

The Power of Team-Building

A powerful, proven business-building formula that anyone can duplicate

Russ DeVan

THE TEAMBUILDING SYSTEM IS A PROVEN, POWERFUL Network Marketing Sales business-building process that is so simple anyone can do it. It is the most duplicatable way to grow your business that I have ever seen—and I'm convinced it is absolutely, positively infallible. *It cannot fail!*

I've worked in this business for more than 13 years. I've succeeded with some programs and failed with others. There were times I went broke; times I earned 10 grand a month. I've had companies go out of business on me. Others I quit because it just wasn't working.

Today, my partner and I earn a consistent \$60,000-a-month residual income and we're on the verge of another quantum leap. My success has come from learning how to duplicate my current level of success with key leaders in my downline organization—and helping them to do the same.

The key is building a team of men and women who can be trained to do whatever volume and income levels you are producing, and then consistently moving them up to the next level of productivity following your example.

Teambuilding starts small: \$100 a month in combined personal consumption and retail sales. Then, according to your compensation plan, train a manageable number of people to *do the exact same thing you've just done*—and keep doing that over and over as you progress up the ladder.

There are other ways to build a business. But in my experience, Teambuilding is the best. It's not the fastest way, yet it's the only system I've found that gives you all of the following advantages: the highest productivity, lowest attrition, the greatest loyalty from your people, the strongest organizational foundation, the highest quality people, the most fun, real residual income, and ultimately, checks that GROW consistently.

IN PROSPECTING, MOST NETWORK Marketers are taught to make a list of family, friends and associates—their warm market—and to prospect everybody and anybody they meet. It's the "three-foot rule"—pitching the opportunity to anybody who gets within three feet of you. Sooner or later, the

thinking goes, you're bound to find *someone* who's interested in your business opportunity, someone who'll perform and make you a big check.

Prospecting this way, you're going to encounter lots of people who are resistant; people you have to work really hard on trying to convince them just to take a look at what you have to offer. That's the Path of *Great Resistance!*

The Path of *Least Resistance* begins by thinking through *in advance* what your ideal new distributor would look like. Ask yourself, "Who do I really want on my team?"

Don't you *really* want somebody who's already successful . . . someone who doesn't *need* the money, but is instead a person who sees this business as a tremendous opportunity for growth, development and even greater financial independence . . . someone who's always wanted to start his or her own business, but just didn't know where or how to start?

Perhaps it's someone who's wide open to the possibilities of Network Marketing Sales—not someone you have to fight with about pyramids or sales objections. Why not go after people who are aggressive, self-motivated, open-minded, good with people, who already have sales, communication, management and leadership skills?

If you were the founder and CEO of your own company seeking to fill an opening for a key top management position, would you interview just anyone you went to high school with or just met on the street? No. So why would you do that in your Network Marketing Sales company—where

SUMMARY

Russ DeVan is a master of the "success by design" concept. In Teambuilding, he presents the most cogent, practical approach to creating an easily replicated business-building formula we've ever seen.

YOU ARE the CEO and owner . . . where you are looking for *the best people* to build and manage your organization, people committed to their and the business' growth, success and productivity?

Having a clear idea of who you really want on your leadership team changes the kind of people you approach to sponsor—and how you approach them, as well. I'm not saying, Don't talk to strangers. I'm saying, *talk* to everybody, but *prospect* only those people who fit your criteria for who you really want on your team.

Talk to waiters and waitresses, everyone you meet, and as you do, listen for those leadership/team-member qualities you're looking for to emerge from the conversation. Talk to people because you *enjoy talking with people*. It's amazing what happens when you don't have prospecting as a hidden agenda.

DEVELOP YOUR OWN LIST of characteristics and behaviors that you're looking for in people

to prospect and sponsor on your team.

Here's a list of some of the qualities I look for when I prospect to people—and I highly recommend you write down your own list and review it regularly:

- ✓ People who are open-minded.
- ✓ People committed to having something better than they have now.
- ✓ Hard workers.
- ✓ People-people.
- ✓ Attractive people—people to whom other people are naturally attracted.
- ✓ People who have a plan for their future—who want to succeed by design.

I'm looking for people who want something better *AND* who have some kind of plan for how to get it—not people who say they want a better life, but have no idea what it takes. It's not important what I think of their plan: what matters is that they have one. That way, I know they will appreciate "Success by Design"—I don't have to spend a lot of time and effort trying to get them



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to see that you can't succeed without a plan.

That's also how I find out what somebody's committed to: If they have a plan, they're committed. When they say, "Gee, I never thought I needed a plan to do it," that's not commitment; that's a hope and a prayer. I have nothing against hope and praying, but I side with the Quakers who say, "When you pray—move your feet."

