

HOW TO BE A PROFESSIONAL PRESENTER

Award Winning

*Whether you
present to 1 or 1
million....these
ideas work!*



20 Brilliant Ideas to Deliver a Perfect Presentation Every Time

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INTRODUCTION



Hi, I'm Tim Sales. I'm the creator of Professional Presenter and the founder of www.FirstClassMLMTools.com. Please look around and take notice of the obvious fact that those who can present well are the most effective distributors and leaders in the world. That's what I want to help you to become.

My first presentation in network marketing (or anywhere for that matter) was in December of 1989. The lady leading the training meeting stepped off the stage and said, 'I'd like to introduce you to some of our new people.' I was sitting on the front row and she handed me the microphone. I stood up and turned around and froze solid. Not one thing came out of my mouth. I could hear the laughter and heard the lady say, "While he's thinking about his name, let me introduce Rick." And she moved to someone else.

Since that time I've done thousands of presentations ranging from one person (meaning a one-on-one) to 25,000 people in a convention center.

My presentation style and technique were not born out of any desire to be a speaker. My style of presenting came from a desire to speak one-on-one to every person. It didn't take me long to figure out that I didn't have time to do only one-on-ones, so I would combine a couple of people in the same room, but still try to keep the feeling of speaking one-on-one.

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That graduated to ten to fifteen people at an in-home meeting, which then expanded to where nobody's house we knew was big enough to fit all of us, so we rented lunch rooms at country clubs and hotel meeting rooms.

At the same time, people were requesting me to come to Chicago, San Francisco and Houston. Pretty soon it dawned on me that I couldn't do it all and needed to teach some of my downline to be presenters.

You see, my purpose for teaching someone how to present was then and is today *so they could replace me doing it*. I don't teach people to be performers, entertainers, or rock stars on stage because eventually, they will also need to teach people how to present.

This ebook is a compilation of some of the basics of presenting. It doesn't matter if you're meeting with one person or presenting on stage in front of 25,000 people. What I'll share with you in this report are the foundational principles of becoming a great presenter.

Enjoy the learning process!

Tim Sales

Tim Sales

Founder

FirstClassMLMTools.com

ABOUT TIM SALES



When Tim started in Network Marketing, his situation probably wasn't much different from where yours is right now. He had a full-time career with the US Navy and his Network Marketing was part-time. His full-time job was as an underwater bomb squad technician for the U.S. Navy.

As you can probably imagine, he worked a demanding job, with unbelievably high stress levels. Imagine working in a position where every day you go to work knowing it could be your last. Yet, still looking ahead to your future.

When Tim started building his business there were very few resources available to help a struggling Network Marketer succeed. His training went something like this:

He was simply told to make a list of all his friends and relatives and then go sell them on the idea. Sadly, that ill-conceived and unworkable strategy is still used by nearly everyone today. In fact, it is one of the major causes of a high attrition rate in the industry overall.

Tim, on the road to earning millions, made every mistake imaginable. He did daily affirmations in an attempt to build up his emotional armor. But, he will tell you, he still felt the pain of rejection over and over again. He spent good money for training that proved useless because they didn't address the unique needs of the Network Marketer.

ABOUT TIM SALES

Despite the trials and tribulations, the lack of training, and the absence of real resources for the unique needs of this industry, he persevered and he succeeded. By the time Tim retired he was a multi-millionaire with a downline of 56,000 people spanning many countries around the world. In addition, he's made significant contributions to the MLM industry. Tim was interviewed by Larry King about the legitimacy of the industry. He taught Network Marketing at a major University. He has traveled all over the world speaking and training leaders how to achieve success.

Tim also founded First Class MLM Tools - a company designed to produce and export all that he learned and used to succeed to all the network marketers who, like Tim, have a strong desire to succeed, and only need the resources to do so. The flagship product that Tim and First Class MLM Tools are most well known for is, **Brilliant Compensation**. This presentation has now been responsible for the sponsoring of more than a million people into the Network Marketing industry. It has been used in courts of law to help educate judges on the real information about Network Marketing. Every product Tim produces is just as effective as **Brilliant Compensation**.

It's just Tim's way. As you will see in anything you learn from Tim, he is thorough, fundamental, effective and successful. He teaches you the same things he had to learn the hard way. His goal is to make your route to success easier, faster and even more profitable than his route. But he will be the first to tell you. You have to use his materials and resources and you have to practice to master the skill.

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Tim will also remind you it is ultimately your attitude that propels your success. Those who know and work with Tim or have purchased his training products will tell you that he is an exacting task master who strives for perfection, but always respects and admires those whom are in his life, just as they respect and admire him.



“I love Network Marketing, both as an industry and as a way of making an honest living through multiple streams of passive income. FirstClassMLMTools.com is yours. Use it to your advantage. I have developed tools such as Brilliant Compensation and Professional Inviter that you can use to successfully invite prospects to learn more about your business and to quickly build your downline. Both are a product of my own personal triumphs.

“My crusade to increase the professionalism of the entire network marketing industry marches on, and I believe it begins at the most basic level – teaching network marketers how to be a professional in every aspect of their business.”

-Tim Sales

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Brilliant Ideas to Deliver
a Perfect Presentation
Every Time

Tip #1

*“How can I be confident
and make great MLM
presentations every time?”*

Throughout my life, I have had many feelings similar to this one. Looking back, I'm not sure if the person I was talking with really gave that “feeling” to me or if I was the one who gave it to myself, because I didn't feel like I had enough credibility to be talking to this person. Think about that for a few seconds ... or a few minutes!

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How can someone reach inside your head and make you feel anything?

I don't think there's a "no credibility" switch inside your head or mine that a person can reach in and flip.

What I'm trying to do is help you to see that this question mostly has to do with how you view yourself. Or, how you allow others to influence the way you view yourself.

If you think about it, no one can MAKE you feel mad or angry or guilty or not credible – YOU are the only one who can accomplish that, even if someone says it to you.

Let's suppose you're a female and someone says to you, "You are a guy." You would just look at them strangely and continue what you're doing. You KNOW you're not a guy. But if someone says something to you that you have already thought of – then you're more likely to "allow" them to influence the way you see yourself. For instance, "You've put on some weight." But in reality, the two comments don't have to affect you differently.

Here's the way it worked for me and how I solved it. I used to have this thought that because I didn't get a college degree, I wasn't credible, and that no one would listen to me.

This wasn't true – it was just in my thoughts. At a social gathering, I would meet someone and they would ask, "Where did you go to school?" I would reply, "Hixson High School." They would then say, "No, what college?" I would reply, "I didn't go to college." They would respond, "Oh."

I would walk away feeling like I had no credibility with them. And, perhaps, I didn't. But the real damage was when I didn't talk to people simply because I thought I didn't have the right to talk to someone because I didn't go to college! That's enormously damaging.

Here's how I worked it out in my head – Now, what's the "truth"? Is there anyone who has ever been successful in life that didn't go to college? YES!

People go to college so they can be more knowledgeable on a subject, so they can get better results. Therefore, it's the results that matter. But I used to think incorrectly that college equaled better results. Perhaps, if I was trying to be successful as a doctor it would matter – but in network marketing it did not.

So, I just dumped the idea that I needed a college degree to be successful, because just having that thought would actually STOP ME FROM BEING SUCCESSFUL!

Talk about irony!

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How to increase your credibility

I knew the ONLY way I was going to gain the respect of others (college graduates or not) was to get results. As a result, number one, I had to not stop myself no matter what anyone said to me or what I said to myself. I had to just keep on until I got results. Here's what I did and what you should do if you want to increase your credibility:

1. Talk with people – no one can be successful without this step.

- Use the 10 Communication Qualities & Inviting Formula – you will immediately increase your credibility ENORMOUSLY by increasing your communication skills.

2. Help people and allow others to help you.

- When someone helps you, give back something of equal or greater value. Allow them to help you back.

3. Be trustworthy.

- Do what you say you will do.

4. Increase your knowledge.

- The more knowledge you have in the area you are advising or suggesting about, the more influence you will have. So know network marketing. Know your product/service. Know your company.

5. Increase your results (doing the above will accomplish this).

- The more results you've gotten in the area you are discussing or attempting to attract others into, the more influence you will have. This is not a requirement obviously because everyone in network marketing starts with zero results.

Bottom line: If you sense someone isn't giving you any credibility – move on and do not allow them to weaken your view of yourself. If your prospect needs credibility in order to listen to you, then you can contact them after you've gotten results.

A person who is unable to evaluate a business has to judge the business based on their perception of the credibility of the person presenting it. Those who cannot evaluate a business based on its merits will work for those who can, or miss out on a lot of money.

Tip #2

“How can I get people to see MLM as a legitimate business?”

MLM or network-marketing questions or objections will come to you by your prospect asking: “Is this MLM?” “Is this network marketing?” “Is this one of those pyramids?” Or, “Is this like Amway, Mary Kay, or some other company?”

This question/objection comes up from the prospect being previously exposed to MLM/ network marketing or by hearing about it through someone, such as a friend, family member, or from the media. To properly handle this objection – if it is an objection – you’re going to do what you always do on a question or objection, and that is to find out what their experience has been. Many times they’ve had none, all their information is hearsay.

If they have had a bad experience with MLM, the only way to get beyond this objection is to guide them to see that their bad experience or lack of success was because of insufficient training. Even if the company they were involved with went out of business, the reason is still lack of training – in that case, it would have been poor training on how to evaluate a company.

