

The Tracy Biller Newsletter

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Are your sales tools persuasive?

If not, then you will fail in network marketing.

Dear Network Marketer,

Just about every day I receive a dozen or more emails from network marketers requesting that I “look over” one (or more) of their sales and marketing tools and to give my opinion on its effectiveness (or lack of). I reply back to each of them that it would take me a minimum of 20 minutes just to do a “quick” review, and then after that I have to somehow report back to them either by writing out a detailed email or with a lengthy phone conversation. I explain to them that if I did a free consultation for everyone who requested it, that I would end up spending anywhere from five or more hours doing free consultations.

To each of them I suggest they do two things.

First – I suggest that they listen to my “Persuasion CD” and do exactly as instructed. Second – I suggest that they invest in a leads package that comes with a complete marketing consultation.

Are your sales tools persuasive?

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[Recently, I switched from written consultations and phone consultations to digitally recorded consultations that I provide for my customer as an MP3 file, allowing them to pause and take notes, as well as pause and study an aspect of their sales tool that I'm commenting on. The response to the MP3 consultations has been overwhelming! One of my customers said recently, "Your recorded consultation was absolutely amazing. For over an hour I sat at my desk and listened to it with my web site opened up (which you told me to do at the beginning of the recording), and I studied my web site as you taught me what was wrong with it, and how to make it more persuasive."]

In my opinion, the free marketing consultation that I include as a bonus in several leads packages is worth a thousand times more than the cost of the actual package. The reason is because if your sales and marketing tools are ineffective, then you will fail.

On the other hand, if your sales and marketing tools are effective, then the odds are overwhelming that you will succeed and make a lot of money.

It never ceases to amaze me that while most network marketing companies do a good job of producing "informative" sales and marketing tools, they continually do a grossly inadequate job of producing "persuasive" sales and marketing tools.

That's why it is so important for the independent distributor to learn how to be persuasive, and how to create their own effective sales and marketing tools.

A complete consultation reveals many flaws and problems with a network marketer's web site.

Recently I performed a complete consultation for a customer who got a leads package that came with a consultation. In this particular case, the individual wanted me to analyze the web site he was using.

This "eager" fellow had worked well over 100 hours creating what he thought was an effective (persuasive) web site. To say he was proud of his creation would be an understatement.

Unfortunately however, on the recorded consultation I pointed out to him three (3) glaring and obvious flaws just in the top portion of his web site, each of which will cause the prospect to be misled, and/or bored, and/or confused, resulting in the prospect simply leaving the web site all together. On top of that, I pointed out to him four (4) other obvious problems with his web site, each of which would cause the prospect to leave the site for something else.

Altogether, the entire consultation recording lasted approximately 38 minutes, during which time I told him all of the things that were wrong with his site, and what he must do to correct them, along with dozens of ways to enhance his site's effectiveness.

Like so many people for whom I do consultations, this particular individual claimed to have listened to my Persuasion CD. However, he admitted that he didn't apply what he learned, with the result being that he created a web site that was grossly ineffective.

He called me a few days after getting his MP3 consultation and said to me, "This consultation you've given me has been unbelievable. It has been way more than what I expected. I had no idea it would be so thorough. I feel like I just graduated with a degree in 'persuasiveness'!"

As I stated earlier, if your sales and marketing tools are ineffective, then you will fail in network marketing regardless of how hard and long you work, or how much desire you have, or how great your company's product is, etc.

But if your sales and marketing tools are effective, then the odds are overwhelming that you will succeed and make a lot of money.

Sincerely,

Tracy Biller
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