



# Do you understand your MLM business?

- Understand your profession - *longevity*
- Practice your pitch – *scripts*
  - 15 seconds
  - 60 seconds
  - 180 seconds
  - STOP and make an appointment
- Promote what you sell and not the method of distribution
  - Products help people to become self-employed
- Don't get defensive, educate them
- Don't entertain guesses and assumptions, be confident
- Be an MLM professional, be prepared
- MLM is leadership business, become a good follower and sharer
- MLM is a relationship business unlike sales
- MLM is a caring business, give them what they want, you get what you want
- MLM is bonding business
  - Build like & trust
- MLM is a believing business
  - Share your convection
- People will buy your professionalism before your ideas
  - Broadcast confidence



- People buy your respect for what you do before they respect what you do
  - Dress to impress, be professional, be prepared – have inventory
- People buy track records & longevity more than a new opportunity
  - The security of a mature company rather than the hype of an upstart
- People buy you, your conviction, experiences before they buy your product or opportunity
  - Testimonials and reviews
- People buy your help and not your opportunity
  - Results, support, leadership, testimonials