

The Tracy Biller Newsletter

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Should you pitch the Product or the Opportunity?

Dear Network Marketer,

Network marketers often ask me, “When creating a sales tool, should I focus more on the money-making aspect of my network marketing company, or on the benefits of our products?”

In other words, should you pitch the product or the opportunity?

Several years ago the same question was once asked of me when I was speaking at a large conference. Instead of answering, I said to the audience, “Let’s conduct our own survey right here. There’s 2,000 of you here today. Pretend that I have the magical power to grant you one of two choices. The first choice is that you will lose all of your excess weight, and you’ll be slim, trim, and lean for the rest of your life. The other choice is that one year from now you’ll be making between \$8,000 and \$10,000 for the rest of your life.”

“Now, you can’t choose both. You must chose one or the other,” I explained. “You must choose either the weight loss, or the money. It’s one or the other. Take a minute to consider your choice.”

Everyone began talking amongst themselves, discussing the choice. I waited about a minute and then I said, “Those of you who would choose the weight loss, raise your hand.”

Only about 100 people raised their hands, a mere 5% of the audience.

“Now,” I continued, “Those of you who would choose the money, raise your hand.”

Nineteen hundred people raised their hands. Much laughter filled the room.

“There you have it. You all just helped me answer the question. Pitch the opportunity. Sell the money-making aspect. Promote the business **BUT** back it up with **HOW** you make the money and **WHY** your products or services will cause it to happen.”

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A study published in Reader’s Digest supports promoting the money-making aspect of your network marketing business!

In the August 2009 edition of Reader’s Digest is an article titled, “Lost 10 Pounds for Good or Gain \$10,000.”

In the article, we learn that “Cash is King.” A study was done in over a dozen countries, including the United States. People were asked to choose between losing 10 pounds for good, or gain \$10,000?

Overwhelmingly, the choice people made was the money.

In the United States approximately 81% of those surveyed chose the money.

Russia voted for money over weight loss by the steepest margin, a whopping 91%.

The article pointed out that Americans spend \$58.6 billion a year on diet programs, so obviously a lot of people want to lose a lot of weight.

However, as the survey proved, more people would choose the money over the weight loss. As one person told me at that conference several years ago, “I can always lose the weight. That’s done by making better choices. The money is something that isn’t so easy to acquire.”

To see the complete findings of the study, click on this link:

www.UltimateSuccessCDs.com/ReadersDigest

Sincerely,

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