of the question, but I'll get to that later. For now, it is enough to know what number you are aiming for to be comfortable and to be able to make the choices you want with that money.

Selling Is For You

Too often I hear people say to someone, "Hey, you should be a salesperson. You really have the gift of talking." I cringe when I hear something like that, because:

- 1) It's false.
- 2) It perpetuates the myth of "He who talks best sells best." This is often not the case at all.

Customers don't want to deal with a salesperson who loves to hear himself talk. There's already enough noise in the world.

We've all heard the saying about why we have two ears and one mouth: to listen twice as much as we talk. Being able to communicate in sales is important. But communication isn't only about talking; it's also about effective listening. In fact, the best listeners, in my opinion, are the best sellers.

An effective listener is always monitoring several aspects of a customer's communication. The salesperson listens not only to the words the customer is saying, but he also listens for tone and speed. *How* a customer says something is oftentimes more important than *what* he actually says.

I learned this lesson early on when I met a salesman we'll call Dave. Dave was an unassuming, good-looking young man who had a meek temperament but was always very friendly. When I first met Dave, I drew an immediate conclusion about him based on his willingness, or lack thereof, to talk. To say the least, I wasn't impressed with Dave.

I later came to find out that Dave had been one of the top ten salespeople in the region. This was impressive,

given that there were over four hundred salespeople working that region.

I had the opportunity one day to go on a joint sales call with Dave. I figured this was my opportunity to find out how Dave does it. It was an ordinary sales call to an existing customer. When Dave arrived, he greeted everyone with his calm demeanor—nothing special. We headed into the conference room, where we had polite conversation for about five minutes or so before we got down to business.

I was studying Dave, while at the same time attempting to pitch our products. Throughout the meeting, I noticed that Dave would ask questions—lots of questions. Then I started to notice something about his style. Dave was a calm individual, as I mentioned. His questioning technique was also calm, almost devoid of emotion. The clients in the room responded to his demeanor and responded accordingly to Dave's questions. There was a sense of calm when Dave asked questions. Even when he asked tough, probing questions, his calm demeanor didn't seem to put the clients on high alert. In fact, during the whole meeting, the customers

never tried to sidestep his questions, especially as they pertained to budgets and timing for buying.

At the end of the meeting, we all exchanged good-byes. One of the senior managers walked me out the door and made the following comment to me: “I have a lot of confidence working with Dave. He always listens to our concerns, answers our questions, and follows through on what he promises. He doesn’t come in here shooting off his mouth telling us what we should be doing. He’s a nice guy to work with.”

The last statement said it all: “He’s a nice guy to work with.” Think about how you buy. Do you like pushy salespeople? Do you like to be told what to do? Of course not! But you do like it when a salesperson takes the time to walk you through the steps or options. So why would selling to others be any different? Great selling is as simple as the golden rule “treat others as you would like to be treated.” No more. No less.

Many people have it in their small minds that all salespeople are dishonest to some extent. They believe the salesperson is uncaring and is only focused on making the sale and collecting the commissions. They’ve

relegated all salespeople to the level of “snake oil” salesmen. You remember the snake oil salesman in the old movies? This was the salesman in a covered wagon who would blow into town to sell his miracle medicine or wonder tonic. After selling as much as he could to the suckers in the town, he was off to the next town to find a new pool of suckers. He was a parasite preying off the ill informed and ill educated.

In all my years of business, I’ve seen the best and the worst in people. And yes, I’ve seen people get away with some real underhanded behavior. But I’ve also seen these same people pay the price in the end.

Cheating and lying are short-term, self-destructive strategies for trying to get ahead. It’s a dead-end game. The world has gotten smaller, and people do talk.

The eighty-twenty rule applies here. Eighty percent of the salespeople I’ve come in contact with have been ethical and caring. I’ve also noticed that the happiest of the lot were always the ones who had forged long-term relationships in their industries and with their customers.

The other twenty percent were salespeople who were in it for a fast buck. They weren’t thinking long-term.

I reiterate: the most prosperous salespeople, both financially and personally, were the ones who looked out for their customers and always went to bat for their constituents.

The philosopher Ayn Rand once described the difference between self-interest and selfishness. A person who is selfish will do anything to get what he wants at the expense of others or society. A selfish person doesn't care how his personal actions affect others. All of us, at one time or another, have had our run-in with this stereotype.

On the other end of the spectrum, we have self-interest, doing things that are in our best interest without them impacting others negatively. When a salesperson aggressively pursues a deal and does nothing to injure his reputation or the company's, he is acting in his own self-interest.

Now, when salespeople lie about what they have to offer in terms of products or services, they are acting in a selfish manner. They don't care if the customer eventually finds out about it. They don't care how it impacts the reputation of the company. They don't care

what impact the product may have on future sales. This type of salesperson cares only about himself. It's okay to want more, but it's not okay to want more at any cost. Treat your customers badly, and your business will fail. Demonstrate to them that doing business with you is good business, and you will have a revenue stream for years to come.

Selling, again, is about understanding what people "need." How can you help them solve some problem or pain that they have? Answer that question, and you've learned how to sell to them.

Inspiration

Every vision has to inspire beyond the ordinary into the extraordinary. A vision is a reflection of yourself beyond what you believe is impossible today to what's possible for you tomorrow. You have to project into the future an image of yourself, of who you want to be. You have to see how you want to live.

In a movie, images are projected onto a screen. These scenes are created by Hollywood, but on the screen they seem believable and incredible at the same time. *You* are your only Hollywood. You have to create an image of yourself and project onto the screen of your subconscious mind. That movie of yourself should be rated PG for "Past Greatness." That movie is about you living a life that you define as successful.

Let me give you an example of simple vision. Some people want to make money so they can live comfortable lives—a simple house, a simple car, and both paid in full. They have bills that are manageable. They can walk into a mall and not have to worry about the price tags because they know that they can afford things.

I like to use the word “simple” because I want you to really believe that achieving the simple is attainable. When mountain climbers climb a high mountain, they do one plateau at a time. They may get to the first plateau and then rest and enjoy the “vista.” That’s what I want you to do. I don’t want you to see the mountain of opportunity; I want you to see the first plateau and focus only on that one. By keeping it simple, we keep it manageable, and we buy into the vision.

Another aspect of that inspiration may be to help others while you’re in the process of achieving your personal goals. Even better, if you can combine creating a choice life for you and help others in the process, that’s a win-win scenario.

Write down your vision of what you want for yourself right now. Keep it simple and believable for

you. Later on, I'll show you how to expand on your vision the right way.

Your Vision:

You already stated that \$ _____ per month would allow you to live comfortably.

With that monthly income, you would buy yourself:

With regard to lifestyle, that type of income would allow you to:

Earning that type of income would make you feel:

With vision and inspiration in place, you begin to feel a little sense of control and direction for where you want to go with your life from this day forward.

