

# The Tracy Biller Newsletter

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## Achieve the “35-and-7 Ratio”

by Tracy Biller – Network Marketing’s #1 Trainer

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Dear Network Marketer,

One of the things I love about playing golf is that I can see throughout the round and especially at the end of each round exactly where I did well and where I didn't.

That’s because on my scorecard I keep track of more than just the score. I also keep track of how many fairways I hit in regulation, how many greens I hit in regulation, how many putts I made, my distance on the shots, etc.

I was advised to keep track of everything by my next-door neighbor, a superb golfer from Sweden who in his youth won his country’s national amateur championship a total of four times. He advised me to keep track of not just my score on each hole, but “how” I scored, and in doing so I’d be able to “fix” those areas that needed extra practice.

**It's the same when building a network marketing downline.** Some simple notes kept on a piece of paper will allow you to see the areas where your business needs "fixing."

# The 35-and-7 Ratio

As I teach on the “**Momentum CD**”, when you're recruiting network marketers from genealogy reports and/or distributor specific lists/databases, you do NOT need to count the number of calls you make each day.

Counting the number of calls you make each day is totally unnecessary and a waste of time and focus.

Instead, you must count the number of people you actually get hold of whose name corresponds with the name on your list.

Simply dial, dial, and dial again until someone answers or you get an answering machine or someone's voice mail.

When someone answers the phone and his or her name corresponds with the name on your list, you deliver the "30-second pitch" as taught on the “**Momentum CD.**”

**If your script and delivery are effective, then about 35 of 100 of the people who hear your "30-second pitch" will say "yes" to wanting to take a look at your sales and marketing tools.**

If less than 35% of the people are saying "yes", then your script and/or your delivery are ineffective and they need improvement.

**If your sales and marketing tools (called "Communication Bullets" on my “Momentum CD”) are persuasive, then about 7 of the 35 people who look at your sales and marketing tools will sign up with you.**

If your sales and marketing tools are not persuasive, then you must make them persuasive. To learn how to do this listen to my “**Persuasion CD.**”

What I've just taught you is called the “35-and-7 Ratio.”

## Speak well or fail.

People who do not speak well will always achieve a less-than-desirable result with the 30-second pitch, regardless of the words they speak.

Time and time again I've had people call me and say, "I'm using your 30-second pitch but nobody's saying 'yes'."

I'll then ask them to deliver the 30-second pitch, and in doing so, I'm able to hear that their delivery is flawed. For those people, I strongly suggest they listen to the **"Speak CD."**

## Answering Machines and Voice Mail.

When you're dialing from a genealogy report or distributor list, you will get many people's answering machines and voice mail.

When this happens, you should leave a message exactly as I teach on the **"Momentum CD."**

If your script and delivery are both effective, then for every 100 messages you leave about 20 people will call you back. When you speak with them on the phone, deliver the 30-second pitch.

For every 100 people who call you back and with whom you speak on the phone, about 35 of them will agree to take a look at your sales and marketing materials, assuming that your "30-second pitch" is effective.

And of the 35 who agree to take a look at your sales and marketing materials, about 7 of them will sign up with you, assuming again that your sales and marketing materials are persuasive.

Once again, this is the "35-and-7 Ratio."

## **You must keep your statistics.**

A business that doesn't track its numbers is a business destined for failure.

Those network marketers who have been taught to keep their statistics but choose not to are lazy and/or irresponsible. They certainly are not serious about succeeding in network marketing.

The bottom line is that you MUST keep your statistics when you're building your business so that you can see where your strategies need improving.

## **Use pencil and paper to track your numbers.**

Network marketers often ask me what software to use to track their numbers? My advice is to use none.

When you're in "dialing mode", you want to dial as many numbers as possible during the time you've allocated. During the dialing process, I was always much quicker and more efficient tracking my numbers with a simple pencil and paper instead of using a computer and software.

The fact is that when I built my two large downlines and twice became my company's #1 earner, I kept my daily statistics on lined paper in a three-ring binder using a #2 pencil. It's fast and efficient. I personally think that too many network marketers get all caught up using their computers and fancy software to "track" everything. Way too often these people spend more time playing with their computers than they do picking up the phone and dialing numbers.

I've said it before and I'll continue saying it until I die, "**Success in network marketing is so simple that intelligent and over-analytical people routinely screw it up.**"

Sincerely,

Tracy Biller

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