Commitment is vital, I'd even say it's *mandatory* for success in Network Marketing Sales. If we researched all the new distributors who sign up in this business I'll bet we'd find the number who quit directly equal to the number who started without a commitment—without a goal and a plan to reach that goal.

Success By Design

I think this "throw'em up against the wall and see who sticks" theory that's so pervasive in Network Marketing Sales comes from the misguided impression that the way to succeed in this business is to sponsor a whole lot of people. That's the MLM lottery, and the chances of winning aren't much better than the odds for hitting your state's Lotto jackpot—currently about 7.1 million to one.

I encourage the opposite approach—what I call Success By Design. You're looking for five or six strong people (or whatever number works best for your compensation plan; my number is five). These are your leaders. That's all you need. And you can arrive at that goal quicker, with far less effort (and frustration) by seeking out those special, capable people you really want to be in business with *right from the start*.

Obviously, you'll need to sponsor some number more than five *people* to get five *leaders*. The point is, focus on signing leaders—not just everybody you meet.

Once you have your first five leaders, don't stop—but do slow down. Don't keep sponsoring more and more. Focus about 15 percent of your time on bringing in new people, 85 percent on managing and supporting your team. Don't dilute your effort by constantly going wider. Now it's time for depth, and that comes from duplication.

Three Tasks of the Team Captain

Job one is LEADING BY EXAMPLE. "The speed of the leader is the speed of the pack." When people talk about a "visionary leader," they're not talking about some ivory-tower theorist who

hands down inspiring ideas from on high. True visionary leaders give their people vivid pictures of *how to succeed* by their own actions—actions that the others can readily duplicate. It's modeling at its best.

The second function is **SETTING THE DIRECTION**—establishing each of your leader's goals and a time frame for their accomplishment, based on what each of them is committed to. It's a process where you both work together to become clear on their "Where am I going?" questions.

The first step is to explore their possibilities and help them set the direction for their businesses. You have a partnership with these people, based on your aligning with their goals and being committed to working with them to accomplish those goals.

Accomplishment has three parts: 1) the result; 2) personal growth and development; and, 3) fun. Your job as Team Captain is to set the direction for achieving in all three of these goal areas.

For **RESULTS**, we're talking about both volume and income goals. For **PERSONAL GROWTH AND DEVELOPMENT**, it's education and training to develop the personal and professional skills required for Network Marketing Sales leadership. And **FUN** is just that: What needs to be put in place to assure that we all have fun in our Teambuilding effort?

The Captain's third task is **SUPPORT**—communication and follow-up on tasks One and Two. This means *management* and *leadership*.

Is It Duplicatable?

When people get excited about their products or compensation plan, they tend to go wild with their retailing or sponsoring efforts. The problem is that they couldn't duplicate those efforts consistently in a million years—in very, *VERY* rare instances, they may find someone exactly like them and achieve limited, isolated duplication by luck.

It's great to be a product sales superstar and get the platinum-plated, rapid-ruby-retailer award from your company—but can you teach five other people to do that? And can they teach 25?

Prospecting 10 people a day, having your armada of audios laying siege to half the Sony Walkmans in North America, and sponsoring 30 front-line folks a month is fantastic personal performance—but will you ever have anybody else in your organization do anywhere near the same thing? And if you did, how could you possibly manage or support all those people?

A duplicatable effort can look small at first. It might be \$100 or \$200 worth of retail product a month. It can be signing up five people on an auto-

order. It needs to be something you're confident you can do *AND* that you can show someone else how to do month-in, month-out, *AND* that they will continue to do easily and consistently like water rolling off a duck's back. You need to create a level of retail and sponsoring performance your people can do *without being told to do it*, without being monitored and constantly motivated to do it. *It must be that simple an effort.*

Teambuilding By The Numbers

Let's look at how this works with a simple \$100 monthly effort.

40 percent of that \$100—Step One—is personal consumption; you know you can consistently use \$40 worth of products every month. That leaves \$60 of retail requirement. Anyone can retail \$60 a month consistently, and if they aren't willing or able to do that, they're not going to build a business anyway—and they certainly aren't leaders or team-builders.

Step Two: You've got \$100 of effort yourself, and you next show your five team members how to do what you do. Now you've got a \$600 duplicatable effort. Next, show them how you did that (you at \$100 plus five others at \$100).