There is something powerful about writing down your vision and inspiration and seeing it on a piece of paper. Many people keep the vision and inspiration in their heads. The problem with that approach is your preoccupation with everyday worries, stress, problems, and so on—so you have no space for your vision or inspiration.

Oftentimes the vision and the inspiration get pushed so far into the recesses of your daily thinking that you lose sight of what's important and what isn't.

Knowing what matters and what doesn't is the key to success. If you decided to change your life and have begun to take the necessary steps to change it, daily challenges become less of a worry because, in the long run, you have other plans in mind for yourself.

For example, you go to work and your boss yells at you. If you didn't have a vision or an inspiration to quit that job one day and have the choice of living your ideal life, you might get mad or upset. But knowing you have

a “master plan” for yourself allows you the comfort to deal with the daily idiots who want to hold you down and make you feel bad about yourself.

Outside of your current job, there are other idiots who will do everything to prevent you from becoming a success. You can identify these people very easily. Tell them about your vision and inspiration, and watch how they respond. If they encourage you to be greater than you are today, they’re friends. If they tell you your idea is stupid or out of touch with reality, they aren’t your friends.

Listen to me when I tell you, “Stop listening to stupid people.” Now before you get mad and think I shouldn’t call people stupid, please allow me to define what I mean by “stupid” people. There are people who genuinely don’t know and will say they don’t know. That’s all of us, at one time or another. Not knowing something is not about being stupid, but about a lack of education. Again, we all fall under that category at one time or another. These are not the stupid people to whom I’m referring.

Stupid people are people who don’t know, and know they don’t know, and yet they still *pretend* to know.

How many of us have friends or family members who always want to tell us what we should do to be successful, but they haven't done a damn thing to be successful themselves. They're good at giving you advice, but not at following it themselves. These same stupid people, who aren't successful in their own right, will always look for ways to tear down your vision and inspiration. They're going to tell you how dumb your idea is because they don't want you to succeed.

Now, they won't say to your face that your idea is stupid. Oh, no! They like to use code words and phrases.

For example, you tell your friend about your income vision and how you're inspired to live a certain lifestyle. Stupid people, as I've defined above, will respond in code like this:

“Really?”

Code for: No way that's going to happen.

“Is that even possible?”

Code for: You must be crazy or out of your mind.

“I’ve never seen anyone do that.”

Code for: *There is no way you’ll ever do that.*

“Wow, you really are a dreamer.

Code for: *What drugs have you been taking? Get your head out of the clouds.*

I could go on, but you get the idea. Be aware of these code responses. If you’re not, they will undermine your confidence in your idea and, more importantly, in yourself.

These stupid people are vision-killers in disguise. Their worse fear is that YOU actually achieve your goals and you actually become successful—because when you become successful, you will make them feel more like failures, and they don’t want that.

There are two reasons why most people won’t help you achieve success: (1) they’ve never done it themselves and (2) you will make them feel worse about themselves if you do achieve your goals.

I remember an analogy that fits well here. If you put a blue crab into a bucket, it will eventually climb out of the bucket. But if you put several crabs into a bucket, none of them will ever get out. Why is that? Because every time one crab attempts to get out of the bucket, another reaches up and drags it down while trying to pull itself up and out of the bucket. The end result is that every crab ends up pulling the others down, and not one gets out.

In contrast, look at how a community of ants works. When one ant goes out and finds a source of food—a big piece of bread on the ground, for example—it takes a small piece and goes back to its nest in the ground. But along the way, it leaves a residue marking where the big piece of bread lies. Then, little by little, many ants begin to emerge from the ground, and they go off to get a piece of the bread and bring it back to the nest.

Now, what if the first ant had returned and didn't tell anyone about where the bread was? Well, eventually the queen would die, and the next ant along with it. But by sharing the “bread” (code word for “wealth”), the ant lives longer and ensures its survival. In other words, it is

in the best interest of the first ant to share the information on where the bread is located.

Network marketing is all about showing people where the big piece of bread is lying. Every time you work with people who want to see you grow, you are working with people who want to share the bread.

Your objective is to find people in direct marketing who are successful and have accomplished everything you want to accomplish. We often tend to get advice from people who don't know what they're talking about. We seek advice from people who haven't done anything with their lives. At this point, who's being stupid?

There are successful people everywhere. You just have to reach out within your network and find them. You have to know who they are and not be afraid to approach them and ask for help.

If you're having problems building your downline or just getting started, reach out and ask for help. The worst things you can do are (1) think you're alone and (2) not ask for help. When you fall into this narrow thought pattern, you will certainly fail. You must keep reminding

yourself that success is not an event, it's a process. Success doesn't just happen one day, but builds slowly over time before your eyes. And then, one day, you'll realize that all the energy and time you've invested has begun to pay off. One day the reality will hit you that you are now financially independent and free to choose to do whatever you desire.

“Delete” Therapy

Here's my strategy for staying positive. I want you to assume that you have a “delete” button, much like the one you see on a computer keyboard, in the palm of your left hand. Now, every time someone says something negative or stupid to you, I want you to take your right index finger, press it into your left palm, and mentally say, “Delete.”

This therapeutic mental mind eraser will work wonders for you. What you're mentally doing is deleting negative thinking from your subconscious, much like a computer would delete an unwanted file. In a computer, if you store too many files, you run out of disk space. If you get too many negative comments, you run out of

space to store your positive files. So, again, the next time someone says something negative, I want you to take your index finger, press it into your left palm, and say to yourself, “Delete.” It may sound silly, but try it the next time you’re having a conversation with a negative person. Instead of trying to tell him how negative he is, just quietly press the “delete” button in your palm while politely nodding as if you were really listening.

Have you ever found yourself getting frustrated with people because you’re trying to convince them of your viewpoint, but they don’t get it? Well, instead of getting mad, simply walk away and delete the whole conversation from your mind. Trust me on this one. It’s better to walk away with your sanity than to stand there and argue with someone who doesn’t understand you.

Inspiration is fueled by a strong belief that you want more out of life than what life has offered up to this point. I want you to be inspired by the fact that one day you will be able to live the lifestyle you desire. I want you to be inspired that one day you will have the choice to do whatever the hell you want to do with your time.

A friend of mine once said, “Live life. Don’t let life live you.” No truer words were ever spoken.

All of this is well and good, but we still have to execute the plan. We have a vision of what we want our lives to be, and we are inspired to go forward by keeping clear in our minds the lifestyle we can lead one day—if and when we’re successful. We now need to move beyond just having a vision and transform our inspiration into action. What we need is a strategy for achieving the vision.

