

The Tracy Biller Newsletter

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By Tracy Biller – producer of the Ultimate Success CDs

Last week a customer called to ask a couple of questions about sales tools. She asked some good questions, which indicated to me that she had taken the time to listen to the CDs and take good notes.

I asked her how she heard about my training? She said her upline did a training call, and told everyone on the call to get the Ultimate Success CDs.

I asked her who her upline is? She told me his name.

I told her, “Cool! I’ve known him for 20 years! He’s a great guy! But I haven’t spoken to him in probably a year or so. How’s he doing?”

She said, “He’s doing fantastic! He's making \$50,000 a month!”

“So how long has he been in your company?” I asked.

“Seventeen months,” she answered. “He joined about a month after the company launched.”

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After we hung up I looked up my friend's phone number and gave him a call. For about ten minutes we talked about family, golf, boating, and vacations. And then I said to him, “Your distributor told me you're at \$50K monthly. Congrats! But I've couple of questions for you, and with your permission I'd like to make this into an interview for a training newsletter. Is that okay with you?”

He said it was okay, as long as I didn't use his name, or the name of his company.

TB: “You and I first met in 1991. I had been in the business for a year, and was struggling. You had been in the business six years, and with the company we were in you were at the top of the pay plan, making about \$45K per month. Is that correct?”

“Yes, that sounds about right,” he answered.

TB: “Was that your first company?”

“No, it was my second company. I had been with another company for about three years. Didn’t make a nickel. But I talked to a lot of the top earners, and was able to learn that they were recruiting other networkers. And that’s what I did with my second company, and that’s what propelled me to the top of the pay plan so quickly,” he answered.

“So from 1991 through today, how many companies have you been with during that 20-year span?”

“I’ve been with four companies,” he answered.

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“Of those four companies, how many of them gave you a sweetheart deal?”

“All four of them,” he answered. “And I deserved every penny because I produced in a big-time way, exactly as they expected of me.”

“Of those four companies, what was the longest amount of time it took you to get to \$10K per month in real commission income?”

“That would be the last company I was in. I took me seven months. And that’s because their volume requirements were set too low, and they didn’t require a monthly autoship. Too many companies shoot themselves in the foot by reducing their requirements to appease those distributors who are lazy and weak,” he answered. “If you lower the bar, you lower the results. It’s just like the federal government and its entitlement handouts. It creates weakness.”

“With each of those four companies, did you ever once recruit your warm market or business opportunity seekers?”

“No, not once. I only recruit people who’ve been in network marketing,” he answered.

“Where do you find them?”

“In the beginning of each company, I recruit those network marketers who were in previous downlines, and those I’ve met through the years. But if my previous company is still in business, as was the case each time, then I was prohibited from recruiting my downline that was in that company,” he answered.

“I’ve told my customers that the way for them to achieve guaranteed long-term security in network marketing is for them to ‘learn to play the game’ of network marketing as you have done. Do you think I’m accurate when I teach them my philosophy?”

“Oh, absolutely!” he answered. “Back in 1991 when you and I first met, I would have bet everything I own that I’d be with that company until the day I died. But three years later the company had some issues and I made a switch. Never have I

had any fear or doubt about not being able to continue making big commission checks. I truly believe I could join virtually any network marketing company, and I'll be earning \$10,000 or more a month within 5-7 months."

"I don't want to get too personal here, but is it fair to say that you've made at least \$200,000 a year, every year, since I first met you in 1991?"

"No, that's not true. There were two years in there where I made between \$100,000 and \$150,000. But there were also some years, eight of them to be exact, where I made over \$400,000 each year. The biggest year I've had is \$820,000."

"That's more money than 99% of the doctors and lawyers out there, isn't it?"

"Yes, it is," he answered. "And I did it all from my home. I've never rented an office or anything like that. I know a lot of guys who do that, but I like working from my home office. When I started in this business, my oldest child was 11 and my youngest was 4. I got to watch them grow up. I got to attend all of their functions. And all during that time I was making big money. Like you've said, learn to play the game of network marketing and the long-term income is guaranteed."

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“You joined your current company just 17 months ago, and you’re now making \$50,000 a month. To what do you attribute your success?”

“I’ve mastered the fundamentals. It’s everything you teach on your CDs. So many times people in my downline think that there’s something mystical or magical in what I do. There’s not. It’s the basics,” he said.

“What is the #1 reason why people fail in network marketing?”

“Like you’ve said, it’s because they can’t control their own minds,” he answered. “So many network marketers don’t know what they don’t know. And even after they’ve learned it, they get easily distracted and they try something else. Or they get caught up in fantasy beliefs. I heard your recent training about reality and fantasy. That should be a mandatory requirement for all network marketers to hear. That was a kick-butt training. But then, most of your trainings are. You’re the man when it comes to training. Nobody hits the bulls-eye on training as you do!”

“You’re too kind!”

“Well, I’m hoping you’ll buy me dinner for doing this interview,” he said.

“Ha!”

“I can’t thank you enough for sharing your insights. I can only hope that my customers benefit from what you’ve said.”

“Well, as you and I both know, we can’t get inside people’s heads. People are people, and human nature is what it is. I learned long ago to ‘let go’ of people who don’t produce, and that the cream will rise to the top,” he said. “I love your saying that ‘there’s no competition at the top in network marketing’. That’s so true.”

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