

If you hate pushing your group...

Describing who you want precisely goes totally against the grain - at first.

by **Kim Klaver**

904 words | 4 pages

In my first two company's years ago, I spent a lot of time following up. No, not with people who hadn't signed up yet - but with those who HAD.

At the time the people signed up, they seemed motivated and ready to go. AND they had bought product.

Within two weeks, I was calling them, pleading, trying in the nicest way I could to persuade them to come to the meeting, listen to the conference call where successful people were telling what they did...etc.

But mostly, my new people told me it was Saturday, and they had to clean out their garage...

I hated that, and worse, I couldn't figure out what had changed for them. Suddenly, their spunk for the business had disappeared into thin air.

My students tell me today is no different. People sign up for the business, buy product, then disappear.

How do you find someone that does not require babysitting, motivational pep talks each week, and who doesn't start crying and blaming others when obstacles come up?

Two things I've learned these last 19 years of doing NM or NM training full time:

1. The promise of \$ success is not enough to sustain a person's motivation to learn how to do the business - not beyond the first 30 days.

No matter how many people like themselves they see crossing the stage or how many success stories they hear or see online.

2. At the time someone is exposed to the opportunity, they must be either:

- a) extremely dissatisfied to the point of disgust with their current financial situation, (but they have not given up on themselves),
- b) they must have a deep desire to change the world, and they see your product or business is a way to do that, and
- c) they totally believe in themselves and don't ever give up. They adjust or change direction (i.e. do something else) but don't give up.

In the early years of my NM career, we heard it was just a numbers game. Call hundreds and hundreds of folks, they said, and perhaps one of these types will appear.

Example. My top banana sponsor and the #1 guy in the company (her immediate sponsor) sent out 3500 letters once to past but inactive reps, offering to tutor someone to become a great networker. Only one person, they told a big audience, responded. Then they pointed to me and brought me on stage.

By then, I'd become the first person to hit the very top spot in that company, in the shortest time in their 25 year history.

One response out of 3,500 that turned out.

Today, I do not recommend calling hundreds and hundreds of people. First, most people hate it so they don't do it. Second, the folks at the other end are none of the above. So who has time?

What I've learned is this:

Like shopping for shoes, the process of selecting people for the business must begin by asking for the right style and size.

Describing who you want precisely goes totally against the grain - at first. Because a nagging fear immediately whispers: *What if I miss someone? What if I miss someone?*

Describing who you want to a T has an advantage, however.

Yes, the group of folks who respond is much smaller. But, consider this: If you want to buy a pair of a women's size 8, white, Nike running shoe with shox, do you really want to try on ALL the shoes in Nordstrom, including all sizes and styles of men's and women's? Or just try on the 5-6 pairs the salesperson brings that fit your specs?

Editors note: We will have Kim on a teleconference in mid July talking on this subject. If you're interested in getting the information just fill out the comment form and we'll make sure you get the details.



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 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.

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, at KimKlaverBlogs.Blogspot.com