In order to summarize how to handle the MLM objection, you first must find out what their experience has been, and then guide them to realize that their lack of success or bad experience was due to poor training.

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Now, if they've never been involved with network marketing and all their information is hearsay, follow the same procedures. You take each issue they bring up and show them how training solves it. Obviously, if they bring up that it's illegal, you would handle that by having them watch "Brilliant Compensation." I've never gotten a pyramid objection after the prospect has watched the "Brilliant Compensation" video.



WORDS TO USE

Prospect asks, "Is this MLM?"

"Yes, it is MLM – how do you know about MLM (pyramid, Amway, Mary Kay)?"

Or, "Could you clarify what you mean by MLM (pyramid, Amway, Mary Kay)?"

Then the next important question is: **"Do you have personal experience with an MLM company or are you referring to someone else's experience?"**

Many times you don't have to ask this because they would have answered it within their response to your first question. But make sure you know. I can't tell you how many times I

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went diving into handling this objection before I found out that they had never even been involved in it. If they have not been involved but have a negative view of the industry, you must present FACTS about the industry.

If they have had experience with network marketing, you want to let them fully tell you about their experience – acknowledge everything they say – never argue or disagree with them. Never talk badly about another company or upline. Once you have all the information, then proceed with this question:

“Does network marketing work ... not for you, not for anyone you know ... just does it as an industry work?” (Get their response.)

Then ask, *“What do you think it takes for it to work for an individual?”* And from here, you must guide them to being trained. Really try to have them see and state that training is the only obvious solution. Try not to TELL them this, guide them to it, and get them to realize and state it on their own. Remember, if you say it – it can be challenged; if they say it – it must be true.

All right, once they agree that training is the solution, explain to them the advantage they will have with your unique training (I do recommend you discuss what you’ve learned with Professional Inviter because this is very different training than most have ever received in network marketing, and it is truly what they need). **NOW, YOU MUST GET THEM TO SEE HOW THIS TIME IS DIFFERENT THAN THE LAST TIME OR OTHER TIMES THEY WERE INVOLVED WITH MLM.** If they do not see how it’s different, they won’t join you. After you’ve gotten them to agree that training is the solution and yours is different – then you close to action with something like:

“Mark, I want to sit down with you and show you how it’s different. I want to show you the training tools that are now available to you. Are you open to sitting down?”

An alternative would be:

“Mark, everything you’ve brought up here I totally understand and can see how it left a bad taste in your mouth – the video that I’d like to send you will really help with this – it’s done by a Marketing Professor who teaches network marketing at a university and is someone who

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is very successful at it. The video is not from our company, it's just about the industry. It really explains everything very clearly without any hype. Let me send this to you, you watch it, and then we'll talk more about it."

Sometimes their experience was bad because "the company went under" or the company wouldn't allow them to return the products they ordered or something similar to that. After validating everything they say, respond with:

"I can understand how that was a bad experience for you. And I'm sorry you had that experience ... But moving forward, it's kind of like working as an employee for a bad company doesn't mean you will never work again just because you had a bad experience. Does that make sense to you? Or, like eating a bad meal doesn't mean you stop eating just because of a bad meal. Right?"

"Pyramid"

If they ask the question about pyramids – "Is this one of those illegal pyramids?" Answer with:

"Absolutely not. Pyramids are illegal. I wouldn't waste my time or yours on something illegal. What I'm discussing is a legitimate business."

(Return to whichever step on the Inviting Formula you were on prior to this question). Make sure you get them to see "**Brilliant Compensation**" as it does a much better job at fully handling this objection than you can do on your own.

All right, that should help you handle the MLM objection. I've tried many different methods, and this one works consistently and is the absolute truth!

Tip #3

“What should I present first – the product or the business opportunity?”

One of the first decisions you need to make before you actually call a prospect is whether you’re calling to promote the product or the business.

In my opinion, which is backed by statistics, you can do either – just not both at the same time.

Leading with the product

I’ll first describe “leading with the product.” When you invite someone to look at your product and then around the same time (that’s a key part of it) tell them they can make money with it, regrettably, I’ve not seen this work well.

As for the few prospects I was able to get to talk to me about it, they said they felt “yucky” that I would be making money off them by buying the product. I found a way around this, but this taught me that I don’t discuss buying a product and mentioning at the

same time that they can make money doing what I’m doing.

Here’s how I was able to still promote the business by leading with the product though. After the person has been a happy customer for a month or more, at the point where they place a second or third order, I ask them if they know anyone who would like to receive the same benefits as they have received. After they’ve given me a referral who wants to buy the product, before I place that referral’s order, I will then call my original

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customer and tell them that I can take them to dinner and thank them for the referral or give them a commission for referring the prospect. I ask them which they prefer. This I have found works the best.

If you're inviting for your product, find out from your upline a proven way to introduce the product to prospects. If you don't find a proven way from your upline, you get to create it.

Leading with the business

If you invite your prospect to look at your business, you obviously have to tell them what the product is, but do not get heavily into product discussions. I've seen many times that the discussion heads into deeper ingredient questions. I've found that it's best to keep the product discussion general when you talk to someone about the business.

Let me explain what I mean by general. I will talk about the product trends for the product my company carries, such as supplementation. This would be something like, "Consumers spent x number of dollars last year buying supplements." And that's as deep of a discussion about products that I care to get into when leading with business.

Otherwise, it just becomes a Pandora's Box – one question leads to another ... that leads to another. This often starts because people want to try to impress their prospect by using big words to show they're smart – but all you do is confuse the heck out of them and have them think they have to become a biochemist to succeed.

The above comments also remain throughout all your business activities. I do not recommend you use a website that explains both business and products. If you want to sell a product – have a web page with only that product on it. If that product is within a system of products that belong together, it is fine to have the additional products within that system on the page. As an example, if you sell weight management and you tell your prospect about the meal replacement shakes and, on the same web page, you have links to appetite suppressants, that is fine – but do not include unrelated products or a discussion on the compensation plan.

I remember when I saw my first presentation in network marketing. The presenter said, "We show people the business, and if they don't want to be in the business, we can get them

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on the product.” This sounded good to me I thought, and I continually attempted to do this ... but I actually was able to do it the way it was presented to me only a very few times. Consequently, I was not able to create many customers by leading with the business.

That concludes my first answer to leading with the product or business. Now, let me explain my other answer.

Answer two

The best answer to whether you lead with the product or business has to do with what the prospect needs/wants or doesn't want.

This goes along with the *Qualify Step* of the *Inviting Formula*. If, when talking with the prospect, they have their focus on solving a weight management issue – then you would obviously lead with the product – if, of course, you have a product that solves that problem for them.

Tip #4

“How can I get myself to calm down during an MLM presentation?”

It's very difficult to achieve real success if you are afraid of talking to people about your business. Use these four guidelines to achieve confidence when talking with prospects – they've worked for thousands in my own MLM business. I know they'll work for you, too.

Why do you have a “chicken list?”

Because you fear you don't communicate easily or well.

A “chicken list” is a list of prospects that you're scared of calling. Often people think they will call their “chicken list” after they get successful – but they need these people in their MLM business to create the success.

This is a “Catch 22.”

The phrase “Catch 22” is from a novel by Joseph Heller, written in 1961, where a pilot who was afraid to fight in World War II feigned insanity. But the doctor he was trying to convince said that if he were truly insane then he wouldn't mind endangering his life by going into war. On the other hand, if he were sane, then he would be capable of following orders to fight the war. Thus, the phrase “catch-22” came to mean “a situation that trips one up no matter which way one turns.”

So, you need the people on your chicken list to create the success that you feel you need in order to contact your chicken list. How do you get around this catch-22?

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Typically, your fear is based on your feeling that the people on the list are somehow above yourself because of their status. But if you were to examine this more closely, you would discover that it's not that the people on your chicken list are any better than you, it's that you don't have the confidence in your ability to communicate easily.

If you knew you could communicate easily and effectively without making any mistakes, you could – and would – call anyone without hesitation. You would have confidence. You would have certainty. And there's NOTHING more rewarding than having that feeling.

Communicate means:

- a. To convey information about; make known.
- b. To reveal clearly.

Easily means:

- a. Free from worry, anxiety, trouble, or pain.
- b. Requiring or exhibiting little effort.

The reason I bring this up is that there is a group of characteristics a professional must have in order to truly have success in speaking with prospects. I call these characteristics the **10 Communication Qualities**. Once you're fully knowledgeable about these qualities, you will be amazed at how much smoother conversations will go with your prospects.

The **Fifth Communication Quality** on my list is to: "**communicate easily**" with **no tension, strain, fakeness, sounding rehearsed, stuttering or hesitating.**"

In the ongoing study of "How you say it," the Fifth Communication Quality is to communicate easily – no tension, strain, fakeness, stuttering, hesitating, or sounding rehearsed.

Let's take up each one of these issues:

Tension & Strain

(The usage definition for tension and strain were very similar, so they are combined here.)

- a. To be subjected to great stress.
- b. A great or excessive pressure, demand, or stress on one's body, mind, or resources.

Tension and strain (while communicating) are a stress that is created by the mental activity of feeling unprepared or that you will sound "stupid" to others. If you've ever been asked to suddenly speak in public, you know what this mental activity feels like. It creates a very uncomfortable feeling. It's a feeling of "being on the spot" and not knowing what to say. It is often the reason someone's voice "squeaks and quivers" while talking. Tension and strain communicate "uncertainty" to the prospect or "new to the subject," and a lack of "professionalism."

