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THE ULTIMATE SALES ORGANIZATION

By Chris Bradford

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If you want a great sales organization to emulate, you only have to look as far as your local church. Consider these points:

PRODUCT OR SERVICE: What does a church have to offer, but faith? They sell faith to millions of members nationwide. This is not a tangible. It is not even like a life insurance policy. A life insurance policy leaves money for your family when you are gone. Faith leaves only hope. If they can get people to buy faith alone, shouldn't you be able to sell people your opportunity or products?

FREE DISTRIBUTORS: Religious organizations have many thousands of organization members out beating the bushes each week, trying to bring in new recruits. Best of all, they do all this without compensation! If religious organizations can fire up thousands of people to go out and promote their interests for free, why is it you have so many problems firing up your downline when they get paid for their efforts?

How is it a religious organization is able to accomplish these feats? It is simple. They have it down to a system. One that has been tried and proven for centuries.

Take your typical church service. Almost all of them are the same. They start out with singing to get the crowd fired up and motivated. Then they immediately hit them with the collection plate, when the excitement of the singing will

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insure they are willing to give the most. They then follow up with the sermon, which usually has a fiery message and a strong close, and then almost beg those who are willing to join to come on down and sign up!

Why is it most church services are so similar? Because, it works! Wouldn't this be a good model for an opportunity meeting? Of course, the singing might be a little awkward, but you could replace it with a very strong motivational speaker.

What happens when you go to a church you are not already a member of?

You walk in the door and are immediately approached by people welcoming you to the service. They are warm, friendly, and not overly pushy. But, they let you know they are happy there and they feel you will be too.

They talk to you about your possible involvement, and how you will fit into their organization. They will often even offer you a position on a committee or some other area of responsibility, to draw upon your ego and encourage you joining.

After you join, it is almost certain you will be offered a position of responsibility. This is to get you involved, to make you feel needed and obligated to participate, and, of course, to draw off your ego.

You are invited to functions to socialize with the members. This helps you develop relationships with other members, creating a new circle of friends with whom you will want to spend your time, and making it more difficult for you to leave the flock.

Don't misunderstand the purpose of this article. I am not belittling churches, I admire them for not only for their marketing abilities and what they add to the community, but for the hope they offer their members, of which I am one. But, if we want to be successful with our marketing efforts, who better to emulate than one of the greatest marketing organizations in history, your local church.

Chris Bradford and Brande McCree are the publishers of MLMSuccess Today, a weekly newsletter offering original articles written by its publishers for both the experienced and the beginner network marketer. <http://www.mlmsuccesstoday.com/news/>

How To Get Free Life Insurance & Pension

By MalaMaal.com

How To Get Free Life Insurance & Pension

Once you have formed your own non-profit organization, you merely place in your corporate charter the provision that life insurance and pension be paid by the organization of which you are a member. The organization, if set up properly, would obtain its money through donations and grants which you should actively seek. Thus, your life insurance and pension costs nothing.

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