Step Three: You have five leaders (each doing a \$100 effort themselves) who each have five \$100 efforts from their five team people. What new performance level have you reached? Over \$3,000 a month in volume: your \$100; plus your five team members' \$100 (i.e. \$500); plus each of *their* five team members' \$100 (i.e., \$2,500) which now totals \$3,100. So, now you teach your team what it takes to have a \$3,000-plus group volume effort each month themselves. What's next?

Now, with your five team members at \$3,000 monthly volume, your group volume is 5 x \$3,000, or \$15,000. At this point, you're earning \$700 to \$800 in most comp. plans. Let's call it \$750.

Once you know how to create a team effort that generates \$15,000 in volume and \$750 income for you, you then show your five leaders how to do that for themselves. Since you've already done it, they simply follow your example—and you spend 85 percent of your working time and energy in supporting and following up with them to duplicate exactly what you have done. The result is a group volume of over \$75,000 a month; your income is approximately \$4,000.

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NOW, WHAT IF YOU HAVE a goal of driving your team-building effort five levels deep? That would produce a total of nearly 4,000 people throughout your five generations—which is not as ambitious as it might seem. Remember, you're not finding all 4,000 people yourself! You are teaching five people how to create and duplicate a \$100 effort.

The result is a total volume in your group of \$400,000 and an income of roughly \$20,000 a month. If it took you two or even four years to reach that goal—so what?

Do you see that all we are doing here is based on a simple, manageable, duplicatable effort that anyone can do, and then showing five other committed people how to do that, too—and then leading them to build their team just like you did?

That *really* is all there is to it. And it *really* is that simple: a simple effort you can do and show anybody else how to do, duplicated down through a number of levels. Each time you reach a new accomplishment of

volume and income, you then focus on having your five team members do the same thing you've just accomplished.

The power of this is awesome! You just keep growing, and every time you reach another milestone in your business you turn around and show your five leaders how to do that themselves. You just keep doing this over and over and over until you and your team members run out of goals!

The Proven Power of Teambuilding

Teambuilding—no matter what your targeted volume or income level—is simple, the steps are always the same.

- 1) *Get yourself to the first volume/income level by hitting your duplicatable sales volume goal.*
- 2) *Sponsor a manageable number of people who are committed to doing the same thing.*
- 3) *Show and tell them how to do what you've already done.*
- 4) *Once you've accomplished that, you'll be at the next level, so show and tell them how to do that—and on and up and on.*

Set the example. Give your team direction. Communicate and support them to accomplish the same thing you did and as you do more, they do more and you will be earning the most unbelievable income you have ever imagined!

Just for a moment, imagine how you would answer this question:

If you knew absolutely positively that I was telling you the truth about this teambuilding system, that if you hang in there with me for the next three years, and do what I do, I'll make sure that each of you is going to earn a \$75,000 annual income from then on—will you commit to working with me for the next three years?

My guess is your answer is the exact same one the five people I wanted on my team gave me when I asked them that question. "Absolutely!"

The truth is, I can do better than that—I can show them how to have *THEIR* five team people each earning \$75,000 a year. And so can you! Here's what that would look like: 500 people throughout your first five generations, each producing \$1,000 in monthly volume (through their own \$100 personal effort along with the efforts of their own customer/distributors). That's a \$500,000 monthly group volume!

That's a \$1,000 monthly volume goal effort for each distributor. Just about everyone can see themselves doing that if you show them how. What if you only get half that volume? In most comp plans, that's at least \$10,000 income a month!

Next, shift to an income goal.

Once you've established a duplicatable effort and you show an individual distributor how to duplicate it, you will grow an organization where you are all at whatever is the highest level in your company. Now, you're all at the most lucrative level of the compensation plan.

Once you know how to earn \$1,000 a month, you can show others how to do the exact same thing. Spend the next six months showing your five leaders how to earn \$1,000 a month. Once you get people to a \$1,000 goal, you've increased their income \$12,000 a year. (The average American earns \$22,000 a year full time.)

Once you do that, their chances of "going somewhere else to play"—switching opportunities—is next to nil. You've got loyalty. And once you do have five people under you earning \$1,000, you've essentially quadrupled your own income! Producing five people who earn \$1,000 a month has to make you \$5,000 a month.

At that point, it's simply a matter of expanding your income and their income. You spend more time with your team enlarging their incomes and then they do the same with their people. Once your people are each earning \$5,000, you'll be earning \$25,000; then you show them how they each accomplish that themselves. Once they're each earning \$25,000 a month and you're earning \$125,000 a month, you focus on showing them how they can do that, too—and on and on it goes. *✶*

Each time you reach a new accomplishment of volume and income, you then focus on having your five team members do the same thing you've just accomplished.

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