SOLUTION:

The solution to tension and strain is to

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familiarize yourself with all the situations that can come up on a call when talking to prospects. This is the main reason I put live calls in Professional Inviter – so listeners could hear me talking with prospects live, and know and become familiar with what prospects say on the phone. Also, know what you're going to ask the prospect to do – invite for the product or invite for the business, send to a website or get on a conference call, etc. If you are very clear about what you're going to do and say, you will greatly reduce tension and strain.

Fakeness

- a. To represent falsely; pretend to.
- b. To fabricate.

People sound fake when they use a lot of fluff words like, awesome, incredible, unbelievable, fabulous, wonderful, special, state-of-the-art, etc. These types of adjectives demonstrate a clear bias on your part. I'm not suggesting you be a boring communicator – by all means, be exciting. But you don't have to use fluff or puff words to describe your excitement, as they normally indicate a cover-up of real content.

Sounding rehearsed

- a. One that is not authentic or genuine.

Rehearsing what you're going to say is NOT WRONG. However, if you talk with a prospect before you've rehearsed

enough you will sound rehearsed, which IS UNPROFESSIONAL. If you've received a phone call from a telemarketer and you could tell he was reading from a script, it probably didn't sound very genuine and, as soon as you detected that he was reading from a script, you wanted off the phone.

That's what you want to avoid causing your prospect to feel about you.

Stuttering and hesitating

- a. If you hesitate, you do not speak or act for a short time, usually because you are uncertain, embarrassed, or worried about what you are going to say or do.

Stuttering and hesitating loops us back to the first issue I discussed above, which is Tension & Strain. Since it is the fear of saying or doing something the prospect won't agree with that causes us to hesitate and stutter. So the solution for stuttering and hesitating is similar to the solution for tension and strain – be very familiar with all the situations that can come up on your invite call.

Let me conclude with one last thought. I don't know if you've realized the simplicity of this yet, but your willingness to talk to your "chicken list" or lack thereof is based on your ability to communicate easily. And to communicate easily, you need to become familiar with all aspects of your business and company.

Tip #5

“What’s the best way to convince my prospect that they can do this business?”

Let’s pretend I’m talking with a prospect, and they ask, “Is this MLM?” I reply, “Yes, what do you know about MLM?” They respond negatively.

Here are some pointers on how to handle this objection. To handle this objection effectively, you should follow the Objection Handling Remedy that is outlined in Professional Inviter. Here’s my step-by-step process so you can see how I use the Objection Handling Remedy to handle this situation.

- Listen through the objection. The more you can get them to talk about their MLM experience the better. As I’ve stated in other MLM training tips, listening is key. Listen very carefully because they will probably mention THE issue that’s really bugging them. You’ll also probably hear them talk around the subject or task they couldn’t do.

- Confirm your understanding of what the ACTUAL objection is. Many times people fail at handling objections because they handle the wrong objection – therefore, their prospect is still sitting with the objection. The “pyramid” objection is not the same as the “MLM doesn’t work” objection. They are both “MLM” objections, but you must make sure you understand that prospect’s exact objection. Consequently, if someone tells me how awful MLM is (step 1) but I never really hear their actual objection, then I would ask, “So what was your bad experience, specifically?” To that question, he replies, “It doesn’t work!”

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Make the question or objection valid to the prospect.

"I understand your concern on this. Of course, you wouldn't want to do something that doesn't work."

Handle or facilitate handling.

Sometimes if you ask too early the question: "Do you think MLM by itself works?" – they will shut down and say "no." But that's not their true answer.

When someone has the MLM objection "it doesn't work," what you have to do first is try to find out "what about MLM doesn't work?" (from their view, of course). It could be something they've read or, perhaps, they've tried it and couldn't make it work. There is a big difference in these two responses – and how you handle them. So you can ask, "*Are you speaking from personal experience or is this someone else's experience?*"

Objection from someone else's experience: If it's something they've read or someone else's experience, they are an observer and do not have a working knowledge themselves. Therefore, you need to give them facts. The facts are that there are 49.9 million people in direct sales, driving 89.2 billion in sales. There are 475,000 new distributors joining each week. Then, gently, not sarcastically, ask, "*What part of MLM do you feel doesn't work?*"

You see, if it's someone else's experience or something they've read, you cannot ask them "Does it as an industry work?" prior to giving them facts, because they will just repeat what they've read or heard! As a result, they will say to you – "No, it doesn't work."

Objection from their own experience: If, in helping them with their objection, they tell you that they personally had a bad experience, ask them to tell you about their bad experience: "*What happened?*" When they tell you, listen for clues of the lack of training. You can even ask, "*What were you not able to do?*" Or, "*What did they fail to train you in doing?*" When you can finally get them to reveal this to you – then, and only then, can you ask them the question: "*Does MLM by itself as an industry work?*" Follow this with "*What do you feel it takes for a person to make it work?*" If they give you a "type" of person that MLM works for – then ask them, "*How is that person different from you?*" What they tell you is what YOU WILL HAVE TO TRAIN THEM HOW TO DO!

If they tell you "No, it doesn't work" after you've given them the facts, then you conclude the conversation and move on.

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Someone who cannot see that 89 billion dollars worth of products are moving on to consumers doesn't want to see it. They don't want it to be true, although it is. Why don't they want it to be true? Because they don't want to fail or fail again. They would prefer to blame it on the industry rather than that there is simply something that they failed to learn how to do.

When the first super microscope was first introduced, scientists looked at a piece of steel through it and saw that steel was actually moving! Many scientists could not accept that to be true – even though it was true, and they were looking at it. Same thing occurred when a telescope revealed that there were more planets, many more than scientists had thought before. It's nothing new for people to not see what's in front of them. You just can't build a business off people who can't see what's in front of them.



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Tip #6

“How do I start my MLM presentations naturally?”

In some of our other answers, I discussed how to use the presenting structure correctly during a one on one. When you use that structure correctly, your presentation will be logical and “make sense” to the prospect. I can’t tell you how many times I’ve taken a prospect to a meeting (I wasn’t the presenter), and the guest said to me afterwards, “I don’t understand” or “I’m confused” or “I don’t get who sells the product,” or something similar. This normally occurred when the presenter primarily “told their story.”

So, if you use the structure I’ve laid out in **Professional Presenter**, you’ll do a far better presentation. However, I want to take you beyond doing just a logical presentation that makes sense — **I want you to do a great presentation every time!** Therefore, this answer, as well as a few others in this mini-course, is going to focus on teaching you how to do great presentations.

To accomplish this step, I need you to take a small step backwards and have you view a presentation in a way you may never have thought of it — **because you are presenting all the time, even if you don’t realize it.**

Presenting has enormous breadth. What do I mean by that? Well, the breadth of something is how wide or far reaching it is. Presenting also has an enormous depth to it.

I’m reminded of something my dad said to me when I was a boy of about 14 years of age. I grew up in a small town in Tennessee and had never seen the ocean until my family drove from Tennessee to Daytona Beach, FL. I was the typical kid that kept asking, “Are we there yet?” When we crossed the Florida state line, my dad told all of us that we were now in Florida. I looked out expecting to see the ocean, and I couldn’t see it. It looked no different than Tennessee at this point.

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The sun was going down, so we all went to sleep while my dad drove. I remember waking up a few times when my dad stopped to get gas and looking around – still no ocean. I went back to sleep. Waking up and noticing the car wasn't moving, I looked out of my car window and saw the beach. I sat up and looked at my dad who was looking out the front window. (At Daytona Beach, you can drive your car onto the beach.) As my eyes focused on the blue horizon of the ocean, I let out a low volume "Wowwwwww," saying to my dad (in astonishment), "That's enormous!" My dad said something I will never forget. He said, "That's just the top of it."

With that thought in mind, when I say that presenting has enormous breadth to it, I want you to picture the width of the ocean. And when I tell you presenting has great depth to it, I want you to picture how deep it goes under the surface.

The way I want you to view presenting is that it's further reaching than what meets the eye, and it's deeper than what meets the eye, because that's the way it is. What YOU present to Group A, Group A turns and presents to Group B without you being there (breadth and depth).

You see whether you will ever do something big for yourself, your family, your church, your community, your state,

your government, your country, or your planet has to do with your ability to present your ideas. The very reason that half of the U.S. population is on a prescription drug is because those who present drugs to the public have been more effective than those who present health.

Please, for your own good and the good of the entire planet – get good at presenting. Do not put it off.

I'm not saying that presenting is the "purpose of life." I'm saying that regardless of your purpose in life – **you must be great at presenting if you want to succeed at your purpose!**

How do you get good at it? Start off KNOWING that there are no born speakers or presenters – only those who have refined their skills.

Then, identify the things to get good at. What I mean is that a great presentation is not "magic." It's made up of several successful "things" combined together. It is similar to a beautiful piano song, where each touched piano key is a part of the beautiful song.

Therefore, the first thing would be to identify those successful "things."

Second, identify when YOU do each one correctly versus when not done correctly.

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As an example, in driving a car there are lines on the road that guide you. Those lines let you know when you're driving correctly and when you're not. When you have crossed over the line and one wheel is off the road – you know you are no longer driving correctly. In a presentation your audience is your guide as well as your own standard. Preferably, you want your standard higher than the audience's guidelines.

And lastly when working to get good at presenting, do the correct behavior continually until you don't even have to think about it. When it becomes second-nature behavior, you have changed.

