

The Tracy Biller Newsletter

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Avoid using convention sound-bites.

Convention sound-bites are good for pumping up the attendees, but don't work in your sales tools!

Dear Network Marketer,

Network marketing conventions generally have but one objective: to get the attendees pumped up!

To do that, the speakers (the company CEO, VPs, and top earners) often times say things from the podium that cause the attendees to rise and give standing ovations.

I call such things “sound-bites”. Here are four examples:

“We're going to create more millionaires than any other company in the history of network marketing!”

(This may be the most-used sound bite of all time.)

“This product is going to be the network marketing industry's all-time #1 customer acquisition product!”

(Huh?)

Avoid using convention sound-bites.

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“This company ‘cares’ about its distributors more than any other company in history!”
(Gee . . . that’s nice!)

“We put together the greatest minds, the greatest products, the greatest pay plan, and the greatest support system ever. All that’s missing is YOU!”
(Perhaps the second most-used sound bite of all time.)

Get the picture?

So . . . while such sound-bites serve well to get the convention attendees all pumped up and in an emotional tizzy, such sound-bites do NOT serve to persuade prospects to join your company.

Thus . . . do not use convention sound-bites in your sales tools.

Sincerely,

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