

Being the Best You Can Be in Network Distribution

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What do we do in this business?

1) Use the products and love them. (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 us in the business

It makes sense

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

It's all up to you

No one with the most advanced education, inherited wealth, more naturally born talent, or any social or economic advantage... has a better chance than you of succeeding in Network Distribution. The reason for this... assuming you have a good company and the right type of product... is that success in this business is primarily determined, by our ability to build relationships and trust... and keep them.

We are all born equals in this business and Network Distribution 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 Distribution also enables you to grow further and faster as a person, and allows you to accomplish and contribute more than you ever could have done, in most other careers.

Why do people fail?

When people fail to succeed, they obviously become frustrated and discouraged. But as with success in anything... some see the solution, and others don't. People who can't seem to get the business moving... are usually just not seeing things as they really are, while successful people do.

Four points that must be understood:

1) Network Distribution (why it exists and what the important elements are in building it)

2) The company (do they have highly sought after, unique, consumable products, do they have good customer service, do they pay well, do they have good support systems 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 in others etc.)

4) Other people (do you ask questions to find out if people are looking, do they trust you? People join more for the community than the company and products. Have you developed that, or are you just trying to sell them? Not everyone will follow you)

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, if enough value flows down... then value (dollars) from the bottom... flow upwards. Value has to flow both ways in order to make a solid organization last.

For example, in a government system, value flows down in the form of schools, roads, hospitals, police and infrastructure while 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 flows up by happy consumers and business people purchasing products and spreading the word to others.

In illegal pyramids and chain letters, there is money flowing up and no value flowing 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 consumers will stay, distributors will build businesses only when genuine value flows down. When companies and distributors seek money without giving enough value, growth will stop, or possibly fail altogether.

Delegation of Responsibilities

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 provide systems, support, and do things to help the lower levels.

As you move up through the ranks, each level has responsibilities that take more experience, and are usually 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 and get our garbage to the curb, and the city looks after the

streets, sewer and water. 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.

This explains why **duplication must be achieved** in order to succeed in Network Distribution.

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.

Lastly, no business is stronger than the character of the distributors in the business. This is a business for people who have character... 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 really don't listen or believe advertising anymore, and would rather do business with people they know, like and trust. If you see others as an opportunity to serve and support them, they will pick up on that... and will be drawn towards you.

Abundance vs Scarcity

People either believe that there is abundance... or that they live with scarcity(usually believing that good things won't happen, or if they do... they won't last)

Based on this and usually other life experiences... 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 can create it too... is what makes this business work.

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

If you **don't** understand Network Distribution, how it works and what really drives it... it's almost impossible to be passionate about it. **To succeed in this business... as with any other life endeavor... you need to be passionate about it... and there is no other way!**

Focus on understanding the business and becoming better and you too can be very successful.

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

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