The way I want you to view presenting is that it's further reaching than what meets the eye, and it's deeper than what meets the eye, because that's the way it is. What YOU present to Group A, Group A turns and presents to Group B without you being there (breadth and depth).

Tip #7

“What’s the best format to follow when presenting?”

The second step in delivering your presentation is to make your points. Your points make up the content of what you want to present.

You can have one point or many points. These points need to be presented starting with something the prospect already knows, and then building into content that you’re educating them about. The points that you make need to follow a precise sequence.

The sequence is to make a point, educate your prospect about the point, support your point, and then confirm your point. Let me explain these steps further:

Make your point. Your point is a concept you want someone to understand so they can make an informed decision about what you present.

Educate your prospect about your point. This is where you explain your concept so that your prospect understands your point.

Support your point. Supporting your point means proving your point. This can be done by using examples or some validating article, or by using videos or testimonials, or it can be something said that is very logical and irrefutable.

On the first CD of *Professional Presenter*, I supported one of my points by giving you the visual of a tennis ball and explaining all the many ways a person could present a tennis ball to you. You only need to support points that are not controversial, or not widely known or understood.

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Finally, you want to confirm your point. Confirming your point means that you get your prospect to confirm that they understand what you have stated, and that they agree with it.

Confirming your point is something you only do when you're speaking with a few people or in a one-on-one situation. You should never get to the end of a one on one without having gotten your prospect's agreement along the way. If you do that, you will forfeit the true benefit of doing a one on one.

Listen very closely to what I'm about to say. If, when you attempt to confirm your point with your prospect, you find disagreement, you back up, further educate, further support and then confirm agreement again. You would be wise to use the Objection Handling Remedy you learned in Professional Inviter in this step if you meet strong disagreement.



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Tip #8

“How can I create urgency to get my prospects to act now?”

I'm going to give you the “word track” of how to close your prospects. I'm also going to tell you how to teach distributors so that they can duplicate and close their prospects. First, however, I want you to understand what is possibly going on, not only with yourself, but also with your distributors that is causing you not to ask for the close.

Typically, it's fear of making a mistake that holds a person back from asking for the close.

As the upline, you need to find out from each consultant individually, “What mistake could you be making if you ask that person to join the business?”

To be able to close a prospect, the consultant must know:

- 1. That the product is worth the price.**
- 2. That the prospect can succeed.**
- 3. That they (the consultant) can train their prospect to succeed.**
- 4. What words to use to “ask.”**

You see, sometimes the core problem is that the consultant wouldn't know how to train the person if they said “yes.” What I'm saying is that sometimes the consultant isn't closing because they are protecting the prospect. You can find out very easily if this is the case by asking your consultant, “*If your prospect signs up – what are the steps you would walk them through to ensure they are successful?*” If they can't name the steps easily, this could be the problem.

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If you see your consultants selling the products (or starter kit) at wholesale, often the consultant doesn't believe the product is worth the price. **So you have to handle these things before the "word track" I'm going to give you will be effective.**

All right, if you're doing a one on one, there should be a lot of exchanging concepts and ideas throughout the one on one. Do not talk for 30 minutes and ask, "Are you interested in joining?" This destroys the main benefit of doing a one on one!

Instead, after each main point you present, ask your prospect for examples, so that you know they're tracking with you and ARE in agreement with what you're presenting. Then, when you get to the end, you just say something simple like:

"For you to get x amount (whatever they've stated they want), it's going to take training you in two areas: (1) Helping people get results with the products (2) Helping people get results with the business. Are you ready to start your training?"

If they say "no," you find out what they're opposed to and handle it.

If they say "yes," congratulate them. Continue with something like, *"If I were trying to sell you a product that could help you, yet I had never tried it, would you feel I was deceiving you?"*

Typically, the prospect will agree with this. Follow this by saying, *"I'm glad you see it that way, too. So while I'm training you, you'll want to start using the products ... okay?"* When they reply with an okay, you can then say, *"The products you need to start with are ... and we can get those now if you like."*

That's it – nothing fancy, nothing slick, nothing hidden, and nothing pushy. You're just helping them get what they're there to get – a business that will help them get what they want!

Suppose for a moment you see a child in danger that you could help by doing something. If you do nothing ... it's a crime. Maybe not legally, but in terms of taking responsibility, it's a crime. Sometimes, people see that DOING something or ASKING for something is "being too pushy," but in my view, NOT doing something can also be a crime. If your prospect wants to lose weight, and you have products and training that can help them achieve that – then if you don't ask them to buy it, you are acting irresponsibly.

Tip #9

*“What should I say
if my prospect asks,
“Is this sales?””*

Many times when making your presentations, you'll get various objections from a prospect. One of the most common objections is “I'm not a salesperson.” Or, “You seem to be good at this sort of thing, but I wouldn't be good at it.”

These sorts of objections only mean that your prospect doesn't yet see or understand how they themselves could “do” the business. So how do you handle this?

Your prospect will ask you, “Is this sales?” in an apprehensive tone of voice for one of three main reasons:

1. The prospect is resistant to being rejected, or they've felt pressured by a salesperson at some point and feel that's what salespeople do – and he or she doesn't want to do that to others. This could be because they feel YOU'RE pressuring them!
2. Your prospect is not feeling confident in their ability to communicate. In my opinion – this is the main reason the question/objection comes up.
3. The third reason is based on the image of a door-to-door salesperson, and the prospect is not wanting to be viewed in that way. This is, obviously, an outdated view as there are not a lot of people who go door to door today other than UPS, FEDEX, and DHL.

To effectively handle this objection, you first need to ask additional questions to find out what the prospect views when they think of sales or sales people.

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If their response indicates to you that they have a negative picture of the profession of selling (in general), you need to explain that ALL professions – doctors, politicians, colleges, churches, etc. – must promote to make it known how they will make someone's life better. Any organization that doesn't promote perishes.

An additional way that I've handled this objection is to discuss communication and all the different ways they communicate currently and draw the connection that they are already selling – by communicating.

Many people have an incomplete definition of selling. Most view selling as "moving a product or service to a consumer." The reason this is incomplete is because it omits that communicating a concept, idea, or desire is also selling.

A person is selling when they are courting a boyfriend or girlfriend. A person is selling when they submit a resume for a job. A person is selling when they're asking their child to do their homework. Almost all communications involve "selling." Consequently, this is really getting them to look at and see what selling is about and what it isn't about.

Also, you need to get your prospect to see that a profession/business isn't "professional" or "unprofessional" – people are either professional or unprofessional.

If someone has been in sales before and had a bad experience with it, normally it's because they got tired of "being in the convincing business." This is because of poor sales training. Professional Inviter will give you training in the right way to communicate with prospects, and it won't feel like "sales."

If someone has been in sales before and had a bad experience with it, normally it's because they got tired of "being in the convincing business." This is because of poor sales training. Professional Inviter will give you training in the right way to communicate with prospects, and it won't feel like "sales."

Tip #10

“How can I uncover my prospects wants and needs?”

Experts tell us that it's not what you say but how you say it. To achieve excellence in network marketing, you must learn one very important skill. What you first say to your prospect has everything to do with whether your prospect is someone you know or someone you don't know.

The next broad category to consider would be what you are getting your prospect to review – your MLM business opportunity or your product?

Then you'd need to consider how you're going to have them look at it – one on one, hotel meeting, video, website, conference call, etc.

But I'd like to focus you on something else that needs to be done prior to all those points. Truth is that the very first thing you should “say” isn't audible. Let me explain. In that fraction of a second before you say “hello” to your prospect, say silently (with your thoughts), “I'm interested in you.”

If you start every conversation with this thought, and you're able to do *the activity of being interested* in your prospect throughout the entire conversation, you will never say the wrong thing.

Very simply, focus on the well-being of the prospect instead of the following concerns:

1. **The money you could make if they buy or sign up in your MLM business.**

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2. If you're saying the right thing or not.
3. If you dressed correctly.
4. If your prospect can tell you're new at it.
5. If your prospect can tell if you're making little or no money in your MLM business venture.
6. If your prospect thinks you're a fake because of the car you drove to the meeting.
7. If your prospect will object when you tell them it's network marketing.
8. If the prospect will object when you tell them the cost.
9. If the prospect doesn't do it, how will you make your volume requirements this month.
10. How to handle the objection or question the prospect is saying.

Focusing on any of the above concerns will invariably lead you to say something wrong, and that will cause your prospect to avoid you. Forget all those above things and just pay attention to your prospect!

Many times distributors have those named negative phrases going through their mind prior to, during, and after talking with their prospect. Very rarely will you make it through the conversation without "the real you" exposing itself to the prospect if you're focused on any of the negative concerns. Many people believe they can "fake it until they make it." Not so! The only person you're fooling is yourself.

The truth is that if you're sincerely interested in your prospect, it will show in every-thing you say and do. You'll never have to worry about saying the right thing, you always will.

I'm not giving you permission to be unprepared for a meeting, I'm saying – KNOW WHAT YOU'RE TALKING ABOUT.

I'm also not suggesting you degrade your business or product to the prospect by "telling it like it is." Do present your business in the best possible light.

Once you know your business and products well, forget trying to "present it" and help the prospect get what the benefits of the product or business are by simply finding out their interest on the subject. You do this, of course, by using the *Qualify Step* of the *Inviting Formula*.

Tip #11

“How can I make successful presentations when I haven’t made any money yet?”

