

The Tracy Biller Newsletter

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The Perfect 30-Second Pitch.

Dear Network Marketer,

Before I discuss the perfect 30-second pitch, I want to say right now that I am assuming you know the definition of the “target market”, and I’m assuming you have a large inventory of target market leads.

I’m taking a risk by “assuming” a reader of this newsletter knows what the “target market” is.

Believe it or not, I talk with people daily who have had the Ultimate Success CDs one year, two years, three years and more, and they still do NOT know what the “target market” is, nor do they have a large inventory of target market leads. (The typical network marketer thinks 1,000 leads are a lot. For that person, I suggest they read my newsletter titled, “The Truth About Your Leads Inventory”, available at my website.)

So . . . why don't they know what the "target market" is? Well, the fact is that – because of human nature – the majority of people who invest in the Ultimate Success CDs either don't listen to them, or they listen to them just one time. They are no different than people who buy a piece of home fitness apparatus. (Most people who buy some sort of home fitness device never use it.)

Either way, a person simply cannot LEARN and RETAIN what's on the CDs unless they listen to them multiple times and take copious notes.

Now . . . about the "perfect 30-second pitch". Your entire recruiting process starts with the 30-second pitch. It is the first step you take. You pick up the phone, you call a number from your target market leads list, and when a person answers you ask for the person by name, and then you deliver the 30-second pitch.

The perfect 30-second pitch is a blend of the right wording mixed with the right delivery. When performed correctly, about 35% of the people you talk with will agree to take a look at your sales tools. When performed incorrectly, and the number (percentage) of people willing to look at your sales tools will drop significantly.

I've heard many 30-second pitches in which the wording was exceptionally good, but the delivery was flawed. I've also heard many 30-second pitches in which the delivery was exceptionally good, but the wording was flawed.

It takes practice, practice, and some more practice to deliver a perfect 30-second pitch. Most network marketers are unwilling to put in the time necessary to perfect their 30-second pitch.

The fact is that it takes practice to become good at most anything. For example, my putting (golf) has been just "okay" the past six months. I've missed many putts that I should have made. And I'll admit I haven't spent much time on the practice green these past six months.

About a month ago I decided to really work on my putting, and I did it right in my office. I've been practicing putting in my office, and I've been using a 7-year-old Wilson Augusta putter that I bought at a thrift store for \$6. If you know anything about putters, then you know that the Wilson Augusta is a very low-end putter (it retails for about \$30), and \$6 is just plain cheap.

Over the past month while practicing, I got used to the feel of the putter, and I liked how it was working for me.

So two days ago right before I played golf with three buddies, I took my \$350 putter out of my bag and put in the Wilson Augusta. On the very first hole one of them said, "What's that thing?" I told him, "I'm going with the cheap stick today!"

Lo and behold, I had perhaps my putting day ever. If the ball didn't go in, then it was close. And it happened NOT because I used an expensive putter (or a cheap putter), but because I practiced, practiced, and practiced some more.

So if you want to become proficient with the 30-second pitch, then practice, practice, and practice some more.

My Momentum CD teaches you everything you need to know about the 30-second pitch. All you have to do is learn it, and practice it. Be sure to track your numbers so you know what your "yes ratio" is.

Sincerely,

Tracy Biller
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