

Train Your MLM Downline – Avoid These Top Mistakes

"My job is to help you become independent of me as quickly as possible. Do you agree that's a good goal?"

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Having a well-trained team is essential to a thriving business, yet everyone occasionally hits roadblocks when it comes to developing that superstar team. Here are some of the top mistakes people make in network marketing and how you can avoid them so you can train your MLM downline for success.

Mistake - Being Un-coachable

In order to train your MLM Downline, you must be coachable yourself. Pay attention to the top leaders in your business - see what they do, and model them. When you reach

up for council, make sure you listen well and let your upline do most of the talking. The more you listen, the more you learn. Your active upline is invested in your success, so utilize that resource well, and walk along the path of success they have paved for you.

Mistake - Managing Instead of Sponsoring

Have you ever fallen into "management mode?" This is a common trap that many network marketers find themselves in when they are focusing more on what their team is doing than on what they are doing themselves.

Instead of trying to *train* your MLM downline to sponsor, *model* this activity instead by sponsoring people yourself.

The top leaders in this industry are ALWAYS bringing new people in, even after they have made millions. I've sponsored almost 80 people this year alone, and I am always actively looking for people that want to build this business, and meeting with prospects. New people are key to the success of your business. Keep on sponsoring!

Mistake - Doing Everything FOR Your Team

If you train your MLM downline to depend on you by doing everything for them, you will never create the duplication and freedom you want. If you want to train your MLM downline effectively, remember your role is to help them get started right and to help them get *their own business* going successfully. Here is a great sentence to get used to saying: *"My job is to help you become independent of me as quickly as possible. Do you agree that's a good goal?"*

Mistake - Abandoning Your New Folks

I see it time and time again. People invest all their time and energy helping someone get on board and then, as soon as their new distributor is signed up and ready to go, they leave them alone to figure it all out. If you want your business to grow, you need to be there for your new people. Sit down with your new distributors and customers and help them get started right.

Mistake - Giving Your Best Energy to the Wrong People

When you train your MLM downline and have a team that is on fire, they deserve your continued support. A common mistake at this point is to assume they've got it handled, and then to switch your focus to the folks who seem to *need* it more. The problem is, those may likely be people who are not in action. If you spend your time with those who are disengaged, you will struggle (and it won't be fun). On the other hand, if you work with the people who are *working it*, you will create major momentum and that's what dream teams are made of.

Mistake - Promising the World

Setting reasonable expectations is how you set someone up for success. Don't make promises like, "You'll make so much money so quickly." Don't promise people this is *easy*. Network marketing is definitely one of the highest leveraged business models around today, yet like any business it does take work. It takes persistence, determination, and even courage. Just like any business, there are ups and downs, good times and bad.

Train your MLM downline to be in it for the long haul by representing this business as the real career opportunity it is.

By avoiding these common network marketing mistakes, you can accelerate your success!



Kathleen Deggelman entered the network marketing industry in 2006 and became the first and only single woman to reach the top ranks of her company at the time, building a multi-million dollar distributorship in less than two years. She now promotes a skincare line based on stem cell technology, and loves helping people feel better inside and out. Read more articles on network marketing success at KathleenDeggelman.com