When you really think this through, we are all “fakes” before we get results. But the irony is that we must get results to have results. This is a weird sentence, but it will make sense later.

First of all, we in MLM are not any different than any other profession. A person can spend 10 years in college studying to be a lawyer, but is still a fake until they get results for a client. Every carpenter must build his first house. Every beautician must cut her first “real” head of hair.

So, the direct answer to this question is: It does you NO good to be having this conversation with yourself. You’re just stopping yourself from succeeding.

How do you “get past these feelings”?

1. Recognize that every person must go through this – in everything they do! Thank goodness “experience” isn’t required for childbirth – otherwise, there would be no children. :) Believe it or not, there was a time before I had sponsored anyone.
2. Identify THE thing that you don’t quite (or completely) know how to do. This will require you to use the Pocket Tracker. Pocket Tracker contains 13 activities that you must do everyday to succeed. Those 13 activities are listed in the correct order. Do number 1,

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then do number 2, etc. Whatever you can't do is WHAT'S STOPPING YOU FROM GETTING RESULTS.

3. Once you know what's stopping you, fix that ONE thing. Then continue on and find the next thing you can't do. Fix that one too. Most of the "fixes" are in Professional Inviter. I'm not kidding when I say that 92% of all the failures in MLM are a result of a failure to communicate properly with the prospect.
4. Once you've fixed all YOUR problems, you will now have the success formula that you can use to help every person you sponsor. You don't carry someone to success – you help them to success by correctly identifying what's stopping them and helping them fix it.

It's impossible to "make it yourself" without helping others. Helping others is a requirement to making it.

Tip #12

“How can I handle objections more successfully?”

Please note that discussion on handling questions and objections only deals with those that come up during an invite call – which is the first time you talk to a prospect and are inviting him or her to look at your business.

Let's start off with defining what “Handle Questions and Objections” means.

Definition: Handle – to deal with effectively (there are a lot of replies out there, but they don't *handle* the question or objection).

Definition: Questions – something asked.

Definition: Objections – expressed or unexpressed opposition (to be against or resistant to).

Purpose: The purpose of handling questions and objections is to get the prospect beyond

their question(s) and or opposition(s), which are currently stopping them from attaining what they've stated they need, want, or don't want.

When your prospect doesn't want to do what you've asked them to do, he/she has an unresolved question and/or objection. The remaining text in this article includes my MLM training advice, which explains exactly how to handle objections so your prospects DO what you ask them to do. There are two kinds of questions and/or objections:

Expressed – when your prospect expresses a question or objection, be very thankful! It's one you don't have to DIG UP!

Unexpressed – when your prospect withholds their questions or objections. Your job is to locate and remove the unexpressed questions and objections.

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These questions and objections, whether expressed or unexpressed, can stop and ARE stopping your prospect from getting what he/she has stated (during the Qualify Step) they want (more money, work from home, etc). So you need to effectively handle these.

There is a formula for handling questions and objections. The reason a formula is necessary is so you do all the necessary steps to effectively handle the objection. If you just give the reply, you can miss all the other necessary steps to HANDLE the question or objection, and worse, you can upset or give extra strength to their objection. Many, many times I've seen the objection fizzle to nothing just by properly doing the first three steps of the formula.

Questions & Objections Formula

#1. Listen completely through the question/objection.

Purpose: So, you are sure you get the correct objection, and you must respect the prospect's right to communicate a full thought without you feeling your thought is more important.

#2. Confirm understanding.

Purpose: This ensures that you handle the real objection or question!

Example:

Prospect: Is this sales?

Networker: I want to make sure I fully understand your question. Could you clarify what you mean by "sales"?

Prospect: Would I have to go out and sell products door to door?

Networker: Oh, now I understand. Thank you for clarifying that. Are you looking for this type of sales? (Further clarification.)

Prospect: Absolutely not.

#3. Make the question or objection valid, but don't agree with the objection. Use the same or slightly less intensity.

Definition 1: When you make a question or objection valid, you make it important. Purpose: You want to make the objection important because it's important to the prospect. Making it important doesn't mean you also have to agree with it. If you agree with it, you will give it extra strength. This is not the desired effect. You want them to know that you heard them and that you understand their concern.

Definition 2: Intensity is the volume and animation you use. Using similar intensity helps you communicate better with your

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prospect. If your prospect is very animated about something and you sit there like a stump, your level of communication will lessen. Conversely, if you're very animated and your prospect is subdued, the same non-optimal effect occurs.

CORRECT: *I completely understand your concern. (Made objection important without agreeing with it.)*

INCORRECT: *I feel (felt) the same way! (This is incorrect because you agreed with objection.)*

INCORRECT: *Oh! I totally agree! I would NEVER go door to door!?! Are you kidding me? That is so below me! (This is incorrect because you agreed with the objection and used too much intensity.)*

#4. Handle or facilitate handling questions and/or objections.

Purpose: To get the prospect past the concerns that stop him/her from getting what they've stated they need and/or want.

The most effective way to handle objections is to get the prospect to create a solution to their own objections.

CORRECT: *In the past, there have been people who used the door-to-door method to find prospects, but there are many ways to locate interested prospects. What methods of prospecting do you feel comfortable with?*

Prospect: *Well, I wouldn't mind mailing out postcards. I also like running newspaper advertisements.*

Networker: *Good, both of those can be effective ways to find prospects.*

As a result, the networker is not "handling" the objection; he/she is facilitating the prospect to handle their own objection. The key is to ask questions that lead the prospect to the solution. If you say it, it can be challenged. If the prospect says it, it must be true. Think about what you just read. This piece of MLM training advice is worth a lot when you think about what you stand to lose by not handling objections and questions the right way.

NOTE: Do not move to the complete and return to previous step until you are certain the objection(s) is handled.

#5. Complete and Return to Previous Step.

Definition: The "Complete and Return to Previous Step" completes the conversation about the question or objection and returns the prospect and networker to the step of the Inviting Formula that they were on prior to the question or objection.

Example: *Thanks for bringing that up. Now that I know*

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a tad bit more about you, tell me, you sound like you've had experience in marketing – is that correct? (Moving prospect and networker back to the Qualify Step, which is where in the Inviting Formula they were when the question arose.)

Prospect: Yeah, I've been doing it my whole adult life.

Networker: That's great – you understand that marketing is "How you find the customer."

Prospect: Absolutely – companies couldn't exist without marketing.

Networker: Since you know that, have you ever thought about marketing for your own business?

It's very important that you be very focused on implementing this and become good at using this formula. Consequently, when you take the responsibility of prospecting someone, you are agreeing to become their teammate, a teammate that will help their mate get over the obstacles that stop them from making a lot of money. If they could have done it on their own, they would have. They need you. They put this "objection" in their way of wealth. You, being a good teammate, help get them beyond this obstacle. The formula I've given you above will accomplish that for you.

The purpose of handling questions and objections is to get the prospect beyond their question(s) and or opposition(s), which are currently stopping them from attaining what they've stated they need, want, or don't want.

Tip #13

*“What should I say
if my prospect asks if this,
“Is a pyramid?”*”

Recently, I sent a survey out and one of the questions was: “In presenting MLM, what two objections do you most often get?”

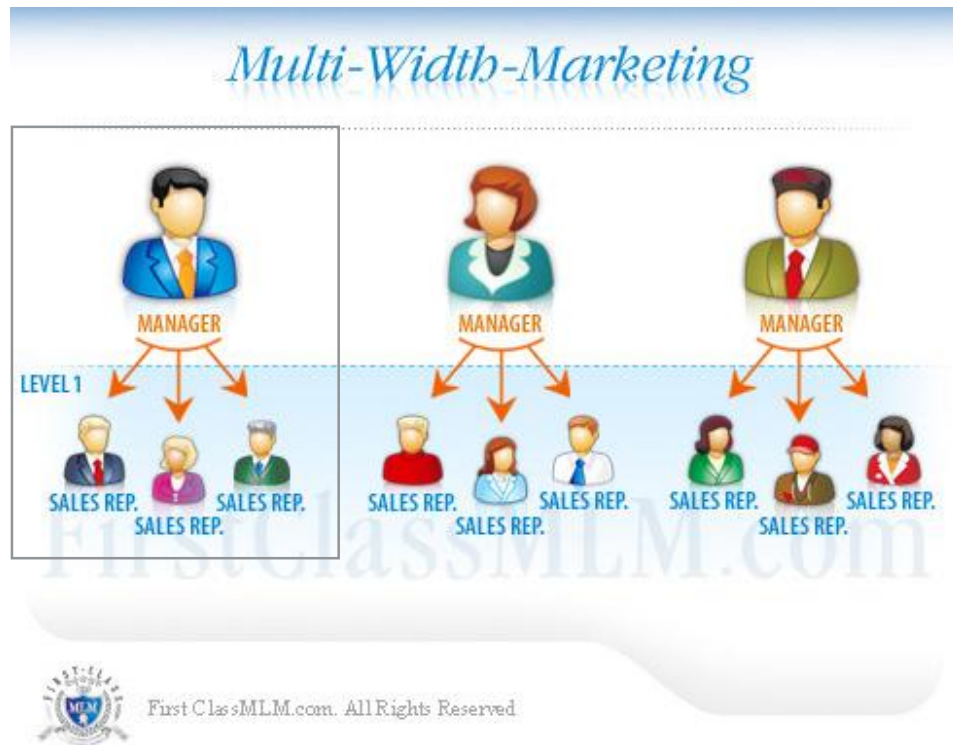
The answers have been very informative. They tell me so much about what’s going on in most distributors’ businesses. One of the main objections most are still getting is the “pyramid” objection.

