

CONSISTENCY | SPONSORING | TAKING ACTION

It is consistently doing things that BUILD your business that keep your business growing

Every distributor who is a leader that is interested in building the business is faced with the cycle that is described herein.

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Doing the things that BUILD your business on a CONSISTENT basis is what will create success and prevent you from becoming a victim of the life cycle of a typical distributor's business.

Every distributor who is a leader that is interested in building the business is faced with the cycle that is described herein.

The BUILD Stage: When they get started in the business they go into the "BUILD" mode. In the build mode they make their list of everyone they know, they invite their friends to look at their business, they schedule and hold meetings, they invite their new distributors to come to the meetings, they do three-way calls with their new distributors and help them enroll their first few distributors, they turn those who do not join into customers. They do "two on one's" with their new distributors, they schedule meetings with their new distributors, they do a weekly conference call for their group, they bring prospects and new distributors to the meetings, distributors are advancing up through the ranks, and the volume begins to grow and grow and keep on growing. There is excitement everywhere and everyone is DUPLICATING what THEY SEE THEIR UPLINE DOING.

But then the distributor who is enrolling and building decides that they now need to manage their group, so they start "MANAGING" their new group.

Now a certain amount of managing is necessary in terms

of communication with the group and scheduling meetings, but the problem is that all too often, when the leader starts “MANAGING”, they simultaneously STOP BUILDING.

The MANAGE Stage: The leader starts putting out a monthly newsletter, they start doing their own contests and promotions, they start speaking at other group’s monthly meetings, they start producing their own training material, they start analyzing their sales reports and start prodding the distributors who are not sponsoring to get busy and start sponsoring, not realizing that it now may have been months since they sponsored a new distributor themselves. If the downline is duplicating what the upline is doing, and if they see that the upline is not continually enrolling then the downline justifies that it is okay for them to not be enrolling new distributors. Now the volume starts to slow down, distributors stop bringing prospects or new distributors to meetings. The meetings get smaller, distributors stop advancing to new ranks, and the volume drops and the leaders checks become less and less each week.

The DEFEND Stage: Someone in the upline or perhaps even the company notices the drop in volume and mentions something to the leader. The leader then “DEFENDS” their position and what they are doing by saying, “I’m too busy writing my newsletter and planning meetings to be enrolling new distributors.” Or they may say “Hey, I worked very hard for a few months, so I am going to take it easy for a few months, I deserve it, it is time for everyone else to go to work, I paid my dues.”

At this stage the problem is still reversible and the leader can realize what has happened and GET RIGHT BACK INTO THE BUILD MODE. They simply get

back to work and start building again.

They still manage but they keep it in proper balance and to a minimum with their main focus on BUILDING. When their distributors see them working again and bringing in new distributors, then the “monkey see monkey do” effect kicks in and they go back to work enrolling new distributors once again. The volume starts to increase, the checks go back up, distributors start ranking up, meeting attendance starts to grow again and there is excitement in the air once again.

The BLAME Stage: If a leader does not recognize that they have slipped from the BUILD stage to the MANAGE stage and right into the DEFEND stage, then they automatically slide downhill into the BLAME stage. You hear things like, “we can’t build this because the company needs to give us a better website”. “We need better brochures.” “We can’t build this because the economy is terrible, it is affecting my business.” “My distributors are all lazy, my upline won’t help me, I’m not getting any spillover!”. The excuses go on and on. They BLAME the company, the economy, their distributors, their upline and even blame the weather. If this failure to continue building the business is a syndrome then surely the preceding comments are the symptoms. Once they have arrived into the BLAME stage it is usually irreversible and has become fatal. The only hope is that a dormant leader surfaces and goes into the BUILD mode and keeps the continuation of the line of sponsorship alive. [Note: A leader may ask for an improvement for the website or suggest a new brochure but they keep right on building and do not use the lack of such as an excuse.]

So how does a leader prevent this from happening? A great leader can avoid this by simply STAYING IN THE BUILD STAGE even if, and when, they start doing some management activity.

(See my seminar on the mathematics of the business).

The key to never defending or blaming is to always have “the buck stop here”, and to be fully responsible for your success or failure.

If you have ever watched Donald Trump’s TV series “The Apprentice” you have seen how these so called leaders trying to keep from being fired, always DEFEND themselves and BLAME everyone else for their poor performance once they get into the boardroom.

A good leader is responsible for their actions, is accountable for their success or failure and should ALWAYS be enrolling new distributors every month as it sets the example for everyone in their downline to be doing the same.

The old adage is that “people do NOT do what they hear you say, but rather they DO what they SEE you DO.

Another expression is that “Your ACTIONS SPEAK SO LOUD that I cannot HEAR A WORD YOU ARE SAYING. If a leader is SAYING “you all need to be enrolling a new distributor every month”, but THEY ARE NOT DOING it themselves, then their downline did not hear a word they said.

Stop and think about it. Most organizations grew the fastest when they were all brand new and were just excited about having a new business and a chance to improve their health and earn some extra money. All of this happened before they got trained to do anything! Everyone was just simply in the build mode. There is an old expression that “when you are green you grow and when you are ripe, you rot!”

True leaders always need to ask themselves, “What kind of a group would my group be, if all of my distributors enrolled as many new distributors as me?”

As leaders we MUST lead by example; it is the only way.

A leader must be sensitive to whether or not they are DEFENDING their lack of growth, or BLAMING someone else for their lack of success and if they catch themselves defending their lack of growth or blaming others, then they MUST IMMEDIATELY get right back into the BUILDING STAGE before it is too late.

When a leader stays in the BUILD mode, the distributors in their group tend to also stay in the build mode as well. By having the dual linear (Binary Type) aspect to our compensation plan, the more a leader enrolls new distributors, the more it helps the binary volume for their down line and it becomes obvious that the upline leaders IS working in depth in their organization. Now this does not mean you sign up a new distributor and say good bye, good luck, I am off to recruit some more new ones. Obviously you continue to work with all of your existing leaders, doing three ways, popping in on their meetings, jumping on their conference calls meeting them for lunch for pep talks and counseling, but in addition to all of this you keep on enrolling at least one new distributor every month.

Your downline should always hear you telling a story of how you approached and sponsored your last new distributor... and it better have been in the last 30 days! This is what sets the pace for everyone else and is known as “leading by example.”

A leader will need to manage their group but before taking on any management tasks they must ask themselves, “is the company or anyone else in my upline doing this, and can I just plug into what they are doing without having to reinvent the wheel?” When any of the tasks involve paperwork or bookkeeping then follow the mantra “delegate or stagnate” and hire a bookkeeper to do that so you are free to keep building your business.

So, let’s all STAY in the BUILDING stage and if we have slipped out of the build stage let’s get right back there as soon as possible.

No excuses, no defending, no blaming.... Just **CONSISTENTLY BUILDING!**



Paul Morris has been in Network Marketing for 41 years. Paul is a very successful Network Marketer who has built some of the largest and fastest growing downline organizations in the Network marketing Industry. He lives in Sunny South Florida during the winter months and in Northeast Pennsylvania in the summer months. He is happily married to his wife Sandy. Paul and Sandy have three children and four grandchildren. Much of their life has been involved with Scouting and Outreach Ministry in addition to Network Marketing. Paul can be reached via email at paulmorrisFL@yahoo.com or by phone at 954 818-0665.
