

Being the Best You Can Be in Network Distribution

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What do we do in this business?

- 1) Use the product and love it. (Network Distribution usually offers above average quality products)
- 2) Tell others about the products
 - a) Trial – get them to try the product
 - b) Consumer Franchise – Get them to use the product over and over
 - c) Consumer Advocacy – Get satisfied consumers to tell others
- 3) Have others join you in the business

It makes sense

It's a business model that makes total and complete sense because you become successful by helping other people.

It's all up to you

No one with the most advanced education, inherited wealth, a more supportive environment, more naturally born talent, or any social or economic advantage....has a better chance than you of succeeding in Network Distribution.

In this business we are all born equals. Network marketing makes the impossible...possible. What may have seemed unthinkable...desires and aspirations that you simply hadn't allowed yourself to ever consider... are possible in this business.

Network marketing enables you to grow further and faster as a person, and allows you to accomplish and contribute more than you could ever do in most other careers.

No other support system allows you the freedom that network marketing does either, as you decide how you will operate your business.

Why do people fail?

When the business is failing, people feel frustrated and discouraged. That is because they are not seeing things as they really are. Successful people see the truth about 4 things;

- 1) Network distribution (why it exists and what the important elements are in building it)
- 2) The company (do they have above average products, are they solid, do they have good customer service, do they pay well etc)
- 3) Themselves (are you using the systems set out by your mentors, are you coachable, are you willing to learn new skills, are you self-disciplined, are you willing to take the time to build trust etc.)

4) Other people (are they looking, do they trust you? People join more for the community than the company and products. Have you developed that, or are you trying to sell them?)

The pyramid shape

Any sizable organization winds up looking like a pyramid because of delegation.

In the military for example, no one is ever responsible for more than five people. In corporations, religious organizations, and in almost any large organization... you will see a similar shape appear.

So it isn't the shape that makes people ask if it is a pyramid.

It's about value

In any organization, value is passed down...and dollars come from the bottom. Value has to flow both ways in order to make a solid structure that lasts.

In a government system, value flows down in the form of schools, roads, hospitals, police and infrastructure. Value flows up in tax dollars and votes.

In Network Distribution, value flows down in quality products and services, training, community and commission checks. Value goes up by happy consumers and business people purchasing products and spreading the word to others.

In illegal pyramids and chain letters, there is money going up and no value going down. For this reason, they always collapse.

The secret to succeeding in Network Distribution

Network Distribution companies fail when their owners, leaders and distributors forget that power flows up in the structure only when genuine value flows down. When people seek money without giving value....as in a chain letter...it will fail.

In Network Distribution, the basic responsibilities are passed down to the lowest levels. People make their own orders, learn to solve minor problems, learn to talk to others about their product and service etc. The higher levels organize, provide systems and support, and do things to help the lower levels.

As you move up through the ranks, each level has tasks to do that take more experience, and are a little more difficult. The better the organization is at passing responsibility to the bottom levels the better it runs, the bigger it will become and the more solid it will be.

As in society, we look after our property, we get our garbage to the curb, the city looks after the streets, sewer and water, and what the city can't do, gets passed to the municipality, province or federal government.

A Network Distribution business has the ability to grow much faster than a traditional business as it takes away the bottleneck problem of a few people making decisions for a lot of people... and allows everyone to look after basic issues on their own.

When upper levels start doing for lower levels... what they should do for themselves... the system gets cumbersome, everyone slows down and it can eventually collapse.

And lastly no business is stronger than the character of the distributors in the business. This is a business for people who have character... and strive for excellence and thrive because of it.

The Networking Principle

Sales vs building relationships

In Network Marketing, people are free to do the business as they wish, which isn't always the best thing... as most people seem to naturally do the wrong by treating it like sales.

This business exists because people don't really listen or believe advertising anymore, and would rather do business with people they know, like and trust. If you see others as opportunities to serve and support, they will pick up on that and will be drawn towards you.

Scarcity vs abundance

It seems that people either believe in abundance or they live with scarcity... always worried that good things will soon end.

Based on this and other beliefs... people either open themselves up to others, or are closed off to others. We create a life that mimics exactly how we feel. Seeing life's abundance and believing that others create it... is what makes this business work.

This business is like life itself. The more honest, open and caring we are...the better things work. The more selfish and self centered we are....the worse things get.

The number one reason why people fail in this business is because they don't understand the business and the principles that need to be in place.

If you **don't** understand Network Distribution, how it works and what really drives it....its almost impossible to be in love with it.

To succeed in this business...as with any other life endeavor **...you need to love itand there is no other way!**

Focus on understanding the business and becoming better, not on wishing the business was easier.

Many points in this document were taken from "Being the Best You Can Be in MLM" by John Kalench.

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