Even though I’ve handled this objection before in my newsletter, I want to handle it again in a different way in this article. Here’s an incredibly brilliant tip that teaches you how to explain MLM without raising any red flags in the prospect’s mind.

To start with, if you’re doing a one on one where you’re actually with the prospect as opposed to talking with them over the phone, then you will want to draw for them what I’m going to show you here. If you’re on the phone, start by sending them “Brilliant Compensation Online,” and then have this discussion with them over the phone while asking them to draw it, while you walk them through it.

When/if the pyramid objection comes up, ask them to think about a typical business where there is a sales rep and a sales manager. Draw the picture below, showing ONLY one sales manager (the man in blue) with sales reps working for him. Make sure you make the statement, *“The manager is only valuable to the sales reps if they have experience selling what they’re asking the sales reps to sell.”*

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Then ask, *“Does this make sense to you?”* Or, *“Do you agree with this?”* It’s very important to get them involved in this discussion. Once they are involved in the discussion, I normally probe a little, asking *“Does the sales manager normally make a little more money than the sales reps?”* Most people will answer “yes.” I follow with asking, *“Is what I’ve just drawn a pyramid because sales reps work under a sales manager?”* *“Is it a pyramid because the sales manager makes a commission off what the sales reps sell?”*

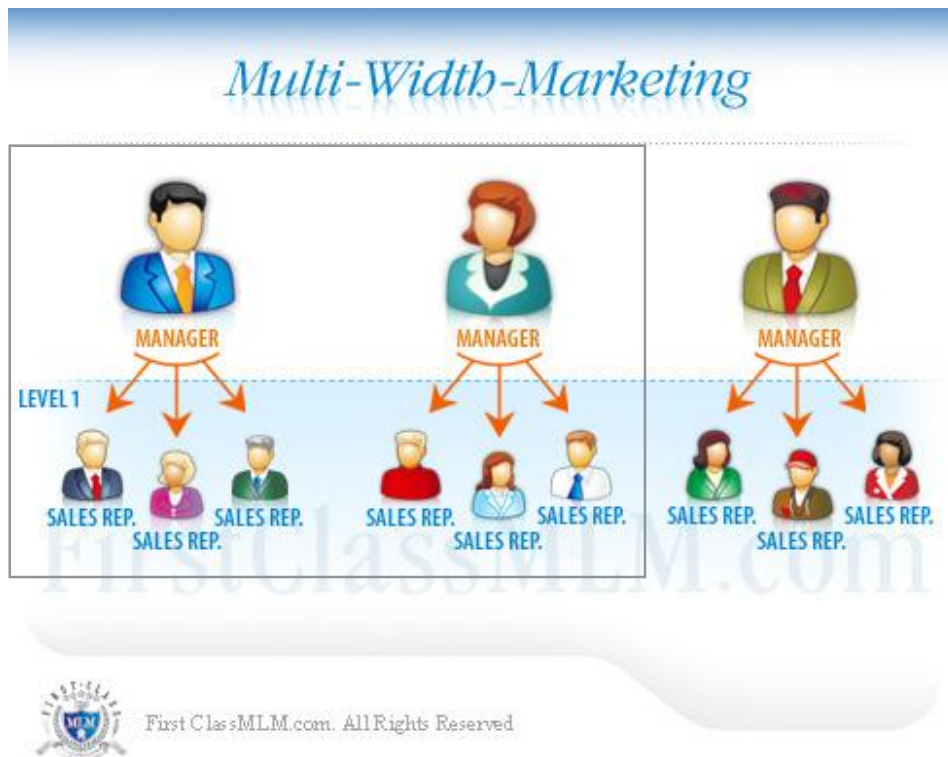
This is where the discussion normally opens up. Try to keep them on track just answering what has been discussed up to this point. Meaning, if they try to take it further and ask or say something else, reply with, *“We’ll get to that ... right now, just tell me if this is a pyramid?”* After that is settled, then move on.

Ask them, *“What happens when there are more sales reps than the manager can handle?”* What you’re facilitating them to answer is **“The company needs to hire another sales manager.”** At that point, you can say, *“Good! Where can the company get this new sales manager from?”* You are trying to guide the prospect to see that either the company can hire a new person from monster.com (or wherever), or they can take one of the existing sales reps and make him/her a manager.

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Guide them towards seeing that the better way would be to take an existing sales rep and make him/her a manager because they are already knowledgeable on how to sell that product. If they were to hire a new person, they would have to educate that person on the products and the way the company operates. But, that new person wouldn't have the respect of the sales force because "He's never done it!"

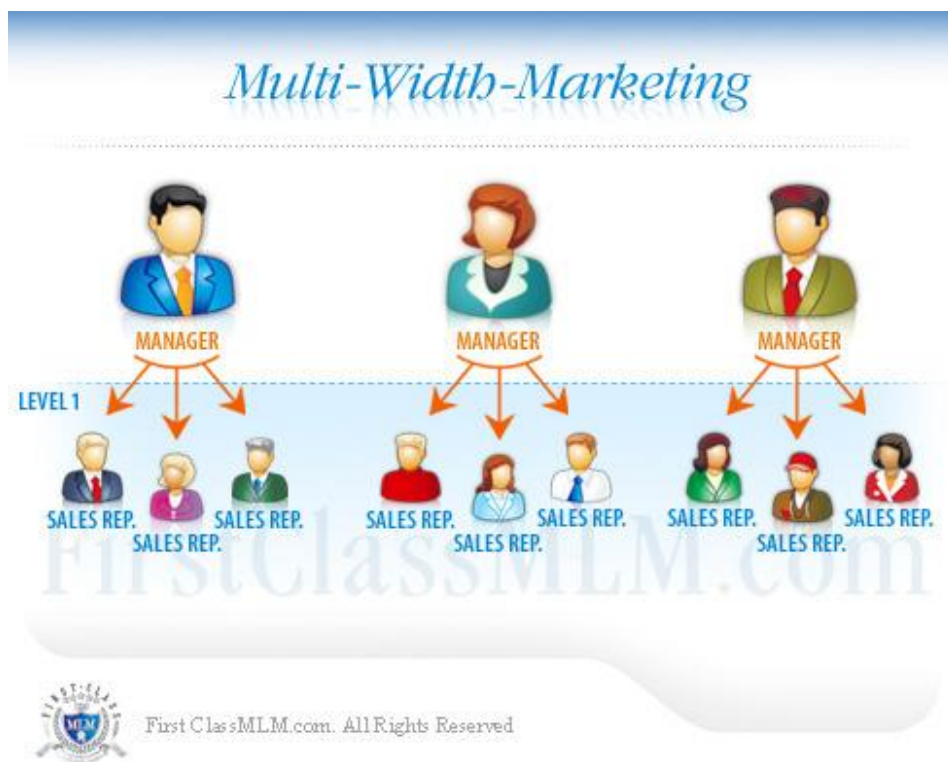
"But if they take an existing sales rep and make him/her a manager – they would know the product, know the way the business and company operates, and would have the respect of the sales reps. Regardless of where the company chooses to find this new manager, you've now added a new manager." Now draw another manager (beside and to the right of the man in blue) with sales reps below her – just like the image below.



After that, you say, *"This is the way most companies grow their sales force. Does this make sense?"* Get their agreement and label the top of the picture "Multi-Width-Marketing." Then say, *"Multi means more than one. Width means that it grows laterally, and marketing means that they are all marketing the product. Make sense? Any questions on this?"*

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Once all of this is settled in their mind – move forward. DO NOT MOVE FORWARD UNTIL THEY UNDERSTAND EVERYTHING UP TO THIS POINT. There cannot be any confusion AT ALL. Then say, “Let’s just take the same picture and draw it a little differently.” Circle the man in blue and his sales reps, and say, “I’m going to draw this sales manager again.” Draw it on your paper and say, “Instead of hiring a new manager from monster.com, we’re going to take a person who already knows the product, the company, and the business and make them our new sales manager. Since it will be one of these sales reps, I’m just going to keep the drawing the same by drawing a new sales rep under them.” Draw it like this image:



You don’t need to draw three levels to make the point. So just draw two levels to begin with, labeling level 1 and level 2. Write at the top “Multi-level Marketing” and say, “Multi meaning more than one, level meaning growing vertically, and marketing meaning that everyone is marketing the product.” This should give you the basics of how to handle this objection once and for all.

Follow all the steps as I’ve outlined them in this MLM training tip to help you solve the pyramid objection permanently.

Tip #14

*“My prospect said,
“I don’t do MLM.’
How do I respond to that?”*

One of the main points you will have to make to overcome the pyramid scam objection is that the fraudulent activities of some do not constitute a fraudulent industry. I’ve used many examples to illustrate this. One is that if someone kills a person with a rock, don’t blame the rock. The rock didn’t do it.

A person with bad intentions did it. If someone uses a telephone to scam a person, don’t blame the telephone. If someone uses MLM to scam a person, don’t blame MLM. Blame the person who’s doing the scamming. That’s the conversation I have with people who think the industry is a scam.

You know, if the speed limit is posted at 55 mph and you’re doing under 55, you are driving legally. If you’re driving over 55, you are driving illegally. I sure wish there

were some clear clarifications like that of what constitutes an illegal pyramid scheme, but there’s not.

