

Is This Any Way To Win Friends And Influence People?

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By Kim Klaver

We've all heard the ravings and rantings about how important it is in direct sales, to "relate" – that success must be built on starting and building relationships. Sometimes they call what we do "relationship marketing." Some say that's why network marketing is a natural thing for women to do.

Yet, the things people are taught to say to others about their products appear to do the opposite – they tend to drive the other woman away – glazed eyes and all – even one who might have been a good match for the product (or business).

For example, one lady, when asked "What do you do?" by someone, bubbled:

"Ooh, I'm a wellness consultant! We market unique, patented, scientifically proven nutraceuticals, and blah blah blah..."

Your reaction? Read it out loud. Say it to someone else. See how they react. Any wonder people want to get away?

Indeed, hundreds of distributors report that when they say their "product script" most other people's eyes glaze over, and they make up a fast excuse to get away. Most product scripts sound just like the one above. Full of "seller talk" and techno babble that no one cares about except the person speaking. A total turn off to normal people.

Is this anyway to start a relationship?

(Interesting aside: Without exception, EVERY student in my classes who talks like that to others about their product, the minute someone else reads their script back to them out loud, the student immediately realizes why those other people turned off and changed the subject. Now they can't believe they've been talking like that all this time.)

So what to say instead?

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How about telling YOUR story and asking for people like you? And get rid of the idea that you have to impress and convert every person to whom you speak, to your way of thinking about it?

How about this?

"What do you do?" Or "What do you market//sell?"

"Oh...I market a product for someone who has achy knees going up the stairs, like I used to. And they don't want to use drugs. Do you know anyone who might like to know about a product like that?"

Say it out loud. Compare your reaction (or someone else's) after hearing these two responses out loud.

Ladies: Doesn't the second example mirror the "rules of engagement" that women use anyway? We

tell one another a problem, and maybe something we did that helped? The script ends by asking if the other woman might know someone who'd like to know about something like that.

Gents: Doesn't this sound more friendly and engaging to you?

To get the right mind set, try this: Think of presenting your product the way you might be looking for a tennis partner. Instead of trying to impress the other person with what you know about tennis, or insist they become a tennis player, you are letting the other person know you play tennis. And you're looking for a game – with someone else who plays tennis.

Say you don't play tennis. Wouldn't you be surprised if a tennis player suddenly tried to sell you on becoming a player if you weren't one? And insisted that you SHOULD become one, and that whatever sport (if any) you WERE playing now was not as good, as tennis?

HAHAHAHAHA!

Is that how you're coming across when you present your product to someone else?

How about just asking for people like you, who might already share what is important to you or who might refer someone they know like that?

Shall we stop trying to impress and convert?

Has that been a good way to win friends and influence people?

"Seller talk" and "techno babble" are discussed in the book, "If My Product's So Great, How Come I Can't Sell It?"

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Look for the win, win!

By Josh Hinds

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I'm absolutely convinced that if we look hard enough at any given situation we can identify a win, win situation in it. "So what's the big deal about win, win" you ask? Admittedly, I know a lot of people (many are friends of mine) that go day to day in their business dealings (and personal lives for that matter) looking for opportunities that only benefit themselves directly.

Now I am not saying there's necessarily anything wrong with this. Even so, I can't help but imagine that their personal level of success might multiply if they only took the extra time to explore ways to ensure that the opportunity was equally beneficial to all parties involved.

There's something magical about focusing on win, win scenarios. When we're fortunate enough to develop ourselves to the point where we are always looking for these types of opportunities it's as if they literally come out of the woodwork. The fact is people like to deal with those that don't have the "what's in it for me attitude", don't you agree?

Believe me, I'll be the first to admit that there are plenty of people who have done very well for themselves without adhering to the win, win approach. However, I wonder if one might really consider them successful? Keep in mind that success has so many facets to it. Just because someone has attained material wealth for instance does not make him or her successful nor non-successful.

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It is all in the eye of the beholder I guess you might say. For me personally, I measure my level of success by how much I can give back to others.

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