

# Don't Sell — Promote!

It's a better way — and you're already very good at it.

Russ DeVan

**S**ALES AND SELLING AS WE KNOW IT ARE UNCOMFORTABLE for a great many people. In Network Marketing, a business powered by duplication, we've got to develop a simple system to accomplish sales that nearly everyone can do. If people are uncomfortable with something, they won't do it.

That's why we need an alternative to traditional sales.

It's not that selling is bad. Developing sales skills can be very useful. But the sales process itself — learning closes, handling objections, distinguishing features, advantages and benefits — is too hard for most people.

Buying is one thing. Being sold is another. Selling tends to be manipulative and people have a built-in resistance to being pushed or pulled to do things.

People love to purchase, but hate to be sold. There's another way to accomplish the goal of sales without the old paradigm conflict of buying and selling.

It's called *promoting*.

WHEN YOU'RE SELLING, THE RESULT you're after is *to get the order*. When you're promoting, the result is *to successfully communicate value*. Do you see the difference? When you're promoting, your job is done once people understand the value of what you're offering.

Selling is a learned technique. You're not born a sales person, it's something you become after studying and developing the use of the tools and techniques of the trade. *But you are a born promoter*. We all are.

Think of something you're excited about. Did you read *Men Are From Mars, Women Are from Venus* and think it was great? Did you love the movie *Forest Gump*? Is there a car that turns you on? ... a restaurant with great food you enjoy?

When people get excited about something, we have a natural commitment to share that with somebody else. The more valuable the product or experience, the more committed we are to telling other people about it.

The Japanese have a word for this — *giri*. It

means *obligation*. The wisdom behind it is that once you've been given something of value and from which you get benefit, you're *obligated* to return the favor, to give it away to other people.

This sharing of your enthusiasm I call *promoting*. It's not sales *per se* — but a lot of things get sold by people's promoting them. In fact, it's the way most things "get sold."

I MADE A MOVIE AND I KNOW film companies and producers count on word of mouth to sell tickets. That's promotion — and it's a more powerful and effective "sales" method than advertising or previews in getting people into theaters.

When *Jurassic Park* came out, it was promoted for a short time with advertising. People went to see it. Those people came away from the movie jumping up and down: "You gotta' see this! This movie is incredible! There's a Tyrannosaurus Rex that eats this lawyer who's hiding in an outhouse..." Remember?

As a result of that initial response, the film company *stopped all their advertising!* *Jurassic Park* is the most successful movie of all time — over \$750 million in sales worldwide. It's projected that by the end of 1995, over two billion people — *two fifths of the world* — will have seen it!

But when was the last time you saw it advertised? The ad budget for Arnold Schwarzenegger's *Last Action Hero* was *much* bigger than *Jurassic Park's*, but it was a box office disaster! Why? People didn't promote it. Well, actually they

## SUMMARY

It's simply an intrinsic part of human nature: We love to buy, and hate to feel "sold." What's more, most of us hate to "sell" — and the most effective approach to the sales dimension of Network Marketing is to approach it as promotion — which we all LOVE to do.

## THE ULTIMATE SPONSOR (p. 3)

Russ DeVan has created an MLM superhero. This fantasy of sponsor as truly making and taking responsibility has much to offer your MLM success.

did — they promoted the rest of us *not* going to see it.

We promote all the time.

IN NETWORK MARKETING, as soon as people get caught up in the process of selling, they lose their ability to promote effectively. The more people get into having to sell, trying to sell, the further they get from the natural, contagious enthusiasm of promoting.

Imagine taking a course on "How to sell people on going to see *Jurassic Park*." First, you'd learn how to qualify your prospects, the pre-approach steps, how to initiate a conversation, build rapport, discover their needs and wants as far as entertainment is concerned. You'd get trained on

how to distinguish the film's features from its benefits, how to lead with those benefits and weave them into an effective presentation. The course teaches you how, when the prospect says something negative, you go positive; when she's positive, you go negative with a "take away." You practice handling a series of common objections and learn how to overcome each of them. You're given a script to follow. You

learn the Assumptive close, the Ben Franklin close, the Colombo close.

Now, go sell somebody on going to that movie.

Do you see the dramatic difference between selling and promoting? Do you like to sell? Do you like to be thought of as a salesperson? When people ask you what you do, do you say, "I'm in sales?" How many men and women in your organization think of themselves as sales people?

Some people are great salesmen. Most people aren't. But most people *are* great promoters. Watch children when they want something.

Which is easier to duplicate: sales or promoting? When you're selling, the issue is you as a salesperson. When you're promoting, what's important is the value of what you're offering.

With sales, the messenger and his or her ability to sell is the bottom line. With promoting, it's the message — not the messenger.

People love to purchase, but hate to be sold. There's another way to accomplish the goal of sales — it's called *promoting*.



