

The Tracy Biller Newsletter

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The widespread use of flawed sales tools.

Dear Network Marketer,

I’ve said this before and I’ll say it again: most network marketers are using flawed sales tools that are not persuasive and are therefore ineffective. The use of flawed sales tools is widespread throughout the network marketing.

Perhaps you’re wondering, “What about the sales tools that my company has created for us, especially the replicated web site I’m using?”

Well . . . the fact is that most network marketing companies do not employ a person(s) who is well schooled in persuasion and the creation of persuasive sales tools. The results are that the sales tools created by the network marketing companies for use by their distributors are “informative” in nature. Rarely are company-created sales tools persuasive. On top of that, the company-created sales tools are more often created to appeal to people who are already in that program, rather than persuading a prospect who is considering joining that program.

Perhaps you’re wondering, “What about the sales tools that my upline has created for us to use?”

Do you know what you don’t know?

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Well . . . it's the same problem. Most uplines are not well schooled in persuasion nor do they have any experience in creating persuasive sales tools. The results are that the sales tools created by the upline for use by their downline are almost always informative in nature. Rarely are upline-created sales tools persuasive. Like company-created sales tools, the upline-created sales tools are more often created to appeal to people who are already in that program, rather than persuading a prospect who is considering joining that program.

What it boils down to it this . . . if you're going to succeed in network marketing, then you absolutely MUST use sales tools that are persuasive. There are no exceptions to this rule.

Furthermore . . . the absolute best way to create persuasive and effective sales tools is to first create a well-written, well-crafted, and persuasive sales letter.

Once you have a persuasive and effective sales letter, you will use it as the foundation for creating your other sales tools, such as: your web site, your 5-10 minute voice mail advertisement, the choreography and scripting of your 15-20 minute live recruiting call, etc.

WRITE THE SALES LETTER FIRST. Without question, the creation of a persuasive and effective sales letter is the single most important thing you can do to create sales tools that persuade your prospects to join you and your company.

Sincerely,

Tracy Biller
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