Strategy

Every vision and inspiration needs a strategy to bring them into reality, to make them happen. But sometimes attacking the vision and inspiration may seem overwhelming; there are too many things to do and so many places to start. Let's simplify the process by breaking it down into simple, manageable pieces.

Let's summarize. You've made the decision that in order to achieve your vision and live the inspired life, you need to make something happen. You've found a great opportunity in network marketing, selling a product you truly believe will help others and, in so doing, help you achieve your personal and financial goals. Next, it's time to execute the plan.

Let's make some assumptions to get started. It has been my experience that in order to make money in

network marketing, you need to build an extensive downline to benefit from *residual income*.

Therefore, the first thing you need to do is to start prospecting (i.e., looking for downline distributors, or people who will buy your products and who may later decide to distribute).

How to Fish for Success

When you go fishing, you need to know two things:

- 1) Where to fish
- 2) How to fish

Knowing where to fish for distributors begins by putting together a list of people you know or associate with. Many of these people may also be looking (1) to consume your products and/or (2) for a way to make extra money on the side. Start out with the people you know and trust:

- Family and friends
- Community organization members

- Church members
- Social club members
- Neighbors
- Networking event participants
- Write out a few more ideas below:

I want you to view each of these places to recruit distributors as ponds where you would go fishing. Each pond has a certain type of fish you are trying to attract, but the ponds may have certain things in common. For example:

- People who need additional income
- People who have no alternative for generating needed income
- People who are dissatisfied with their jobs
- Stay-at-home mothers or fathers looking for a way to generate part-time income

For each type of fish, there is a specific bait you should use in order to attract the person. For example, if you have a person looking for additional income, you

emphasize (as your bait) the geometric aspect of how income grows not only from being a distributor, but also from the person growing his own downline.

If it's a person who is dissatisfied with his job, the bait may be the opportunity for financial freedom—no more bad bosses and no more driving in traffic.

Type of Fish	Type of Verbal Bait
Additional income	Commission on products sold
Dissatisfied with their jobs	Geometric growth and financial independence
Stay-at-home	Make money staying at home, at your convenience and speed
Don't have a lot of money to start a business	Low cost of starting out and making money

You could probably add some more reasons why people would want to join a network marketing program. Think of some on your own, and then think of the type of bait you would use.

Bait

I use the word “bait” as a metaphor, a reason people would want to join a network marketing program. You need to let them know what benefit they would derive from selling your products.

Listen carefully to what they’re complaining about in their lives, and then come up with the benefit (bait) of joining your network marketing downline.

Once you understand their pain (i.e., the inconvenience in their lives, their complaints), you then create a sales message for each type of fish.

A sales message is a thirty-second commercial for why people should consider your product. For example, if you are talking to a person who is dissatisfied with his job, your thirty-second sales message might go along these lines:

[Name of prospect], knowing that you’re unhappy with your job, let me quickly tell you that many of our distributors today are making over \$_____

per year selling part-time a product that helps others. Many of them achieved this level of income in less than _____ years. If you give me ten minutes of your time, I may be able to change the rest of your life by showing you how to make money in your spare time.

Now, if you're just starting out and you yourself are not making big money yet, it's okay to use others (e.g., your sponsor or someone in the company) as references for people who are successful already. You may want to change your thirty-second sales message to this:

[Name of prospect], knowing that you're unhappy with your job, let me quickly tell you that many of our distributors today are making over \$ _____ per year selling part-time a product that helps others. Many of them achieved this level of income in less than _____ years. If you give me ten minutes of your time, I'll tell you how [successful distributor] did it

and how he is helping me achieve the same level of success.

Remember, if you are just starting out, you don't want to lie to people. You should always be honest and genuine because, in the end, liars never prosper. That's what people buy into—you. By letting people know you are starting out as well, they may ask what convinced you to start. If they do, you have a great story to tell them without lying.

If they ask you if you're making \$_____, you can reply by saying, "Not yet! That's why I'm excited about working with my sponsor who is making \$_____. He shares with me how to do it, and he can also help you achieve the same level of success."

Being direct and honest is part of the strategy for network marketing success. Don't lie, because you don't want to live a lie. Living without integrity is not conducive to the healthy lifestyle that is part of your vision. Stay true and honest, and in the long run it will gain you more business and attract people who truly

want to make a change in their lives and are looking for an honest leader to follow.

The Telephone: The Weapon of Choice

Face-to-face selling is always the best way to sell a product. But you need to use the primary weapon of choice, the telephone, to get the meeting in the first place.

The toughest part of selling is always making the first contact. We've already talked about whom to call and what to say, but you still need to find a way to get people to listen to what you have to say.

Cold-calling a friend or family member isn't easy. You just can't call and—WHAM—start selling over the phone. Selling is a game of finesse and timing. You have to slowly work your way into the conversation so you don't turn people off.

Before we go into how to handle the call, let's focus back on making the call in the first place. I want you to think of your phone as an ATM machine that gives you money every time you pick it up. If you believed it, would you be excited to pick up the phone and call? Of

course you would be. Well, the phone really is an ATM machine, and I'll prove it.

Let's say that for every 20 people you call to invite to meet with you to consider selling your product, only 5 agree to meet with you. Out of those five, in the end only one will become a downline distributor.

This gives you your first important metric: call-to-conversion ratio (CCR). In this example, your CCR is 20:1.

Let's further assume that in order for you to reach your monthly income goal stated in the previous chapter, you need to sign up at least 3 distributors per week. That means that you have to make at least 60 phone calls per week if you're going to hit your goal, since it takes 20 calls to get one distributor signed up.

If you sign up 3 distributors per week, every month you will sign up 12 distributors—which means that in one year, you will have at least 144 distributors.

Now, what if every distributor you sign up represents \$1,000 worth of income for the next twelve months? If you make 20 calls to get one distributor, your income per call is \$50 (\$1,000 divided by 20 calls). That means that

every time you pick up the phone, you, in a sense, earn \$50. Given the fact that an average call lasts about five minutes, that's the equivalent of earning \$600 per hour. Not bad for just simply picking up the phone!

Let's take this a step further. Now, what if every distributor you sign up also, on his own, signs up 3 distributors per week? This is what's known as geometric growth. This is the power of network marketing. Geometric growth in your distributors means geometric growth in your income.

If, after the first month, you sign up 12 distributors and don't do anything else for the rest of the year except support those people, you will have a potential of 36 new distributors if each one registers 3 more distributors. Well, what if those new 36 distributors each signs up 3 new distributors? You now have under you a total of 156 (12 + 36 + 108) new distributors selling on your behalf. Your initial investment in getting 12 distributors has created a geometric growth totaling 156. This is *power* of geometric growth at work.

Now consider that you don't stop after the first month, and you keep recruiting 12 new downline distributors every month? You get the idea.