RUSS DEVAN is a founding partner of Phoenix-based Success By Design, a consulting and training firm serving the Network Marketing industry. Along with partner Steve Spaulding, Russ has developed some of the most powerful and practical business building strategies in the business. Russ is also a Contributing Editor for *Upline™* and the author of some best-selling *Upline™* Reports, *The Critical Factor* and *The Power of Team-Building*.

When you sell, you have to be a good sales person. When you promote, all you have to be is excited about what you're talking about. The prospect isn't judging your sales ability. He's judging the value of the product you're so enthusiastic about *for himself*.

When you're selling, it's about you. It's personal. If they say "No," they're saying "No" to you *personally*. They're rejecting you, because sales is about *you* getting them to buy what you're selling.

When you're promoting, it's about them. It's personal all right — *for them*. If they say "No," *they* say "No" for *themselves* — not for you.

In sales, you want them to give *you* something — the order. In promoting, you want to give *them* something — the value.

Sales is *taking*.

Promoting is *giving*.

When you want something and somebody says "No," how do you feel?

When you give something to somebody and they refuse the gift, how do you feel? You may be disappointed, but it's their loss isn't it?

Next....

**P**ROMOTING STARTS WITH recognizing the value for yourself. What's the value of your product *for you*? What's the real value of the opportunity *for you*?

Ask yourself: What has this product done for me? What benefits have I gotten from using these products? How have they contributed to me? . . . changed me for the better? . . . made a positive difference in my life?

Ask yourself about your opportunity: How has being involved made my life better, more fun, more exciting? What new things have I learned? What new skills have I developed? How has it contributed to my life . . . to my family and friends? What are the possibilities for my future?

Then, share that. That's your *Jurassic Park*.

Instead of counting how many retail sales you've made this week, count the number of people you've told about your products. Instead of counting how many prospects you've signed up, count the number of times you've enthusiastically shared your opportunity.

That's what really *counts*. ✍

# The Ultimate Sponsor

Powerful and practical fun with Russ DeVan's MLM superhero

Russ DeVan

**W**E SPEND SO MUCH TIME in this business searching for the "Ultimate Distributor." Just thinking about it brings up a comic book image. Or better yet, a professional wrestler: Here's the huge, mega-muscled blonde guy with a flowing cape, "MLM" monogrammed on his tights, golden dollar signs on his boots, strutting around the ring throwing out commission checks to the screaming fans . . . But let's give equal time to the *Ultimate Sponsor*. Now, there's a super-hero I'd watch on video any time!

## The Ultimate Sponsor

From the first moment you sign your name on the application, the *Ultimate Sponsor* does everything he or she promised in the prospecting interview.

Clear direction is provided, all essential questions answered before they're asked. "Where to go?" is all mapped out. "What to do?" is explained in a simple series of easy to follow, step-by-step diagrams. "What to say?" is a proven, powerful, scripted structure you could easily and naturally master and then improve upon by making your own. The challenges to be expected are detailed right up front — and how to handle them is shown by example and coached effectively and continuously.

After reviewing your resources, the *Ultimate Sponsor* projects an action plan and time line that you could use as a standard to measure your performance. The *Ultimate Sponsor* helps you establish a budget for your business and develop a cash flow projection for one to three years, based on reasonable goals you both set together.

The *Ultimate Sponsor* is a virtual "wall of support" — a never-ending wellspring of encouragement, appreciation and recognition. With unwavering belief in the product, in the opportunity and *in you*, the *Ultimate Sponsor* always picks up the check and goes the extra mile, not just because he or she is being *paid* to, but because that is his or her sworn mission, his or her duty — his or her deeply felt and gladly embraced responsibility.

Where can you learn more about this heroic figure? The best place is in the mirror. The best way to find out exactly what the *Ultimate Sponsor* would be like — is to become one!

## Real Numbers, Real People — Really

There's lots of lip service paid to how important a sponsor's *responsibility* is. Truth be told, most are "Recruiters" playing a numbers game. The operative principle is SW, SW, SW, N — Some Will, Some

Won't, So What — *Next*. Sooner or later enough fish will bite and the games can begin in earnest.

The larger the number of people, the larger the volume. The larger the volume, the larger the check. The larger the check, the larger the number of people . . . and so on. There's a better way — the way of the *Ultimate Sponsor*.

Take any given MLM commission structure. Then, equate how much volume five personally sponsored and thoroughly trained individuals would need to earn \$5,000 a month each. Now, figure the sponsor's earnings on the appropriate percentage of that combined volume. Beats fishing.

If a sponsor spends all of his or her efforts focusing on the individual success of just a few people — people he or she carefully selected, supported and trained — what do you think the chances are for real and lasting MLM success? I'd say the odds were excellent for producing a positive and predictable outcome. And I'd also say doing it again, and again, and again . . . is a pretty predictable possibility as well.

