

RELATIONSHIP | LEADERSHIP | TEAMWORK |
PROSPECTING

You Build Relationships with Team Members NOT Prospects!

Prospecting and recruiting is a numbers game! PERIOD! You are looking for the right person at the right time in their life.

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Trying to build relationships to recruit members on your team is a recipe for disaster.

Please don't misunderstand what I am saying. *Team building* is all about building *relationships*, but prospecting and recruiting absolutely is **NOT!**

Some of the worst advice ever given in network marketing is from those teaching how to build a relationship with a person **before** you share your business with them. This is wrong on multiple levels, let me explain.

Prospecting and recruiting is a numbers game! PERIOD! You are looking for the right person at the right time in their life. If someone joins your team because they like you, or you have a relationship with them then the odds of them doing anything after they join are slim and none.

Yes, many top network marketing recruiters are masters at making people feel good, telling them what they want to hear, and in general blowing smoke. Their objective is to become so friendly and likeable that people can't say no. I call this the How to Win Friends and Influence people method of prospecting. Hey this is not politics, we are building a business. The goal is to put the best team on the court as you possibly can. You have to find people that want to play the game.

I want to throw up every time I hear someone try to teach network marketers how to “FORM” prospects. You know: Family, Occupation, Recreation, Message. Over the years I have been in the business section of bookstores, coffee shops, etc and have had numerous rookie distributors nervously try to FORM me. I normally will try to encourage them and then send them to mlmhelp.com for workable, practical and duplicatable training.

Building relationships for your own self gain is never a good idea. The major problem with teaching this method to your team is it opens people up for major REJECTION.

If I am sitting down at the tire store waiting on new tires, the last thing I want to deal with is some network marketing distributor trying to “chat me up” blowing smoke. The name of the game is to sort through people as quickly as possible. I call it the hit and run method.

I actually did a training video on this topic you can watch here.
<http://youtu.be/DQY6yWvtGQo>

You build relationship with team members, NOT prospects. One final word or warning, when someone joins your team you must maintain a student-teacher relationship until they are trained to a point where you can delegate to them.

**You aren't their buddy.
Leadership cannot become part of the group. Leadership must lead the group.**

The most powerful relationships you develop in your life will be with people you meet in this industry. However you cannot get caught up in the success or failure of other people. *The only person's success you can control is your own.*



Dale Calvert started his first business from his parents home at the age of 14. For the past 25 years he has been supporting entrepreneurs and marketing professionals with some of the most powerful training programs in the industry.

MLMHelp.com is Dale's Catalog site featuring training articles, quotes and poems, MLM greeting cards, and more. This is where you can subscribe to Dale's Top Rated Ezine.

Dale Calvert is a 25 year marketing professional. A directory of Dale's websites can be found at DaleCalvert.com. His new course will teach you 21 Ways to create leads in your local market. You can get all the details at LocalMLMLeads.com