This very concept of geometric growth is what should fuel your vision and inspiration. Knowing that putting some effort in at the beginning will yield dramatic growth in the long run is why you want to be in the network marketing business.

Sharing, Not Selling

Many people have a negative view of network marketing because of the pyramid schemes in the 1990s. Even though there are many legitimate companies in the market, people are still hesitant when it comes to network marketers. Given that their defenses are up, you have to change your tack. Let me suggest that instead of selling, you begin sharing information.

Sharing information is a more relaxed and indirect approach to selling. When you share information, you're not telling people what they should buy but sharing with them what you're doing. See the difference?

For example, let's say you have a friend who tells you he's unhappy with his job and really wants something to change in his life. Instead of immediately jumping into a sales pitch, why don't you just try sharing with him what you're doing, without the pressure of selling. Try this:

[Name], I'm sorry to hear things aren't going well. I know the feeling. I've been in that situation also. That's why last year I decided to branch out and start up my own business—and the way things are going [or hopefully], in the next year or so I can quit my job.

Then STOP, be QUIET, and wait.

If he's interested in hearing what you have to say, he will ask. When people ask, they are giving you permission to “share” with them your strategy. If they say nothing, keep talking about life or whatever. And later on in the conversation, drop another hint about how you're working on your business. If again they don't ask, that means they REALLY aren't looking to change. They're just complaining.

There's a big difference between complainers and people who want something to change in their lives.

Complainers enjoy the act of complaining. They will never take action, but always talk about how things are going to change. People who are looking for real change will ask you about your business. If they ask, share with them your thirty-second commercial:

[Name], a year ago, like you, I was tired of my job and hated where my life was going. I decided to start my own business, and so far it's going well. Have you ever heard of _____?

Many of _____ distributors today are making over \$_____ per year and only selling part-time a product that helps others. Many of them achieved this level of income in less than _____ years. If you give me ten minutes of your time, I'll tell you how [person's name] did it and how he is helping me achieve the same level of success.

Again, if they ask about your business, they are giving you permission to share (code word for “sell”).

The Integrated Blessing

In your thirty-second commercial or conversation, you should mention the financial benefits of what you're doing. But more importantly, you should share with others how growing your business is also helping many others achieve their own financial and personal goals. Being able to make money and help others is an integrated blessing that you should be proud of sharing.

On the next page, I want you to write out your thirty-second commercial. I then want you to memorize it, so when someone asks, "What do you do?" you have a clear and concise response that informs and elicits curiosity.

Your Thirty-second Commercial:

Your thirty-second commercial should sound natural and conversational. If it sounds like a sales pitch, people will raise their defenses and not want to listen to you. The key to getting a conversation started about your product is not sounding like a salesperson but like a sympathetic friend.

Emotional Pain and Focus

Here's an exercise I want you to try the next time you're talking to someone face-to-face. Imagine for a second that there's a spotlight hanging right over both you and the other person. As you're having your conversation, further imagine that this spotlight moves over the person doing the talking. Now, if during your conversation you notice that the spotlight is mostly on you, you're talking more than you're listening. This is a big mistake. So the first step in successful selling is listening.

The more a person talks to you about how unhappy he is or how he wished things could change, what he's doing, in a sense, is giving you clues on how to sell him on your network marketing idea. If the person starts talking about how he wished he had additional income—well, that's your moment to share with him how he could make an additional revenue stream, on a part-time basis, doing network marketing. So the second step to successful selling is listening for clues on how to sell the person.

Now that you understand where the person's pain resides, the third step is to "amplify" that pain—make it bigger and more intolerable. For example, if a person needs added income, tell him how much others who are doing it part-time are making. Tell him about the people who, after a year or two, were able to buy their first house or pay cash for a new car. Tell him how your personal independence and confidence has grown since you've begun taking control of your life and how you're meeting successful people who are helping you make more money.

This type of success sharing will make the prospects take notice, and they themselves will start visualizing what you're describing. They'll see themselves in their first house. They'll begin to see themselves driving a new car. They'll begin to see themselves as financially independent and working with other successful people.

As the vision of their potential success grows in their imaginations, the pain of not acting grows as well. People will move when there is a nagging pain that something has to change.

Let me share with you a story I once heard about an old man who lived in a small shack off the side of a dirt county road. The man would sit in his rocking chair whittling a stick. Alongside his chair lay his faithful companion, a big old hound dog.

One day, while rocking in his chair, a stranger came along the road toward the old man's house. The stranger approached the house, gave the old-timer a kindly hello, and asked if he wouldn't mind sparing a glass of water. The old-timer agreed and went inside while the hound dog just lay there motionless. As the stranger waited for the old-timer to return, the hound dog let out a moaning yelp but didn't move.

When the old man returned with the water, he struck up a conversation with his visitor. The stranger began to notice that during the course of the conversation with the old man, the old dog occasionally let out a long, moaning sound.

The stranger did everything to ignore the old hound and concentrate on the friendly conversation. But the dog's moaning persisted until the stranger could no

longer resist the urge to ask, “Excuse me, old-timer, but why is your hound dog moaning? Is he sick?”

“Nah, he ain’t sick. He’s groaning like that because he’s lying down on a nail,” replied the old-timer.

“A nail?”

“Yep, a nail.”

The stranger looked perplexed and continued, “Well, why doesn’t he just get up off it?”

The old-timer paused for second, looked, and pointed at the dog with his whittling knife. “You see, stranger, even though the nail hurts him, it doesn’t hurt him so much as to make him want to get up off it.”

“That’s just plain lazy,” responded the stranger.

“Yep!” answered the old-timer.

Much like the hound dog, people complain (moan) about how bad their jobs are, about the little money they have, or about how their dreams seem to be slipping away, year after year.

Like the hound dog, they are lying on top of their own nails of discontent, but refusing to make the effort to do anything about it. People are unhappy, but not so

much that they want to make the effort to get up and get going.

When you're telling people of the success you're having or that others in network marketing are experiencing, what you in effect are doing is making that nail of discontent that much more painful. You want it to become so intolerable that they eventually make a decision to join your downline and get into the network marketing business.

Remember, by listening carefully, you will be able to find ways to make people constructively discontent with their current situations—so much so that your job of recruiting will be that much easier. In network marketing, pain is gain.

Time Frame

Once you have a vision and are inspired to carry it out with a strategy now in place, you need to give yourself a time frame. Here is where you are going to create a timeline for your success, so that every month you can measure your success and progress. This is key!

Many people plan on doing things but never get around to doing them. My objective in this section is to get you to put down on paper a timeline that you can use to measure your progress.

Open-ended goals are usually not executed. Many people say, “One day, I’m going to do X.” But we all know that the interpretation of that statement is: “I’d like to do it, and eventually I’ll get around to doing it. I just don’t know when.” This is not a goal, it’s a wish. A goal

is a wish with a timeline that's based on the execution of a defined strategy.

