

Retention - A Key To Success



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RETENTION SUCCESS = 4 KEYS

The purpose of this synopsis is to stimulate your thinking retention. The formula to success contains several factors with retention being one of the most important. There are four key areas that will determine the level of success that you will reach and how long that success will last. These stages are:

- (1) prospecting
- (2) sponsoring
- (3) creating duplication
- (4) retention.

The first three stages will be in vain if you do not create a strategy for retaining what you build.

Each of these stages has their own set of dynamics. Recognizing these dynamics will enable you to develop effective marketing strategies that will accommodate your quest for success. Generally, the greatest focus is placed on recruiting. When you retain what you build, you increase the number of individuals involved in the building process. The primary dynamics involved in retention are:

- (1) instilling the right marketing philosophy into your organization
- (2) developing a specific strategy for retention
- (3) developing systems and marketing tools that support retention

PHILOSOPHY

The term philosophy refers to one's belief system toward network marketing. This belief system should be based on marketing principles, realistic expectations, and on the truth of how this industry functions. Your philosophy should include a belief system on the sharing of responsibilities (between the company, upline, downline, and yourself), a perspective on tier structuring, the value you place on each tier category, realistic expectations, etc. The majority of networkers are educated by promotional information instead of information based on a statistical understanding of our industry. Within our industry, there is a lack of understanding of the dynamics by which our businesses function.

Incorrect philosophies will lead to misguided expectations, and misguided expectations lead to attrition. Teaching the right philosophy to your downline is as important to success as enrolling new prospects. As an example of how expectations can affect attrition, there is a Presidential Diamond deep within my organization that was thinking about dropping out because his retention rate was only 40%. When I shared the truth about the average retention rate for the industry, which is 20-25% at the two-year mark, he became very positive and remotivated.

STRATEGY

The right philosophy of network marketing will lead to developing the right strategies. It is important to develop a cohesive strategy for prospecting, sponsoring, creating duplication and for retention before you ever start marketing. In order to achieve maximum retention, you should have effective strategies in place for each of these categories before you even begin prospecting. Creating retention begins with how you initially promote your opportunity. Examples of the types of strategies that should be in place are strategies for tier structuring, communication, problem solving, recognition, training, gathering information, encouragement, etc.

Strategy = Maximum Retention



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your downline that may find it difficult to be constant achievers that will determine your long-term success. You need to put in place systems that will encourage your distributors to communicate value to each tier segment of your organization. This includes the customer, the “primarily” product user, and the part-timer. The person who is not a consistent enroller is also very important to your quest for success. Think about how many people fall into this category and think about what your organization would be like if they all disappeared.

You must continue selling your downline partners on the product and opportunity for years to come. Don’t confuse enthusiasm for long-term commitment. Even people with great testimonies will eventually fall to the wayside if they do not receive continuous care. People lose contact with their original emotional connection. Have a system in place to bridge over inactive sponsors. Keep all of your downline connected. Success in this area begins with the initial education program. Initially, the lines of duplication are connected. Deposit the right paradigm into the pipeline while it is open and later distributors deep within your organization will plug back into your vitality when duplication lifelines collapse.

Retention in this industry is not a natural attribute. Only with the right philosophy, strategy and system in place will retention thrive within your organization.

SYSTEMS AND RETENTION TOOLS

In order to implement effective strategy, there must be effect systems and tools in place for your downline partners to duplicate. In order to manage a large downline you should create leadership support “cells” throughout your organization. These small support groups work together to perpetuate your philosophy, strategy, and retention systems. You cannot do this alone.

A monthly newsletter can be effective. Have a system in place for communication between your downline and yourself. This should include a place for distributors to funnel suggestions and problems to core leaders. A system for problem solving is important to retention. Provide follow-up systems for customers and distributors. Don’t ever take your distributors’ commitments for granted. Regular contact and encouragement is vital for retention. Don’t expect this to happen naturally; it doesn’t.

RECOGNITION

A system for recognition is essential for retention. Think of recognition as an expression of your value for your partners. Recognition that only encourages action will lose its true value for retention. The best performers are not as likely to fall to attrition. Remember it’s the 75% of