## Lights, Camera, Action!

As the *Ultimate Sponsor*, you are the director of a great movie. Your job is to provide all the players with direction. Without such direction, the best you can hope for is 20 seconds of fame on America's Funniest Home Videos.

For example, take prospecting, which is one dimension of the *Ultimate Sponsor's* training.

The Recruiter sends the neophyte into the fuzzy security of the "warm market" — that cushy first-name arena of friends, neighbors and relatives chock full of loving support. Wrong!

These folks seem to believe that it's their sworn duty to rain on the new distributor's parade. Even kindly Aunt Bea? Yup, she's the worst! Remember, these are the folks that looked at you in the cradle and saw a doctor, lawyer or Indian chief. A

Network Marketer doesn't quite fit their pictures. After your sixth six-figure check — maybe, but not in the beginning.

Friends? Naw. They're bent on telling you those things only a friend would dare say. It's their job to protect you from risk and harm. Better safe than sorry. Neighbors? "If he's so smart, how come he lives next door to me?" Nope, neighbors are fun to take the trash out with — not as business partners. So, who? Where?

The Ultimate Sponsor gives the new distributors *proven categories* of successful people, with which they can associate individuals they already know. These categories generate more tremendous "quality" names than a distributor will ever use, without advertising or other kinds of foolin' around.

**1. BUSINESS ASSOCIATES.** This group is made up of anyone who has ever worked with you. Rule of thumb: If one of these prospects chose *you* to share an opportunity with — would you listen? Then the reverse is probably true.

**2. PEOPLE WHOSE BUSINESS YOU PATRONIZE.** Who values your patronage? How many businesses do you support mainly out of trust? Insurance, medicine, financial and legal advice, mechanics, carpenters, hair dressers, all purveyors of goods and services.

Now don't mistake me. These prospects do not "owe" you anything. They may not want your product or anything to do with your opportunity. But if they *value* your business, they already have an interest in you. Trust already exists. All you are asking for is their time and ears — and your relationship with them has already earned that.

**3. E. E. HUTTONS.** You know the type. When they talk, lots of people listen. They embody the phrase "Center of Influence." Most of these guys and gals *seem* unapproachable. And you know what? That's why 99 out of 100 people *do not* approach them. You get to be one of the few. The humble approach works best with these folks:

*"Mr. Carnegie, you don't know me sir, but I know you. For some time now, I've admired your selfless contributions to our community and your obvious success in business. I've come to ask you a favor. I've recently started my own business, and being a little inexperienced, I wonder if you'd grant me 30 minutes of your time for some advice and guidance?"*

"Naw, I can't do that!" says the distributor. And the Ultimate sponsor replies,

*"Sure you can. I do. And you'd be amazed how often I not only get in the door, but stay for hours, learn a tremendous amount, and get a more than reasonable number of distributors in the process."*

*"Remember, most highly successful people are not approached because people cross them off the list without even asking. Come on, give these folks a chance. And do this one in person — this one only works in person. Use the phone only to make an appointment. Go to it — here, I'll go with you!"*

## Great Expectations

Once a direction has been established, reasonable goal setting and budgeting are required to prevent lofty expectations from destroying a new distributor's confidence. Also, the ability to measure your distributor's progress is essential. Neither of you will know if expenses are too high or income is too low unless you can measure performance against a standard. And without the ability to make adjustments in how you're approaching your business, you're sunk.

The person with the biggest check in the shortest period of time doesn't "win" in this business. This game is about enduring residual income. The illusion and allure of "easy money" is so pervasive in our industry, the Ultimate Sponsor is more careful than ever to emphasize patience, ethics, and proven methodologies to insure long term success.

How many sponsors actually prepare new distributors for the operating expenses encountered in building a successful Network Marketing business? Very few. But the Ultimate Sponsor does.

Compared with the start-up costs of any other kind of business, ours are nominal — but they *are* there. Compared to the "something-for-nothing" free-lunch philosophy of the slick promoter, the first few MLM phone bills alone are enough to put a new distributor in severe cost-culture shock!

So the Ultimate Sponsor feels (and *fulfills*) a responsibility to keep the new distributor's expectations and the commitment of resources in reasonable proportion. Disappointment is the very real experience of unhappiness which results from very unreal expectations. And that one disappointment kills more people in this business than a thousand "Nos" ever will.

## Success by Design

As the Ultimate Sponsor, your primary tools are creativity, integrity and common sense. You are intent on creating success on purpose, what I call "success by design." It is a business orientation, because this is the Network Marketing *business*. It requires goals, resources, time frames, cash flows, plans and actions, direction and implementation. Like true success in any field, it requires enough *unconventional* wisdom, just enough "doing things differently," to make it both innovative and exciting. And that's where the Ultimate Sponsor shines brightest!

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