I want you take the time right now to define that motivating force that will drive you forward when times get tough. I want you to visualize the ideal scenario for your life. What do I mean by that? Well, let me give you an example so you can get an idea of what I'd like you to do.

Many years ago, I made a conscious decision about how I wanted to live my life. I started by making a mental laundry list of things I like to do and things I hate to do. I was brutally honest with myself. I also defined what I would do and what I didn't want to do. In short, I was defining my ideal situation.

In sales, the constant pressure of making your numbers is hard enough. The pressure is compounded when you're selling something you don't like. Worse still is selling a product you don't like and know nothing about, because you have no interest in learning more about something you don't like. Many salespeople are in this situation.

Victor's Philosophy: You will never be successful (happy and financially prosperous) selling something you either don't like or don't understand.

Now, for the purpose of the following exercise, I'm going to assume that you like the company you're working for and truly believe in the product you're offering.

Exercise: What I want you to do right now is sit back, relax, and take a couple of deep breaths. Stop thinking about peripheral stuff and clear your mind. Keep taking deep breaths, and just try to relax. Now, take a pen or pencil into your writing hand and wave it around like a magic wand. No, not all over the place—just wave it gently in front of you in a relaxing motion. Sound stupid? Yeah, but I made you smile a bit. Ha! Now, when you feel relaxed enough, I want you to fill in the blanks on the following page. READ the questions carefully, and answer them thoughtfully. GO!

(a) If I make \$_____ per year, this would be enough to pay my bills.

(b) If I make \$_____ per year, this would allow me to live comfortably.

(c) If I make \$_____ per year, this would allow me to define my lifestyle without worries!

(d) I'd like to be in a position to retire at _____. And in order to do this, I would have to make \$_____ per year for the next _____ years.

Now, let me ask you a key question: which option— a, b, c, or d—are you working toward right NOW? Circle the option above.

Your answer here is key since it will determine how you approach network marketing.

- If you chose option (a), you have a “can’t see beyond tomorrow” mindset, which is another way of saying that you are constantly in survival mode. This means that, as a salesperson, you will be in the reactive mode most of the time. You won’t invest in upgrading your sales skills; you’ll just hope to make it from year to year.
- If you chose option (b), you have a “good enough just to get by” mindset. You will do enough to make things happen, but no more. You won’t go out of your way or the extra distance to close a sale if it means inconveniencing you.
- If you chose option (c), you are mentally striving to achieve success beyond subsistence. This is good. This means you are looking for ways to make bigger things happen.

- If you chose option (d), you are looking beyond the horizon and planning your “exit strategy.” This means that you’re willing to go the extra mile and do whatever it takes (ethically) to be successful in selling. You have other things you’d like to do in life, and you want to accelerate the process of living up to your full potential.

The option you chose above, if you were honest about your own assessment, is an indicator of your present state of mind and how successful you will be in the sales profession.

If you chose option (a), I suggest you reevaluate why you’re network marketing. Selling just to survive and pay the bills, in my opinion, is not a motivating factor. How can you be great at selling when your mind is consumed with how you’re going to make the next rent payment? Instead of thinking about winning, you’re concerned with just surviving. Network marketing is about winning, not surviving.

If you chose option (b), that means you are willing to do what is necessary to sell, but no more and no less. If

you chose option (c), that tells me you want to make money and create a better lifestyle for yourself and your family. If you chose option (d), that tells me you're thinking a few steps ahead in the game. You are selling with an end in mind, and selling is the means to that end. I want you to be a (c) or (d) salesperson. I want you to begin defining your lifestyle now, so that your goals are driving your sales effort. By knowing what you want and how fast you want it, you will be able to formulate a plan for success. Let's start by setting tangible goals. For example:

Goal #1: With this income, I'll be able to buy/pay off a house worth \$ _____ by _____ [month/day/year].

or

Goal #2: With this income, I'll be able to buy/pay off my dream car, a _____ [model], by _____ [month/day/year].

You can make up your own goals as you see fit. The objective here is to get you to put a “stake” out in the future of what you want in exchange for being a successful salesperson.

Now in order to achieve the above, you have to clearly define what it’s going to take to get there. Fill in the following:

I need to make \$ _____ per year to achieve my goal(s) above.

To make this amount, I have to sell \$ _____ per month.

That comes out to \$ _____ per week or \$ _____ per day.

Doing this exercise gives you two key components of success in network marketing:

- 1) You now have a specific goal to shoot for. Selling will seem empty if you don’t have a target or

objective (i.e., a reminder of why you're sacrificing).

- 2) Numbers are real. Sales figures are the metrics for you to measure your success and progress toward your goal.

Victor's Philosophy: Many choose not to define their goals or financial metrics because they're afraid of failing (i.e., not meeting them). A ship without a compass is driftwood. A salesperson without metrics is deadwood.

Write down the top three goals you'll use to measure your sales success in network marketing.

1)

2)

3)

Keep what you've written close by. If you ever have to ask yourself, "Why am I selling?" I want you to refer to this page. Consider the goals you've written down to be a covenant with yourself.

Action

I once read that most salespeople—or business people, for that matter—fail in the first year for lack of prospecting. Prospecting can simply be defined as going out and finding new clients who'll buy your products or services.

I remember the Kevin Costner movie called *Field of Dreams*. In this movie, Costner has some spirit or force guiding him and telling him, “If you build it, he will come.” We find out later in the movie that Costner’s mission is to build a baseball field on his farm in Iowa so that baseball players from the past can come back to play again. Most people in business have a *Field of Dreams* mindset when it comes to their products or services. They feel that if they build a product or offer a service,

“they”—meaning the customers—will come. Nothing could be further from the truth.

Any marketer will tell you that you can have the greatest product or service in the world, but if no one knows about it, it might as well not exist in the first place. Success in business is about telling everyone you can about what you have to offer. You can spread the word using direct marketing, advertising, Internet marketing, get-togethers, parties, promotional events, and so on. But one marketing tool stands above the others as the most affordable and most accessible, and the one that is hardly used: the telephone. The simple reason we hesitate to use the phone is that calling and asking for business makes us feel vulnerable. The simple act of asking in everyday life leaves us open and vulnerable to being rejected. When we get rejected, we take it personally. Rejection undermines our confidence and self-esteem. The phone can be seen as an enabler to those feelings. By calling, we are inviting rejection—or, at a minimum, opening ourselves to being told no and consequently feeling bad about ourselves. Given this association between “calling” and feeling bad about

ourselves, it's no wonder that we view the phone with disdain when it comes to making cold calls and soliciting business.

