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Network Marketing – Its All About Customers

By Priya Shah

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Leadership, Visualization, Goal-setting, blah, blah...

All network marketers have heard that jargon at one time or another. But you know what? It's just that – Jargon.

When you share with your team, the lessons you have learnt while building your business – that's Leadership.

When you imagine that new car or house on the beach, that you're going to buy next year with the income from your business – now that's Visualization.

And when you plan exactly how you're going to go about getting that new car or house – well, that's Goal-setting.

It's that simple...

And yet people complicate it so much that they write entire books, and have entire courses to teach you these "skills."

But they're missing the whole point, really. Because network marketing is really about customers.

Think about it.

Why do companies get into network marketing? DUH. To sell products, of course!

And why do they choose to sell their products through network marketing?

Network Marketing – Its All About Customers

Because network marketing is really the most efficient way of selling products.

After all it's all about people selling (or recommending) products they USE to their own network of friends and acquaintances. To people who TRUST them.

So if you want to serve your customers better through your network marketing business, here are a few things to ask yourself.

1. Are you in the service business or recruitment business?

If you are in the business of helping people – whether to become healthier, or financially independent –

you should consider yourself as providing a service. And a service runs on customers.

Sure, there are plenty of people out there who want to start a home business or join a business opportunity.

But if you focus on the opportunity, you'll be competing with a whole lot of other, more established networking companies, for a new prospect's time and money.

Instead, if you focus on your products (and I'm assuming they are unique, excellent products that meet a real need), you'll have very little competition.

Besides, it's so much easier to sell a product than to sell a dream.

2. Is your product right for them?

I've seen people recommending their products to customers as a "miracle" solution to all their problems. This is not only misleading, but is bound to backfire.

Ask yourself – are there other options for my customers? Are there cheaper, perhaps more effective options, that can help them?

Perhaps they can't afford your product right now. Or perhaps there are other, albeit less effective options, that might meet their immediate needs better.

Almost everyone needs to get healthier, or richer. But how they choose to achieve their goals should be their choice, not yours.

Certainly, give your customers all the information they need about your products. It's not your duty to suggest alternatives.

But sometimes the best way you can serve them is by letting them know that they are free to explore their options and get back to you when they've decided that your product meets their needs best.

You'll not only have a grateful customer, but also build trust and goodwill. Your customer will think of you as someone to depend on, and come back to you when they need advice.

Yes, you might lose a customer, but you'll have gained a friend.

3. Do they really need the business opportunity?

Once you get a new customer, do you instantly start shoving the business opportunity down their throat? If so, you're doing them a disservice.

Yes, do show your customer how they can reduce (or even completely recover) their costs by becoming a distributor and recommending the products to their friends.

Offer them what they want – a cheaper way to purchase your products.

But also accept that some of them may just want to keep buying products without ever building a business.

And appreciate them for contributing to your paycheck.

Ultimately all business is about building trust. So the next time you process an order or answer a query, focus on building a relationship, rather than a business.

If you're a friend to your customer and do what's right for them, you can be secure in the knowledge that what goes around will definitely come around.

Priya Shah is the Editor of "Be a Whiz at eBiz!" a free-wheeling newsletter on internet marketing and home business <http://ebizwhiz-publishing.com> She also publishes "The Glutathione Report," a newsletter featuring regular updates on the health benefits of glutathione. <http://www.glutathione-report.com>

What is Network Marketing?

By Cherlyn Garrett

Network marketing is a form of business that most people have the ability, skills and resources to participate in. Many network marketing companies provide skill building workshops or meetings to help you grow. Many network marketing companies provide even more resources for you to utilize.

Network marketing is a business where you and I are the advertisers of their products or services. Network marketing companies do not spend billions of dollars in advertising. You will not see an advertisement on television for MLM products. You will not hear an advertisement on the radio for MLM products. These companies chose to have their products advertised by you and me, and in turn give

the money they would have spent in advertising to you and me.

Network marketing is a people business, which utilizes networking concepts. When you look for a traditional job, you usually network with other people to see what is out there. If you don't network with your employed friends and family you may not hear of your best opportunity. Traditional business owners network with vendors and customers to build their businesses. If they don't, they could get stuck in a contract with a vendor that is much more costly, or they may not have considered a certain segment of the population as a good marketing avenue. Whether you realize it or not, networking is a part of your daily life, or should be. Network marketing companies simply try to allow you to benefit from your daily networking activities in yet another way.

What Network Marketing Should Not Be

Network marketing should not be a way to bug your friends and family. It should not be a way to take up all of your free time and work you into burnout. It should not be a cult-like experience. It should not be a method to sort out your friends or a measurement for making new ones.

What Network Marketing Should Be

Network marketing should be fun. It should provide a clear path to help yourself and others. It should be a way for you to grow in professional and/or personal areas where you'd like to see growth. It should be a positive experience for you and anyone you approach.

Just a Thought

This is your business! You must work your business the way you feel it needs to be worked. If your company, sponsor or upline asks you to do something you don't feel comfortable with, ask yourself why. If you don't have the money, maybe it's something you can work towards and possibly do later. If it's something that doesn't fit your personality, then consider what they've said as a topic for brainstorming. Find out if there's an area within that idea, or closely related to that idea that is more comfortable for you to do. Please do not get into a comfort zone, however. Comfort zones do not provide growth. Allow yourself to grow and you will be able to help others grow as well.

Cherlyn enjoys a full-time network marketing career. View her blog at



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