

The Tracy Biller Newsletter

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Persuasion Tip for Serious Networkers

by Tracy Biller – Network Marketing’s #1 Trainer

Dear Network Marketer,

A network marketer named Nick Barrett sent me the following email. The key point in his email is where he points out that he’s gone back and done the exercises on the Persuasion CD, which has allowed him to see that his sales tools are flawed.

Sadly, most of the sales tools being used by network marketers are flawed, and they don’t even know it! Bottom line is that if one’s sales tools are flawed, they will fail.

Here’s Nick’s email:

Tracy,

Thank you for the outstanding audio training “The Truth About Biz-Opp Leads”. I downloaded the MP3 and have already listened to it three times. I especially like the part “myths versus truths”. You just blew those myths out of the water!

What you said about the myth that network marketers are entrepreneurs caused me to fully understand what it is I need to do to succeed in network marketing. This has led me to better understand why persuasive sales tools are critical to my success. I admit that I didn't do the things you told me to do on your Persuasion CD. So I went back and listened to the CD again, I've done everything you've told me to do, and now I'm able to see that the sales tools I've been using are really quite bad, especially the web site that my company made for me. So now I'm on a mission to create sales tools that are persuasive so that they will be effective.

I can't thank you enough for the things you teach.

Sincerely,

Nick Barrett

Nick wrote that he didn't do the things that were suggested on the Persuasion CD. He's not alone. Most people who hear that CD don't do the exercises, and that's just human nature.

On that CD I advocate that you study and chart infomercials. By charting, you keep track of the statements of fact and statements of benefit.

Also, I want you to notice how quickly an infomercial tells the viewer exactly what the infomercial is selling. Usually within the first 10-15 seconds, an infomercial has told the viewer WHAT is being sold, and WHAT the benefit(s) is.

Most network marketers however, are using sales tools that take too long to tell the prospect WHAT it is that is being presented, and HOW the prospect will benefit. This is especially evident in the videos produced by the network marketing companies. The majority of those videos take way too long to tell the viewer/prospect WHAT it is that's being presented. Few if any of those videos would have any success if broadcast on television; the viewer would quickly change channels.

I did a consultation on a sales letter yesterday that was actually a re-write of a previous letter. The re-write was superb! The fellow had really done his homework. He told me that he had gone back to the Persuasion CD, did everything that's on the CD, and that he developed a better understanding of HOW to think and communicate persuasively.

Sincerely,

Tracy Biller

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(Always include your full name and phone number.)

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