In cold-calling, there are three entities involved: the client, the phone company, and you, the caller. We know that we can't control how a client will react to our call. We can't do anything about the telephone company, since it is simply providing the means of communication (i.e., the phone). What we *can* control is how we view calling, how we handle a call, and what we allow ourselves to think and feel.

Cold-calling is hard if you allow yourself to take everything personally. The first rule of cold-calling is that you should never take anything personally. If prospective clients don't want to talk to you, they aren't rejecting you! I can prove it logically. When you call prospective clients and they either don't take your call or refuse to talk to you, at that moment in time, they know nothing about you. So how could they reject you personally without knowing you? They probably don't even know your name. It's not *you* they're rejecting, but your solicitation for their time or your proposition.

Herein lies the dilemma faced by salespeople. How can you present the value of your proposition and prove that it's worth their time if they won't give you the chance to explain it in the first place?

Cold-calling is the creative art of finding ways to create time with your potential client so that you can explain the value of your proposition.

Broadcasting vs. Narrowcasting

Let me digress for a second and draw a human parallel that may resonate more with you. A man, interested in finding a mate, does the up front, personalized version of cold-calling. The man (i.e., salesperson) sees a woman (i.e., prospect) he likes. He then begins to think of a clever way to garner her attention. He knows that he has to have a great opening line, good conversation in the middle, and a good close. The end goal is getting her to go out with him on a date (i.e., an appointment or meeting to further explain the benefits he offers with the hope that she'll buy into it). If the appointment (e.g., dinner) is set, the man has to insure that the meeting place provides the right ambience

conducive to productive conversation. During their dinner, he will emphasize his features and explain or hint at their benefits. He may tell her about how he's a vice president in a Fortune 100 company. This would be considered a "product" (i.e., man) feature. The implied benefit is that if she buys into him, he can provide a financially stable situation. If he talks about how much he loves to go running (i.e., a feature), the implied benefit is that he is a healthy specimen and would be around for awhile.

As you can see, cold-calling over the phone has its parallel with dating. Women, more often than not, are the clients, and men are just salespeople trying to close a deal—although in this day and age, it's not surprising to see a man being "prospected" by a woman.

Cold-calling is no different than trying to find a date, with the obvious exceptions that cold-calling is business and you have a product or service to sell. What makes cold-calling different from trying to get a date is the medium. When a man sees a woman in whom he is interested, by just observing he is able to make a quick assessment of whether or not he wants to pursue the

matter. For example, he can look at her height, weight, hair color, eye color, and smile as well as how she dresses, how she walks, how she carries herself, and so on. These are all visual cues that you couldn't get over a phone.

Over the phone, the information is sketchy. You don't know what people look like, so it's hard to make an assessment of who they are or might be. You can't see how they dress or how their offices look, which would give you some indication as to their organizational skills or level in the company. When you ask questions, you can't see their reactions; you can only listen for the tones in their responses.

When you see people, you can gather more information about them. The people you are watching are, whether they're aware of it or not, broadcasting signals of who they are. Over the phone, the visual component of the information is not available, so you're left with only their voices (e.g., tone, vocabulary, use of jargon, sense of humor, etc.). This form of communication can be referred to as narrowcasting (i.e., where the information isn't as "broad").

People who use the Internet to chat with friends or strangers can also be considered to be narrowcasting. But in this case, the users have found a creative way to “broaden” their chats by creating emotion icons or “emoticons.” We’ve all seen the “☺” (created by using a colon, dash, and right parenthesis) or the “☹”(created by using a colon, dash, and left parenthesis) icons on email messages. These are emoticons.

These emoticons allow us to transmit our emotions or state of being (e.g., LOL = laughing out loud) to the other person, who can’t see us.

The lack of visual information while cold-calling adds to our anxiety. When we can’t see the people we’re talking to, we feel uncomfortable because we don’t know what they might be thinking. And, as the saying goes, in the absence of information we tend to make things up. We may start to think that the other person really doesn’t want to talk to us or would rather be doing something else. Since we can’t tell over the phone, we begin to feel a little anxious, thereby affecting how we handle the call.

The key to communicating well over the phone is to transmit more information while cold-calling (i.e.,

narrowcasting). This is why it is important to find ways to get a conversation going and inject humor or some personal interests into the call as soon as possible. By doing so, you inject, to some extent, emotions into your conversation in order to humanize the connection—and this creates a more pleasant call experience. And you can only hope the person on the other end of the line responds in kind.

Victor's Philosophy: You can't control what others say, but you can control how you react to those statements.

Check Your Premise

You can't get past the fact that you need to prospect if your business and your professional life are to be successful. I already mentioned that you can't control what the other person will say on the other end of the line—which leaves you with the only variable in cold-calling that you *can* control: your attitude.

If you're afraid of cold-calling, your voice will reflect it over the phone. If you're unsure of yourself, your

voice will reflect it. If you seem to be in a rush to get the call over with, your voice will reflect it.

Your attitude toward cold-calling will determine your success level. The only way to change your attitude about cold-calling is to reevaluate why you dislike it in the first place. As one of my favorite authors, Ayn Rand, used to write, “Check your premise.” You have to go to the root of your belief system and challenge your beliefs by validating if they are true or not. By doing this, you are checking the premise of your belief system.

Let’s begin by the checking the premise of the following beliefs.

I don’t like cold-calling because . . .

Belief: People don’t like to be interrupted.

Checking your premise: Assuming that people hate to be interrupted is too vague of a belief statement. What are you really saying? Is this statement true?

Let’s say that there is a fire in the kitchen and your mother is on the phone with her best friend, with whom she hadn’t talked in years. You know that your mother

hates to be interrupted while she is on the phone. Do you think she'll be mad at you for interrupting her to tell her that the house is on fire? Or do you think she'll be really mad if the house burns down and you could've prevented it?

So to say that people hate being interrupted is too vague and lacks context. "Context" is the key word here. What is the context of the interruption? If you have a great product that you know will help someone be more productive (context), then people won't mind being interrupted. No one in his right mind would hate being interrupted if it would benefit him greatly. The value you offer by interruption will determine the context of the conversation. If you have great value to offer the prospect, an interruption will be welcomed. So your premise that people hate to be interrupted is false.

Belief: Cold-calling is beneath me. It sounds like I'm begging for business.

Checking your premise: Have you ever been on a job interview? If so, have you ever viewed that as "begging" for a job? If you're like most people, you see

it as an exchange of value: your intelligence and capability in exchange for a salary or wage. There is no begging in this scenario; it's a necessary exchange of services for wages in a free market. This exchange on a daily basis—repeated thousands, if not millions, of times each day—is what makes our economy run.

Now let's assume you have zero skills—I mean *zero*! You then ask an employer for a job, knowing you're not qualified and can add no value to the company. In this case, yes, you are begging for a job. See the difference?

