

Relationship – The Root Secret of Success in Network Marketing?

Once you can show that you're a person, that you truly CARE about your prospects success, and that you can be trusted, you've already won 99% of the battle.

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While there are few businesses that can succeed without the power of relationship... it's likely that there is no success without relationship in network marketing.

Relationships may be the very root of success for network marketing, above all else.

Why is that? Well we've often heard that network marketing is a relationship business.

The very word “network” in the name tells us that we will have to establish connections within our business. Connections in network marketing start and end with relationships between people, and without these relationships success is not an option.

So many newcomers to the network marketing scene go through their days trying to find ways in which to market so that they don't have to create and maintain relationships... but it's those folks who understand

this power who are raking it in, and succeeding beyond their wildest dreams.

Relationships are necessary in nearly any business, but especially in network marketing.

Why Are Relationships the Cornerstone of Network Marketing...

If you've been trying to build your network marketing business without building and maintaining relationships with both your downline as well as your prospects then you've probably been noticing very limited results.

That's because that's exactly what avoiding relationships does to your business... it limits it.

You see, people don't buy or join a business like network marketing, they join the PEOPLE that have introduced them to that business.

Sure, there are ways of automating your marketing, to where you're eliminating as many tire kickers as possible, until you've got a red hot lead. But closing that red hot lead is determined by how that red hot lead thinks about YOU, not your business.

Your business opportunity is nothing but a variable in an equation. But YOU are the answer to the equation.

What do people want in a business opportunity? They want someone who's going to be there for them. They want someone who's going to help them, and show them the ropes. They want someone who they know that they'll be able to get a long with. They want a connection. They want a relationship.

It's the same in any business really. A person will go to the pizza shop where the workers are the friendliest. A person will go to the corner Starbucks where they get the friendliest smile. A person will go to the doctor that they can talk to and who listens to their problems the best (or at least pretends to).

But the point is that most people will go with the connection. All Starbucks coffee tastes about the same, but not all Starbucks employees are as nice or personable.

This shows that relationships count in any business. But when it's business where a person is coming in, not knowing their head from their elbows... and looking for direction... he/she who connects the best and is the most human wins.

And as a person who's creating true genuine relationships, you'll win almost every time over the marketer who is trying to hide behind their computer and staying anonymous. Let that marketer put out all of the anonymous content. In fact once you've built a relationship... which ultimately does start with "hello" (remember "you had me at hello")... then you can even point to this other marketers content online where they're posting anonymously and be quite certain that you'll be the one closing this prospect.

Once you can show that you're a person, that you truly CARE about your prospects success, and that you can be trusted, you've already won 99% of the battle.



David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

"It's been a looonnngg journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was

21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.

Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.

The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."

They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein... and consistently building their brand."

Recorded interviews and Videos:

John Fogg interview--

http://themastermindsessions.com//AudioFulls/051709_AnnDavidFeinstein.mp3

David Feinstein—Are You An Online Marketer Video...

http://www.sowhatsallthebuzz.com/all_the_buzz/david-feinstein-on-stage-are-you-an-online-marketer