Sometimes I think the law is kept vague so that courts can apply their opinion to companies on a case-by-case basis. I’ve read the court minutes of every case where an MLM company was actually proven to be an illegal pyramid, and I have found two overriding fundamental issues that cause the courts to rule against an MLM company:

1. The product is not a real product. Meaning, it’s not valuable to a consumer outside of the business. It is considered against the law when number 1 is combined with income claims, which pretty much confirms for the courts that it’s an illegal pyramid.

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Those two points seem to be the critical points. It has nothing to do with multiple levels of compensation; it has nothing to do with only a few at the top making money, and it has nothing to do with most people failing, or anything else.

If a company can prove that it's focus is on getting customers, and that the distributors

are focused on and do have customers outside the business model, it's very difficult for the company to have action taken against them for being an illegal pyramid scheme.

I have explained this to you, so that you know and can educate your prospect when the question comes up about what constitutes an illegal pyramid.

If someone uses a telephone to scam a person, don't blame the telephone. If someone uses MLM to scam a person, don't blame MLM. Blame the person who's doing the scamming.

Tip #15

*“What should I say
when a prospect asks:
‘How do I make money?’”*

How do we make money? If you get the question “What would I be doing?” or “How do we make money?” or “Who sells the products?” or some sort of a comment that network marketing or your company is a small or tiny business, I suggest you explain the three gears that I illustrated in “[Brilliant Compensation™](#).”

Let me walk you through that explanation. The “three gears” explanation, in a nut shell, explains to your prospects how products move. I came up with it in an effort to explain to people how these little products can turn into a big business.

The business people I was talking to at the time were having a hard time seeing the business I was showing them as something big. They were viewing it like a little part-time thing a person did if they didn’t have any other options. Here’s the discussion.

Volume or product movement occurs in three different ways. And it’s important to first view them independently and then combine them. The first gear that moves product is exploratory volume.

The exploratory gear starts turning when someone is interested in learning more about the business or, in other words, exploring the business. Let’s say that you are interested in this as a business and think, well, this seems interesting but in order for me to promote something, I need to know that the products are good. Therefore, you buy products to explore the business.

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This starts the volume gear moving. The second gear, called wholesale consumption, starts turning when you like the products and want to continue consuming them. If you don't like the products, that's where it ends – no more discussion.

However, let's assume you do like the products and think, regardless of the business, I want to use the products myself. When that occurs, you've reached stable consumer volume. You may not think this is very big, but if you had 50, 100, 1,000 stable customers, it can add up to quite a bit.

And finally there's the third gear, which is retail sales. This is what everyone already knows – buy it wholesale, sell it retail. As a person gets customers, and they don't have to get a lot of them, maybe 15 or 20 or so, they're proving that they can get and service customers.

Once you've proved this, you can then train others to get in-service customers. The big thing to understand, as in most other businesses, they only make money from the third gear. Now, that I understand the third gear and how expansive it can be, I wouldn't want to do another business.

Confirm that your prospect understands each of these three gears, as well as all of them combined together. That's how I answer the question, "*How do you make money?*" or any suggestion that network marketing is a little business.

**Volume or product movement occurs in three different ways.
And it's important to first view them independently and then
combine them.**

Tip #16

“All my prospects tell me they don’t want to talk to their friends and family. How should I handle this?”

I’ve received several requests for me to describe how to handle the objection: *“I wouldn’t want to make money off my friends.”* Have you encountered this objection and not known how to get past it? Let’s first look at when this objection can come up.

This objection can come up during prospecting when a person reviews the network marketing industry and gets the idea (or someone else gives them the idea) that they HAVE to contact their friends and family in order to do the business. They don’t want to view themselves as a pest or a nag.

The other way this comes up is once a person is in the business, they are told to make a list of their contacts and they recoil, thinking

they will be hard-selling or pushing their friends, family, and business acquaintances into buying something they (the friend or family member) don’t want.

Let me give you a couple of important tips on this right now.

First, if you follow the *“Inviting Formula”* and the **“Ten Communication Qualities”** (especially #4 – use the right amount of assertiveness) as per **Professional Inviter**, you can NEVER be a pest nor could you ever push someone to do what they don’t want to do!

The right amount of assertiveness with the prospect has to do with the fact that you’re

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never forcing them. You may lead them gently, but you're absolutely never forcing them. It's somewhat like working with a horse, you can't force those guys. You can lead them gently, and they'll normally follow you, but you can't force them. They're quite a bit bigger than you.

It is the same way with the prospect – **you've got to lead gently, but you can't push anybody.** And this particular communication quality is what gives you charisma. It's what gives you charm and it doesn't matter, in other words, if we veered off the business conversation for a moment here. If you have this communication quality, you have charisma. You have the ability to communicate with another person and to influence that person to adopt your ideas because you can communicate in such a way.

Second, the "**Brilliant Compensation**" DVD usually handles this objection. I have heard from one person that their prospect had this objection after watching the video. Upon further investigation, what occurred is that, after watching the video, the prospect was telling a friend of her husband about how excited she was, and the "friend" told her that she would lose her friends if she did network marketing.

She did not remember the section in "**Brilliant Compensation**" where working

with friends and family was discussed as she "didn't have any issue with it," so she "didn't pay attention to that part." In the end, she sat her husband's friend down and had him watch the video, and he became the first person she sponsored. :)

Third, people who claim they "don't want to make money off their friends," honestly do not understand the business! Those of you that are in the business know that when you sponsor a friend or family member or even a cold-market person, your work is now cut out for you. There is a whole lot that you have to do before you can earn anything at all and, with most compensation plans, you'll work for a couple of months before you actually get any return on your investment of time into another person.

Consequently, I just want to communicate that situation to you, so that you can think about it from that perspective. If somebody says that scenario is easy, then you know this person doesn't really know what's going on. They will work their guts out with a friend or family member and will earn every penny.

And lastly, if a person doesn't want to make money off their friends, why do they think it would be "okay" to make money off a stranger? Are they usually unethical in their business practices and don't want their friends and family to know?

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I had a remarkable person who wrote in on this particular issue. This person said that he found that he had compartmentalized his life into different categories and wouldn't allow one to merge with the other, so business friends and regular friends were in separate categories. He really had to look at how he was conducting his business to make sure how they were doing. It wasn't the issue.

Because if a person is working in a very cut-throat environment in their business life, they would not want friends to be around their business activities. Their friends wouldn't be proud of them, and so, that's the other issue that you need to determine with your prospect.

The reason that I give you these concepts is so that when somebody gives you this objection, you immediately have a checklist to go over. The very first thing that you do when you get this objection is that you have to ask questions. Whatever they say as an answer is a clue, and you have to follow it.

For someone to give you this objection, they would've had to have something occur or had someone tell them something. You need to find out what happened; otherwise, you could be walking right into an ambush, but most important is that something is concerning your prospect about the industry. Make no mistake about it, this is an "MLM objection," so this to you should indicate they have doubts about the industry. That's the reason that you want to answer it by asking questions.

The right amount of assertiveness with the prospect has to do with the fact that you're never forcing them. You may lead them gently, but you're absolutely never forcing them.

Tip #17

“My prospect asked: “Does an MLM business collapse?””

Does an MLM business collapse? The objection I’m about to talk about is often an underlying objection to MLM, but most people cannot identify that this is the big one. In other words, they just have a negative view of the industry, and they can’t really tell you why.

I’ve also seen a huge relief on the faces of people already in MLM when I train them on this objection. So, if you have a prospect who just can’t seem to overcome an objection, or if you have a downline member who is unwilling to talk to their friends and seems to be a closet network marketer, you might share with them what I’m going to share with you.

I’m not going to give you scripts to say on this one. You just need to learn the whole conversation. I’m going to write it as if you asked me about it.

Sometimes when people think of a pyramid, they think of a business that can only grow based on new people coming into the business. When there are no more new people to join the business, the business collapses. This would be true of an illegal pyramid.

An illegal pyramid is one where there’s not a real or legitimate product that moves to a consumer. If it’s just people putting money into the scheme, theoretically, it could run out of new people to put money into it. Funny, every time I say this, I always ask myself the following question.

How is that different than a bank? A bank advertises to get deposits, and then lends a portion of those deposits to other people. When there are no more new people to put money into the bank, does it not collapse?

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The bank is dependent on new money coming in to pay interest on all those who have already deposited their money. The test of whether a company has a legitimate product or not is whether there are customers who will happily buy the product.

Listen closely if you have not already entered into the business. When there's a legitimate product, businesses do not collapse because of no more new people.

If people are joining the MLM business and are selling products and recruiting and training others to sell products, what happens if suddenly there are no more people on Earth to recruit? It's a crazy idea, I know, but it would simply mean that the business would no longer be expanding because of new business owners.

All the customers who are buying the product and are enjoying the product will continue to buy the product, whether there are no more new businesses starting up or not. It will not collapse.

Tip #18

“How should I present MLM to get a ‘Yes!’?”

Another question I’m going to discuss with you, and it is, *“Can I succeed at it?”* It’s imperative that your prospect feels that he/she CAN succeed at the business – otherwise, it’s going to be impossible for you to get to a “yes.” If your prospect is confused, doesn’t understand, or doesn’t believe it will work for them, they will not say “yes.” I recommend you have parts of the discussion that follows with your prospect whether they state this as an objection or not.

I’ve rarely found a person who had absolute confidence that they could succeed in the business. Oh sure, I’ve had those arrogant people who claim they can do anything, and they either don’t start, or are out of the business after talking to the one friend they were sure would do it.

