

Lose the Hype!

Build It Big

101 Insider Secrets from Top Direct Selling Experts pg 94,95 & 96

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WHAT TRUTHFULNESS ATTRACTS

Recently, I was asked how I have been able to build such a large business and personally recruit so many people into my organization. The answer that came was so natural, so true for me that it took no thought or contemplation. "Tell it like it is," I said. "People who are looking at your business opportunity want to be told the truth, not sold on a dream! **When you tell the truth, you set your recruits up for success. When you exaggerate or talk only of the successes of the top 1% of your company, you set them up for disappointment.**"

I believe that sincerity and honesty are key characteristics in building relationships and essential to becoming a master recruiter. In fact, prospects will not only join your team when you tell the truth, but you'll find they become loyal team members who are willing to do what it takes when the going gets rough. It's the prospects who are sold on a dream who come in, become disillusioned, and leave.

The truth is that direct selling works! It is a proven business model no longer on trial. Why then are so many people compelled to exaggerate a viable, proven opportunity with so much hype? Excessive or false claims only build false expectations and damage the reputation of your business and the profession as a whole. I think that most hype is the result of insecurity about the company or the industry.

REPLACING HYPE WITH INTEGRITY

So how can you eliminate hype from your business opportunity presentation? First and foremost, you must know your compensation plan and which behaviors the company pays you for. Explain that people will only be successful if they are willing to do the work that the company is rewarding. This is no different from a job except that a job pays you to attend, and direct selling pays you to perform. Here are a few things I tell my new team members:

1. I always tell a new distributor to be consistent in the hours and effort that she puts into her business. If she works a full-time job, her time is limited. If she is only able to put five or six hours a week into building her new business, tell her that she has to do it consistently. NO excuses allowed! Just do it!
2. Be honest about what it will take to be successful. Give her a realistic time line based on her lifestyle and hours available to work so that she can set achievable goals.
3. When you are sharing your business with a potential recruit, listen to what her life is about!
4. Ask: "Where are you in this journey called life?"
"What are your interests and beliefs?"
"What do you want for your future?"
After discovering these things, tell her about someone in the business who is like her and is succeeding—someone she can relate to and who will motivate her to say "If that woman can do this, then so can I!" Sharing real stories and real people who have succeeded gives credibility to you and your company. If you are new in the business and don't know any stories yet, ask your Upline for their stories and read your company newsletters and other literature to learn of others.
5. Remind new associates that they are indeed starting a business. Be honest about the start-up costs in their entirety. Don't just mention the initial sign-up fee, but detail all other expenses they will need to cover such as business cards, personalized literature, and so on.

If you are honest and drop the *hype*, your business will grow in the right way. This business is about duplication, so be the kind of person in business that others want to duplicate. Be the image of your business—the image of honest success that people want to be!

ACTION STEPS FOR BUILDING INTEGRITY - Think about the last time you presented the business opportunity. Where you clear, complete, and accurate in your description of the benefits and costs? Identify three ways you can make your business opportunity presentation more open and honest. Review the lifestyles of the last five prospects to whom you've presented the business opportunity. Did you have success stories of your company's distributors until you find several that fit the lifestyles of the prospects you meet most frequently.