

COLUMN

Banana Marketing

One thing to know when you're recruiting a woman...

It's not about what you wish she'd do. It's about what will work for her.

by **Kim Klaver**

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Over the years, most sales people approach men and women the same way— whether they're marketing a product, service or a business.

But research has shown this is a mistake.

If a female prospect says yes, she's interested in making some extra income from home, the guy will typically launch into how much he's made, how great the company is, and generally strutting his stuff. Kind of like a peacock displaying his feathers. This might work with another guy, but not with a woman.

With a woman, you lead with HER, not you. No matter how much you've earned. When women meet each other, they don't brag about their accomplishments like guys do when they meet. Women ask about the other woman, and usually talk about their shared problems and how they are each dealing with them.

So show her you know how to talk to her. Begin by asking her a few questions first... in effect leading with her instead of you. Then you'll know how to present your opportunity. And you can tell her what's happened for you so far.

Tip: Remember, only 1/100 people have an interest in ANY kind of commission sales.

That includes people looking for something at home. No dragging or begging. OK?

Here are three questions that show her you know how to talk to her.

- 1. Ideally what are you looking for? What do you enjoy doing?*
- 2. Are you looking for something part time or a career change?*
- 3. How much time can you put into something and about how much are you looking to earn?*

These get you started. (More questions and recruiting scripts here http://bananamarketing.com/learn_to_recruit.html) Depending on what she says in response to each one, you can fashion the options around what and how much she wants to do. E.g. Amassing customers, or looking for another Rep.

It's not about what you wish she'd do. It's about what will work for her.

Links to read and hear Kim's stuff:

<http://yourgreatthing.com>

<http://kimklaverblogs.com>

<http://squidoo.com/kimklaver>

Kim Klaver



Kim Klaver (also know by her stage name Ms. Stud), is the Mastermind behind BananaMarketing.com (formerly MLM911.com) and is the author of all the books, tapes, tips and articles you will find on that site. Kim travels all over the US entertaining and motivating the troops, "New, New MLMers", with her radical tips and no hype techniques.

A Harvard, Stanford & MIT person, Kim became a network marketing industry superstar. Her live events are standing room only shows to entertain, delight and offer alternative techniques to find those elusive, 'right' ones for the business.

Kim's book, *If My Product's So Great How Come I Can't Sell It?* is truly a must read. You can have a free 23-page introduction and learn how to purchase the book at her website with our affiliate link, here: BananaMarketing.com. (It's down on the right.)

John Fogg wrote this about Kim and her book:

"Nothing I know of will make more of a profound and profitable difference, faster— in your business and for your people's business— than learning what Kim will teach you about presenting your products the "right" way to the "right" people. Once you know THAT, you will be more successful than you've ever been before— ever!" Kim's message is both Powerful and Immediately Profitable!"

And be sure to check in with Kim's blog, here: KimKlaverBlogs.Bogspot.com