I’ve have had many arrogant people claim they were going to make me so much

money, and ended up only costing me time while they did nothing. But most people have a little uncertainty about it. I truly feel the objection “Can I do it?” is the objection behind most, if not all objections.

If you think about it, at some time throughout the prospect’s exposure to the network marketing industry or your company, they’re going to find out how much money can be made. Normally, this causes them to withdraw because they know they can’t make that kind of money. But, what they’re doing is looking at the whole picture instead of looking at each component of it.

If you ask them to look at just the first component and ask them if they can do that, most of the time they will say “Yes!” By you doing this, you’re basically reducing the scale of the business into manageable parts.

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The way to start is to talk to your prospect about what they've succeeded at in the past. Everybody has succeeded at something, even if you have to take them back to riding a bicycle. Obviously, make sure you're speaking at the prospect's level on this.

If they've been very successful, praise them for what they've done, and then ask them something like, *"So how did you become so successful?"* at whatever they've been successful at.

You don't need baby steps with prospects who have been very successful. Just facilitate their looking into their past to figure out how to do what they were so successful at. People's success formulas are almost always the same. They just kept doing it until they figured it out. They, also, could have been coached.

They could have studied it. They could have had a mentor, or they could have done it wrong in every way possible until they succeeded at it. But all of these are basically the same – they just did it. So, get them talking about it. If they name something and

say, "oh, I was just a natural from day one," ask them what made them a natural at it.

Sometimes, this can give you a great example to use. If not, ask additional questions to find something else to talk about. You want them to see the things that they have accomplished also started out as being difficult; however, they ended up finding a way to do it.

Once they've told you about their accomplishments, praise them, and then ask, *"What part of this business seems difficult to you? Is it getting customers or is it getting business associates?"* It doesn't matter what they reply, just say:

"Don't look at the whole business right now. I want you to only look as far as your first training with me. Do you think you can learn how to be interested in another person instead of trying to impress them? Think you can learn that with me training you in how to do it? That's all you need to be asking yourself right now, because I'm going to train you. We'll take each step, just like that, until you can do it all."

Tip #19

“How can I build my downline?”

The real underlying question I see is: “How do I train my downline so I can retire?”

Pretend you have a young son. He doesn't yet know how to tie his shoes. You are taking him somewhere, and as you're gathering up your items to leave, you look down and see that his shoes are untied. What do you do?

You see, if you tie his shoes, the job will be done, and you'll be on your way out the door quickly. But you will have to continue to tie his shoes every time they're untied. Why? Because you didn't invest your time in training the boy how to tie his own shoes – you expended your time by doing it for him.

In the “**Brilliant Compensation**” DVD, I make a statement that is the secret to wealth – and the answer to this person's question:

Wealth is hidden from those who must do it all themselves. Wealth exposes itself to those patient enough to train others.

With that thought fresh in your mind, I'll finish the story of the boy who needs his shoes tied.

If instead of tying the boy's shoes you teach him to tie his own shoes; he will not learn it immediately, so the immediate result is that it will take longer. But in a few days (or weeks), he will learn how to tie his shoes. After that, he will be able to do it on his own and you won't have to.

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So, if every time you're downline calls you with their shoes untied ... and you tie them – you've only expended your time and will continue to spread yourself too thin. Instead, invest your time and train them, so that they will never have to come to you with that question again.

The second part of the answer is don't answer people's questions below your frontline. Every person you help below your frontline is like inheriting a new frontline because you will teach everyone in your downline that you have answers that the people in between you and them don't have! If you do this, you will never have "time" and you'll NEVER retire.

So, if every time you're downline calls you with their shoes untied ... and you tie them – you've only expended your time and will continue to spread yourself too thin. Instead, invest your time and train them, so that they will never have to come to you with that question again.

Tip #20

“I’m new at presenting. What’s one thing I can focus on to help me be successful while I perfect my skills?”

What type of person are you? Are you normally upbeat, optimistic and cheerful? Our personality traits really do relate to the way we look at life and how successful we are at working with others.

No doubt you have heard the expression, “is the glass half full or is the glass half empty?” Even though you may dismiss the expression as being a little trite, how you personally look at life will play an enormous part in how you talk to your network marketing prospects when you deliver presentations.

The Big Picture

When you are talking to your MLM prospects, think of the whole experience in terms that include all of these things:

- **your mannerisms**
- **the things you talk about**
- **how you talk about them**

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- **the speed at which you talk**
- **the subject you talk about**
- **the way you listen to the prospect**
- **the way you respond to the prospect**
- **how attentive you are to what is going on in the background**
- **how interested you really are in the prospect**
- **how courteous you are throughout**

Regardless of how your prospect may look at life or may be feeling when you are talking, it is extremely important that you come across as being positive and enthusiastic. Imagine how long the conversation would last or how open the prospect would be to finding out more about your network marketing business if you were anything less than upbeat. Probably not very long.

The Importance of Empathy

Also, let me say that no matter how you are feeling personally, if you always put the interests of your prospects first, when you have a genuine desire to help others achieve their goals and aspirations, it is not that difficult to be enthusiastic.

However, empathy plays an important role here too. By that I mean not being too full of optimism and cheerfulness. When you're talking to someone and that person may not be as enthusiastic you may come on too strong or alienate and irritate your prospect. So, it's all about getting the balance right.

Put Your Prospect First

Take the scenario that the prospect is a lead generated by the person's desperate need to augment their current income or desire to make enough money to realize a different lifestyle. When you call them and talk to them, they will want and need you to be positive and they want to feel you are the right person to help them. But if you are too optimistic or

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too enthusiastic, they may well feel that you are too different from them and they won't feel comfortable talking to you.

The way you overcome that risk is by not faking it. Be yourself and remember that you are a member of the network marketing industry because of your willingness to help others succeed.

Be Optimistic Without Being Fake

I've had callers call my house, and you probably have too, and you know they just do not sound genuine. They sound like they've got a motivation tape on their headphone and they're pretending to be someone or something they're not. I don't need to make calls like that and neither do you. You can be optimistic. You can be upbeat without being a fake. And that's really what I want you to get from this article. You can be upbeat, optimistic and cheerful without being fake. And when you balance those things with what the prospect needs, you will be successful.

Be very clear on what optimism is. "Optimism" is seeing that which is good. It's shining the best light onto a subject. And "cheerful" is finding things to be happy about.



**Want To Become A Master
At Showing The Plan?**
Let Tim Sales Show You How!

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You're Shy And Timid Or
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Get A Full Set Now

The advertisement features a red and yellow background. On the right side, there is a collection of items including several blue and white booklets titled 'PROFESSIONAL PRESENTER', a CD case, and a small photo of a man and a woman. The text is arranged in a clear, bold, sans-serif font.

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When you are truly focused on your prospect and are openly trying to determine their needs, their wants, and what they don't want – you will undoubtedly get the clues that help you to be optimistic and cheerful about the possibilities for them.

Decide to Be Optimistic

As always, it is vitally important to look at a given situation from the viewpoint of the prospect. But what if you know you have a few other appointments to make and you are the one who is not exactly upbeat or feeling that enthusiastic?

When I am feeling a little tired, I know it's not the optimum time to make more calls or deliver more presentations. So I'll get up, maybe I'll run downstairs. I'll go take a walk around the block, or I'll go do something else, and then come back and start fresh.

Now, that's just the obvious, simple thing that you can do. But, really, if you just think about this for a second, you are the person who decides whether or not you're cheerful or not. For example, it's not the weather – the weather does not decide whether or not you're cheerful. You are independent of everything around you, and you make your own choices.

But probably the most important thing is how you talk to your network marketing prospects once you get on the telephone, or you're sitting next to them while doing a presentation. Make absolutely sure that you present to them in a positive and upbeat manner if you want your presentation to be a success!

**You can be upbeat, optimistic and cheerful without being fake.
And when you balance those things with what the prospect
needs, you will be successful.**

RAVE REVIEWS FOR TIM SALES

William “Buck” Cox

Your invaluable tools for building a successful home business have made a dramatic difference for me. As you suggested, it has changed the playing field. Thank you so much for helping both me and those I love to help!



Mark Alberstein

The knowledge and information that I have learned in just a few short hours is priceless. Thank you so much for your help and info

Amber Wick

Thank you very much for all the great stuff that you kindly, generously, and willingly share with me and thousands of other people. May God bless you richly and I wish you the very best for all your awesome works!

Marty L Ward

Tim Sales is truly a revolutionary when it comes to MLM marketing and is one of my Go-to-guys for products and advice on generating leads and customers. Whenever I think my marketing strategy needs an adjustment I go to his blog for inspiration and I usually find the niche or thing to read just my marketing strategy.

RAVE REVIEWS FOR TIM SALES

Rye

I've learned almost everything about network marketing from Tim Sales and his tools. His instruction covers from the basic know how to much more complicated things, but made simplified. Even a newbie like me can follow the steps and can easily understand each level.



Robe Fore

Tim Sales is the epitome of what it means to “build a business, not just a downline” in the network marketing arena. Not only has Tim made millions as a MLM distributor, he went on to create the best-selling “Brilliant Compensation” online presentation as well as a number of other mlm training tools and resources.

Dr. David Colburn

What I like best about Tim’s approach is that he puts things in simple terms for the common person to understand. Understanding his background and how quickly he was able to build his business also gave us hope and encouragement to get our business going. His methods are proven and easy to follow.