

The Tracy Biller Newsletter

© 2010 Tracy Biller. All rights served.

“Tracy Biller Newsletter” comes with reprint and redistribution rights as long as it is done so in its entirety with no editing. All past “Success-Training” newsletters are available in PDF files at: www.UltimateSuccessCDs.com

To receive a **FREE** subscription to “Tracy Biller Newsletter” go to: www.UltimateSuccessCDs.com

20 Sales Tools . . . and counting.

by Tracy Biller – Network Marketing’s #1 Trainer

Dear Network Marketer,

I received dozens of emails from people commenting on my last newsletter “Bad Leadership – Part #4”.

Tom Davis wrote:

“Seeing all of the sales tools in writing really made me realize that I’ve got to become a better communicator, and a better persuader, in order to use all of the tools effectively.”

Gretchen Lopez wrote:

“I love your ‘Bad Leadership’ newsletters. The ‘bad leaders’ remind me of people in my upline!”

Fran Dickerson wrote”

“I did network marketing in the late 60s, and am doing it again today. The list of sales tools made me realize how much technology has changed in the past 40 years. I agree with you 100% that virtually nothing has changed in the network marketing industry except for the sales tools we use.”

But it was an email from Caryn Stills that prompted me to write this newsletter. Caryn wrote:

“It’s obvious from the list of 20 sales tools that one must have excellent communication skills and one must use persuasive sales tools in order to succeed in this industry.”

-----o-----

Nothing has changed except for communication tools!

As I wrote in my last newsletter, in the nearly 80 years since the network marketing industry was born, and especially over the past 30 years . . . nothing has really changed in the industry except for the communication tools that distributors use to build their business.

Fundamentally speaking, compensation plans haven’t changed. There are four (4) types of compensation plans: breakaway, binary, unilevel, and matrix. Everything else is a hybrid or mixture of those four.

Objectivity hasn’t changed. The primary objective of this business is to create sales volume by taking your company’s product/service to market. You do that with retail sales, and by building a downline network of distributors who have the same objective.

Human nature hasn’t changed. Human nature remains unchanged after 3000+ years of recorded history.

Corporate structure hasn’t changed.

Accounting hasn’t changed.

Goals and dreams haven’t changed.

Etc. Etc. Etc.

Like I said earlier, the only thing that’s changed in the network marketing industry over the past 30-80 years is the communication tools that people use to build their business.

-----o-----

20 Sales Tools . . . and counting.

Today's network marketer has an arsenal of communication tools that can be used to build his business. Here are twenty tools that networkers are using:

1. cell phone
2. voice mail
3. three-way calling
4. call forwarding
5. speaker phone
6. text messaging
7. emailing
8. email broadcasting
9. web sites
10. video presentations
11. flash presentations
12. webinars
13. podcasts
14. PowerPoint Presentations
15. conference calls
16. CDs
17. DVDs
18. MP3s
19. PDFs
20. faxing

Not one of these communication tools existed in the 1940s, 50s, 60s, or 70s. A few of them existed in the 1980s. A few more came to use in the 1990s. And the rest came to be in the 2000s.

All of these communication tools make it possible for a network marketer to build his business **QUICKER, FASTER, and BETTER**. These tools break down any and all geographic barriers.

At least nine of these sale tools require that you have **EXCELLENT SPEAKING SKILLS**.

Every one of these sales tools requires you to be **PERSUASIVE**.

If your speaking skills aren't up to par, and if your sales tools are not persuasive, then you will fail in network marketing. It's just that simple.

Sincerely,

Tracy Biller

Email: Tracy@UltimateSuccessCDs.com

Web site: www.UltimateSuccessCDs.com

© 2010 Tracy Biller. All rights reserved.

This "Success-Training Newsletter" comes with reprint and redistribution rights as long as it is done so in its entirety with no editing. This newsletter and past newsletters are available as PDF files at: www.UltimateSuccessCDs.com

Tracy Biller's "Success-Training" newsletter is published and distributed by:

Owens & Lane Publishing, LLC
P.O. Box 1752
Hendersonville, TN 37077