

PRESENTING | PROSPECTING | SPEAKING AND LISTENING

Present from reality... not delusion

To attract champions use reality-based language.

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One champion sponsored into your network is worth a thousand chumps.

I further define a chump as nice person who doesn't believe in him/herself and has not experienced above average success. Very few leaders would argue with this, yet many of these same people are teaching a presentation style that attracts nothing but chumps.

You see, chumps love to get something for nothing, and they love the idea that someone else will make them rich. So when they hear phrases such as: "You can build this business in your underwear" or "You never have to talk to anyone, you can sponsor your entire group over the Internet" they love it! The average person has lottery mentality and is waiting for her ship to come in. She just knows that one day the knight in shining armor is coming to the rescue her and make all of her dreams come true.

In mental toughness training we refer to this as "delusional thinking"

At the very root of this mindset is a feeling of helplessness and fear. The average person has very little belief in himself but tends to have a strong belief in others.

That's why he indulges so heavily in society's illustrious buffet of delusions such as excessive television, alcohol, drugs, credit cards, lottery tickets, etc. All of these things, which outside of alcohol and drugs are fine in their own right, keep the average person mentally medicated and emotionally delusional. While they are losing themselves in excessive amounts of entertainment and recreation which doesn't require any level of critical thinking, the top five percent of the population are taking over the world.

If you think I'm exaggerating do some research on the combined revenue from alcohol, drugs, and entertainment. That's why Jim Carrey and the other entertainment giants get \$20 million a movie. As far as the drug trade goes, cocaine is the number one selling product in American history. Television and the media control the collective consciousness of the masses. More people know more about who's getting kicked off the island than they know about what they want out of life. I won't even breach the notion of how religion has controlled the masses through fear for 2,000 years, but suffice it to say that most people choose to follow blindly rather than engage their own minds in critical thought. It's easier that way.

This is the difference between dealing in objective reality instead of delusion, and here's my point of the whole thing: If you present your opportunity to appeal to the masses you will sponsor the masses, who will in turn do nothing except complain and drive you crazy.

If you'll present your opportunity out of objective reality, you will scare off the chumps and attract the champions.

The chumps delude you into thinking you have a large group, when in fact what you have is a bunch of people looking for a free ride. Consider yourself lucky if they purchase products every month and move on. Don't delude yourself into believing that most people will change from chumps to champions. Most won't. It's too much effort, and they don't believe in themselves enough to do it.

So how do you structure your presentation to attract the champions? Use reality-based language.

Champions know there is no free ride, so they're not looking for one. What they are looking for is an honest opportunity they can get excited about and profit from. Your opportunity, minus the hype, rah-rah, exaggerated claims, and promises of quick and easy success, is the answer. Now it's up to you to present it this way. Here are some phrases you should consider using:

- “Network marketing isn't easy, but if you build it correctly the upside is tremendous”
- “The downside of network marketing is the not the business itself, but the way in which many people have presented it. Kind of like the way used car sales got a bad name. It had nothing to do with used cars; it was all about the manner in which the sales people sold them.”
- “I'd just ask you to consider this as a viable plan B for your career, or as a possible exit strategy”
- “From one successful person to another, this business is about leverage. Leveraging your contacts, credibility, and your time...not to mention your money.”
- “Success breeds success. We don't chase anyone. We're only looking for people who are successful enough to recognize the potential of this business. I don't want to sound funny about it, but we're very discerning about who we contact about this business.”
- “I don't want to give you the impression that this business is easy, because it's not. I wouldn't come to someone of your reputation and experience with that nonsense. But with your contacts and

credibility and my knowledge of this business we would make an awfully strong team.”

- “Yes, the products are pricey, and so is the Ritz-Carlton. Our clients pay for high quality and superior service, just like they do at the Ritz.”

Get the idea? Talk the language of the champion and you will attract the champion. Leave the chumps to someone else. ☺



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Siebold and partners have built two companies from the ground up into national concerns. Mr. Siebold is considered one of the fastest rising professional speakers and consultants in the United States and Europe, in the field of Mental Toughness Training for salespeople.

Siebold's articles appear regularly in various publications throughout the U.S. His column appears monthly in *Networking Times*, an international industry trade magazine. Steve Siebold and Bill Gove met in 1996, and became best friends and business partners and formed the Gove-Siebold Group. From 1996 to 2001, they shared stages around the world and spoke to over 30,000 people.

Today, the company remains focused on helping people develop world-class performance skills to convert their dreams into reality.

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