So the question you should ask yourself is: does my product have value? If it does, then what you seek is an exchange of your product for some equivalent value. This, again, is not begging—it's business.

On the flip side, if your product offers no value and you are trying to get someone to give you something for nothing, then you are begging.

Most, if not all, people in business are looking for an exchange of value: your product for some form of compensation. That's why it's called business. You're not looking for a handout; you're looking for an exchange.

Belief: I feel like I'm wasting my time calling people.

Checking your premise: Most people who think cold-calling is a waste of time are the same folks who only tried it once or twice and then gave up quickly. Have you ever made a commitment to cold-calling, let's say, one hundred people with a script and measuring the results? Most people who say it's a waste of time have never taken the time to measure how effective it could be for them if they just gave it a chance.

What if we shift our paradigm, and instead of seeing cold-calling as a waste of time, let's see it as a way to generate revenue. Let's see the phone as an automatic teller machine (ATM) that gives us cash when we need it.

Here's a question for you: if you knew that each time you picked up the phone you could generate a sale, would you do it? Of course you would!

Belief: Cold-calling scares me.

Checking your premise: Fear of being rejected is one of the basic causes of call reluctance. Every time we ask for a meeting or ask for someone's business, we leave ourselves vulnerable to being rejected. But let's think of the good things that could happen if someone actually takes us up on our offer. Begin to see how all you need is a few yeses among the many nos to make cold-calling worthwhile.

Like any other activity in life in which we want something from someone else, we have to ask. We can't live our lives without asking for something at one time or another.

Rejection, and what it does to your psyche, can be offset if you see selling or cold-calling as a game of numbers. The more you call, the more likely your success will be.

Don't be afraid of calling and being rejected. Be more afraid of never calling, never trying, and never getting out of life what you can get. My biggest fear is not that I will fail, but that I won't even try.

Victor's Philosophy: It is up to you to decide if you want to control your life or be controlled by life. Fear will never go away. At a minimum, you can stare it down and let it know that you are in control of your life. Use fear to your advantage. Use the fear of failing (i.e., never getting what you want) to drive you.

Cold-Calling Is a Numbers Game

Any way you look at cold-calling, it's a numbers game. The more you call, the more likely you are to gain business. The inverse also holds true. The aim of cold-calling is to turn a long list of leads into a long list of meetings and a long list of sales so that you can get a long list of zeros behind your earnings. Simply stated, you need to convert your pile of leads into a pile of cash by using your telephone.

Another way of viewing this is to use the laws of probability, which directly address your chances of success in a given activity. You can calculate the probability of success (i.e., the likelihood of a desired outcome) if your understanding improves with every attempt.

As an engineering student in college, I studied the laws of probability and how odds were calculated. The example I remember best was the sack with the colored balls. In this sack, there were ten balls. Nine of the ten balls were white, and one was green. The professor started out by asking what the probability was of reaching into the bag and getting a green ball. The probability of getting the green ball—i.e., $P(g)$ —was easily calculated by taking the number of green balls (one) and dividing it by the total number of balls (ten) in the sack:

$$P(g) = 1/10 = .10 \text{ (or 10\%)}$$

The chance of pulling a green ball out of the sack on the first try was 10%. Not a bad probability, but not great.

Now let's say you reached into the sack and pulled out a white ball, leaving only nine balls in the sack, with the green one still in there. The probability of pulling out a green ball in the next try was calculated as such:

$$P(g) = 1/9 = .11 \text{ (or 11\%)}$$

As you can see, your chances of getting a green ball improved slightly from 10% to 11%. This isn't a great improvement.

Now let's see what happens as you keep pulling white balls out of the sack, assuming that the green ball will be the last one to come out. Why last? I don't know. . .because life seems to behave that way. We either get lucky right away or luck waits until the very last moment to show up. Since we didn't get lucky up front, let's assume that our luck isn't immediately with us and won't show until the end. Here's what the probabilities would look like.

White Balls	Green Balls	Total in Sack	Probability of Green or P(g)	P(g) %
9	1	10	.10	10%
8	1	9	.11	11%
7	1	8	.12	12%
6	1	7	.14	14%

5	1	6	.17	17%
4	1	5	.20	20%
3	1	4	.25	25%
2	1	3	.33	33%
1	1	2	.50	50%
0	1	1	1.00	100%

As you can see from the table, your probability of getting a green ball out of the sack, $P(g)$, dramatically increases (25%) after the sixth ball is pulled, leaving only four in the sack.

In the last row of the table, you can see that there are zero white balls left and only one green ball. So the chances of you pulling out a green ball with only one ball left are 100%. If you move up a row, where there is one white ball and one green ball left in the sack, you can see that your chances of getting a green ball are 50% (i.e., a 50-50 chance).

Now you're probably wondering, "Victor, thank you for the math lesson . . . hated it. So how does this apply to prospecting and cold-calling?" This is a great question.

I mentioned that prospecting is all about converting a stack of leads into a stack of cash. So let's drop the "t" in stack and think of a "sack." In your sack, you have all these leads. Every time you pull a lead (white ball) out of your sack and make a call, the probability of getting an appointment or sale (a green ball) increases with every lead you pull. The green here symbolizes cash, money, greenbacks, dinero, etc.

Final Notes on Staying Motivated

I currently drive a Volvo; it's a great car. When I use it for long distances, I can go about 350 miles on a full tank of gas before I have to refuel. Now let me ask you a question: when you're running out of gas, do you ever consider never refueling again? Of course not! The only way you're going to get to your next destination is by putting some fuel into the car. Am I right?

Now consider that your mind is somewhat like a car. It requires refueling in order for it to get to your next destination. We all know that selling can be a tough business, requiring you to put on some serious mental miles when it comes to your ego, time, and patience in making a sale.

All of us, at one time or another, lose the motivation or enthusiasm to sell. Our motivational tank starts to go empty after a while, and yet the yellow warning light in our minds never comes on to warn us that we need fuel.

If your mind is like my car, instead of having to refuel every 350 miles, I'm going to suggest you refuel every 350 minutes—or approximately every fourteen days or two weeks. Every couple of weeks, I want you to crack open a book on sales and/or motivation and refuel. If you can't finish a book in two weeks, read at a minimum one chapter every two weeks. Something is better than nothing.

If you spend a lot of time in traffic, get some audio books about the latest ideas on selling. I don't care if it's only five or ten minutes of listening—it's *something*. Don't waste all your time listening to bubble music or trash-talk radio, both of which add no fuel to your motivational engine; they detract. Hearing depressing news all the time will do one thing for you: depress you.

Why Buy Books?

If you're reading this book, you are the exception to the rule. It is estimated that less than ten percent of the population read books on success. Instead, they spend an estimated four to six hours a day in front of the television.

