



by Mike Akins

THE **e**quation FOR SUCCESS **Part II**

There are many factors in the equation for success in the network marketing industry. The more you understand about these factors, the greater your chances of achieving success. There are principles involved in this industry that will influence the results that you can achieve through your efforts.

During my 32-year career, I have observed a number of individuals working just as hard as other marketers but without the success. The key is to work smart and hard. In Part I of this series of articles, I revealed five factors that you should examine before selecting a program. If you missed Part I you can contact me or

Money N' Profits to get your copy.

In Part II, I will cover the four important steps in developing a secure residual income. There is more to success than just enrolling prospects. I have seen a number of networkers quickly develop an organization, only to have it unwind on them. One of the unique features of the network marketing industry is the potential to develop residual income. This can only happen when sound building principles are followed.

The first step in developing a solid organization that will generate a residual income, is attracting the right balance of prospects. One mistake that is often

repeated in this industry is the failure to build by design. A successful organization will contain a balance of different segments of network marketers.

A well structured group will contain organizers, strategists, leaders, full-timers, part-timers, hobby enthusiasts, product users (individuals who are not focused on income), and customers. Each of these "tiers" is vital to a solid organization. Every network marketing company that has lasted more than 10 years has been built according to the principle of "tier structuring."

Examine the dynamics involved in geometric growth. The greatest number of

distributors will always be on the bottom level of your organization. The very nature of network marketing is that there has to be individuals who do not earn an income on the products. In the very best pay plans there will be at least 75% of the distributors, including "product users" and customers who will not earn a profit.

If your organization is filled with individuals who are only in the program to earn a profit, eventually those in the lower levels will drop out. The organization will begin to unwind from the bottom up. You must attract a high percentage of individuals who are in the program for more than just a profit. How can you target the right balance of segments of networkers?

The type of program you select will naturally attract certain types of marketers. You should carefully examine the marketing strategy of the company. Select a program that contains and emphasizes a balance of features that will naturally attract all tiers of participants. It is best to avoid specifically targeting the "super networker." "Tier structuring" is vital to long-term stability.

The type of advertising you use will determine, to a degree, what type of individual you will attract. If you use a lot of "hype" and make the opportunity seem too easy, you will attract an imbalance of individuals who are not willing to develop the skills to be a successful marketer. Don't just concentrate on the numbers but build by design, focusing on quality.

If you encourage unrealistic expectations you will attract a type of networker who will quickly become disappointed. It is more productive to advertise a realistic balance of features and receive a smaller response than to emphasize the wrong features that attract a large "crowd" of "losers."

There is a group of marketers that have been educated by the "hype" found in advertisements. They believe that if you are not in profit within 30-60 days, you will drop out. They focus primarily on pay plans, gimmicks, and "do nothing systems." This type of networker will only bring you discouragement, loss of investment, and loss of time. Avoid these "get rich quick" strategies that actually should be termed "get poor quick."

Once you have attracted a prospect to consider your opportunity, you must



now sponsor that individual. The method you use to sponsor the prospect will, to a degree, influence their success. You are training them from the very first contact. Sponsor them correctly and you will provide them with a launch pad on which to blast off their successful career.

The first step in sponsoring a new prospect is to get to know them. I call this the discovery period of the presentation. Understanding your prospect will assist you in sponsoring them. It is a mistake to focus only on presenting your program. Each individual has a paradigm that you must discover. They hold prejudices from previous experiences.

Don't interrogate them, but be respectful and carefully probe their "mindset." Offer them information about yourself and ask them questions that will help you understand what they are looking for and what they have been through. Identify with them and be caring and sensitive. Don't pressure them and respect their opinions. Look for common "territory" to connect with them.

Learn the proper techniques of successful communication. Share from your heart and be willing to let them off the "hook." Learn to "soft close" effectively. Ask your sponsor to teach you these techniques. The prospect not only has to be sold on the program but he must be sold on you. The prospect will follow his heart before his mind. Genuinely care about the prospect. Be a friend, interact with them, and value their time and perceptions.

During the presentation, communicate a clear plan of action that the prospect can follow. They must be able to see themselves working the business effectively. Convey your willingness to be there for them every step of the journey to success. Don't convey personal expectations of the prospect. Let them know you are only there to support their goals; they are not just a part of your personal goals.

The third step in your journey to success is to create duplication or action within your organization. Enrolling a number of new distributors will not lead to lasting success without cultivating what you "plant." You must move the new distributor into action. You must create the momentum of duplication.

Soon after the event of enrollment, schedule a strategy session. Have a clear and precise outline for this session. Providing a clear plan of action is vital to this step. The plan of action must be tailored to each distributor's abilities and interests. Do not judge the distributor's abilities by your own, nor limit them by your own limitations. Learn all you can about the individual's previous experiences. Solicit feedback from them as you train them.

Connect the new distributor to all potential sources of assistance. Introduce them to your upline and company personnel. Offer to take them on 3-way training. Ask your sponsor to assist you in training the new member. Check back with the new member frequently in the beginning stages to assess their progress. Let them know that you are only there to assist not to push.

Don't "orphan" your new partner. If they start out slower than you expected, do not communicate or indicate your disappointment. Be patient and encouraging. Don't focus so much on recruiting other new distributors that you forget to nurture the "children" that you have already brought into your networking family.

The fourth step is the most important to long-term success. You must retain what you

build. You will never retain everyone you sponsor, but you must set in motion a strategy that will be duplicated throughout your organization that is focused on retention. First, you must understand the principles of retention. Then you must “instill” these principles into the hearts of your downline partners. Giving the proper amount of attention is crucial to this step. You must “be there” for your first two levels. You should go on 3-ways with members in your first two levels and teach them how to care for their “flock.”

Developing relationships is vital to long-term success. You must care more about the individual than just what they can do for you. Remember the names of spouses and children. Take time to listen. Don’t always call them with an agenda. Be a true friend. Keep them informed about new developments and products. Even if they are not great producers, everyone is important to your overall success.

Take time to address problems and challenges. You will not always have an answer, but you can always show them that you care. Don’t be defensive; always consider the other’s feelings and perceptions. Ask your immediate downline questions about their immediate downline partners. By example, you are showing them how to care.

Use various methods of contact, such as telephone, fax, e-mail, letters, newsletters, postcards and personal visits. Try to broaden the circle of contacts within your group. Introduce downline members to each other. The more relationships and contacts developed, the more “roots” will attach them to your organization. Even if they stop ordering or building, keep in contact for a period of time.

Lasting success comes by design and through much effort. Short-cuts will “build a house upon the sand,” while tender love and care will “build a house on a rock” which will withstand the “wolves” of competition. There is so much more I would like to share but space will not allow. In Part III of my series on “The Equation for Success” I will share the dynamics of personal development. In Part IV, I will share the dynamics of effective support.

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