A friend of mine came over one day and was impressed with the number of books I had on my shelves. He said, "Wow. That's a lot of books. I wish I could read books."

To which I answered, "Why don't you?"

"Well, I've bought books in the past, but could never finish them . . . so I stopped reading!" he responded.

Now, let's look at the logic here for a second. He doesn't read, because when he tried he didn't finish the book. Therefore, from that day forward he stopped learning because he couldn't finish a book. Does that make any sense?

I asked him, "Did you ever think that maybe you bought a book you weren't really interested in? And where does it say you have to finish a book? If you don't

like it, stop reading it and move onto another that you'll find more interesting."

He looked at me, somewhat puzzled by my terse response. Before he could say anything, I added, "You know, it's okay not to finish a book if it doesn't appeal to you. Better to move onto something more interesting than to stop reading and stop learning altogether!"

I wish I could say my friend is the exception to the rule, but he isn't. If you ask a friend who doesn't read, you'll most likely get a similar answer. These same friends will spend almost \$20 to go see a movie at the local theater rather than invest half that much in something that will help further their financial success. Don't get me wrong—I like going to the theater to see a good movie, but I also like to stop off at the local bookstore and pick up "mental popcorn."

As we make our way through life, what we always want are options. We love options. We like to have choices as opposed to being limited in our decisions. If you agree with this premise, then why in the world would you not continue to add new ideas to your mental toolbox?

Learning provides us with new tools, ideas, thought patterns, and approaches to sales success. Motivation comes from being stimulated by these new approaches or concepts. Reading or listening to educational material often provides a catalyst for getting us unstuck. How many times, after reading or hearing something new, have you said . . .

- I never looked at it that way!
- I didn't know you could do it that way!
- No one ever showed me how to do it like that!
- Why didn't I think of that?
- Is it really that simple?
- Hey, I can use that strategy!
- I haven't tried that yet!

All of a sudden, you feel this surge of energy, an excitement to try something new. You know what I'm talking about. You get all excited, and you feel like getting back into the selling game. Your engine is full again.

It's okay to change your mind when it comes to what interests you. But it's never okay to simply quit altogether. Quitting is not an option!

Building Your Own House...Your Own Dream

I heard a story I'd like to share with you. Perhaps you've heard it...

A man decides he wants to build a magnificent house. He hires a contractor and tells the man to build the most spectacular house he can build.

"Don't worry about the cost," said the man. "I will be back in one year and will then reimburse you for whatever material expenses and cost of labor it takes to build this magnificent house."

The contractor agrees and the stranger is off to return in one year. The contractor gives the project some thought but decides to put it off for a while before starting. He figures he has plenty of time to build this magnificent house.

As the months pass the stranger realizes he's running out of time if he's going to complete the house on schedule. He decides to finally get started by going out and buying the materials needed. But, instead of buying the best material money could buy as he was instructed, he uses cheap materials that are readily available. In a rush to finish on time he also decides to cut a few corners here and there thinking it wouldn't be a big deal. After a lot of patching and fixing to keep thing together he is done.

One year later to the date, the stranger shows up to view his magnificent house. He looks at the house the contractor has built and asks, "Did you build the house with the finest material? Did you hire the best labor money could buy? Would you say this is a magnificent house?"

The contractor, not ready to admit that he took some shortcuts with labor and building materials,

responded confidently, “Absolutely. It is the finest house anyone can live in.”

“That’s great. I’m glad you feel that way.” said the stranger “Because I’m giving you this house for you to live in.”

The contractor is stunned not only by the man's generosity but also by the reality that the house is less than magnificent. Would the contractor have taken more time and used better material if he knew the house would be his in the end? Of course he would’ve!

Replace the house with your life. Are you building the type of life you want or are you still building for someone else? If you have a job you don’t like, you are no different than the contractor who is building a ‘magnificent’ house (business) for someone else. When we build for others, we don’t give 100% of ourselves to the task at hand; that’s human nature. And when we don’t give 100% we never attain the level of

achievement we hope for because we can't get excited about building someone else's house.

Our inability to give it our all leads to mediocrity. Mediocrity over time is never rewarded or recognized. The lack of reward or recognition leads us to believe that we aren't worthy (i.e., worthless). Once we talk ourselves into believing we're not worthy because nothing good ever happens to us, our self-esteem suffers. Once our self-esteem is sapped, we are no longer motivated to make any changes in our lives.

But here's the rub-if you're feeling depressed about your job because you feel inadequate, I'm here to tell you that **it's not YOU**. It's the situation you find yourself in that is creating an inadequate you. As long as you continue to build someone else's house, you will never give 100%. You will always operate at a **sub-optimal level** (i.e., below your potential). But it's not because YOU are sub-optimal, it's because you are not building your house (i.e., your desired life) and find yourself in a sub-optimal circumstance.

It's a vicious cycle if you think about it.

When you work for someone else, you will never realize your full potential. And as long as you operate at sub-optimal potential, you will always fall short of being great. Falling short consistently reinforces in you that belief that you 'really are' sub-optimal. In other words, your situation is causing you to behave in a manner that reinforces your feelings of inadequacy. But it's not YOU! It's the situation you find yourself in that is making your efforts mediocre.

If the stranger had told the contractor that the house would be his after it was built, I can assure you the contractor would studied, planned and executed with a high degree of efficiency an architectural extravaganza. He would've made every aspect of the house magnificent down to the front door keyhole. But because it wasn't for him, he elected to operate at a sub-optimal level. The outcome had less to do with intelligence or money, and more to do with lack of motivation. It's hard to motivate

ourselves to be at our best everyday when we know we are building for someone else isn't it?

Three Don'ts

- Don't fall into the trap of believing that you can't do it because you're not good at your current job. You may not be good at your current job because as long as you are building for someone else and not yourself, you will always operate at a sub-optimal level.
- Don't fall into the trap of believing that you're not qualified or smart enough because you don't have a position of leadership at work or you've been passed over for a promotion. It's not because you're not good enough, again, it's because you are operating at a sub-optimal level.
- Don't wait for external validation to believe that you can be great at what you choose to do. The materials to build your own magnificent house are all around you. All you need to do is study, plan and execute your life changing strategy.

How long will you continue to build someone else's dream? I hope the answer is, "Not much longer!"

I want you to consider investing in yourself. I want you to believe in yourself. And I further want you to know that if you wanted to, at any given moment, you can start constructing your own magnificent house (i.e., career, life). The potential is within you waiting to be summoned by the right circumstances. Take some risks and create those circumstances. If you don't, you'll always operate at sub-optimal and never realize your true potential.

Start building your (DREAM) house TODAY...and let's talk one year from now! Are you up for the challenge? I know you are!

Go to www.SalesInfluence.com for more information on taking your sales game to the next level by Victor Antonio.

