

SECRETS TO SUCCESS

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**Top Answers to
Tough Questions**

by Tim Sales

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INTRODUCTION



To be a “professional” means to be: an expert, specialized, qualified, proficient, skilled, trained, practiced and certified. How many of these words describe you and/or your MLM business? In addition to being a professional, it is equally important to be elite. In some ways, being a professional and being elite are the same. But the word “Elite” itself has such an empowering meaning.

Think for a minute of someone you know who is elite. How did they get that way? Were they born elite? Probably not. They had to work at it, they had to set goals and accomplish them.

Elite people keep going, even when their job gets tough. Elite individuals have an undying dedication to their cause and nothing distracts them from reaching their goals. If you want to stand out from other people in network marketing, then be elite.

Contained in the pages of this book are a few of my secrets to success. They are the little (and sometimes big) things I do to reach my goals, to stay committed and keep me focused on managing an elite team of professionals.

INTRODUCTION

Often, people miss the greatest asset of their network marketing business. When network marketing is done right, there is nothing like it! That is, when you do it right, you have the residual income and freedom to choose what you do each day.

But more than that, you possess the knowledge to do it again and again. That's an added freedom that is very empowering. With total certainty you can go into any new location in life and immediately begin to create something in any category or activity.

With that being said, I hope these secrets to success lead you to your own success so that you can truly enjoy that residual income and time freedom you're working so hard to attain.

With Admiration and Respect,



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

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good money for training that proved useless because they didn't address the unique needs of the Network Marketer.

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

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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.

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

SECRETS TO SUCCESS

By Tim Sales

**Top Answers to
Tough Questions**

Question #1

How Do You Deal with People Who Have Attitudes?

How do you deal with the situation where you have bought leads, and then you make a cold-market call to one of them to be met with no friendliness at all? Instead, there's an attitude, and you've got to try and have a conversation with an arrogant person? Not only are you forced to deal with that attitude, you also need to make headway through it to get your message across. The hard part is that it rebuffs you and puts you on the defensive. How do you get back in control of the conversation and regain the offensive in order to get to your points across in a friendly way to a not very friendly person?

Anytime I run ads in business opportunity sections and purchase leads, I get these cats that do have an attitude. I have concluded that you have to say to yourself, "All right, this person has put on a shield of arrogance. They put on this attitude, and that attitude is the very thing that is stopping them from making

millions of bucks." So, you have to try to become their teammate, working with them through that process.

What I've done in the past is to call them and say, "Hey, you responded to an advertisement that I ran in the paper." But sometimes the guy cuts me off right in the middle and says, "Just tell me what this is all about, man." I answer, "Whoa, man, you must be in a real hurry. Do you even have time to converse here?" He replies with "No, I just need to get straight to the facts."

At this point, I would continue with "I'm going to be working with you potentially, and I like to meet the person that I'm going to be in partnership with to get to know them a little bit better. If you want to skip the niceties, I can do that with you. If you want to get straight to the facts, just give me your email address, and I can send something out to you that's just got the core facts on it. If that's what you really want, I'll do that for you."

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What you don't want to do is meet aggression with aggression and copy his attitude. That's absolutely the wrong thing to do. I guess when you make an enormous amount of money you can afford to be arrogant, but it will get you nowhere. In other words, you can meet arrogance with arrogance. I've tried it, and in the end, I may have felt a little bit better getting in a job or two, but this approach doesn't yield a positive result. So, I have found the best attitude you can have is to remember that you are really trying to help this person get what he or she wants in the call.

You can say to them, *"I understand you're in a real hurry; I'd like to meet you, and I'd like to know what you're about. What is your intent here? You obviously answered*

this ad, so you're looking for a particular business. And I've got hundreds of hours of information in my head. Clearly, neither one of us has the time to go through all of that. If you could just tell me specifically, what it is that you are looking for. For instance, how do you evaluate a business? Then, maybe, what I can do is cut through all the niceties and deliver it straight to you what we've got here. So, how do you evaluate a business?"

Basically, all you do is get him back into the greet/qualify step and regain control of the conversation. What he's trying to do is force you to advance to the invite step. But you always need to go through all the steps carefully and follow the guidelines as they have been developed for a reason.

You can meet arrogance with arrogance. I've tried it, and in the end, I may have felt a little bit better getting in a job or two, but this approach doesn't yield a positive result. So, I have found the best attitude you can have is to remember that you are really trying to help this person get what he or she wants in the call.

Question #2

How Do I Attract Professional People to My Business?

White collar prospects are a good place to begin your business because of their influence on others and their position in the community. People tend to look up to professionals and follow their lead in a lot of affairs. White collar prospects also tend to know a lot of people and know who would be interested in hearing about your business as it grows. Think about the white collar people that you know – your accountant, chiropractor, or computer guy. So, it is important to bring one or two of these professional people in at the very beginning for the good light they shine on your business.

I built my original business primarily with a white collar clientele through a series of business lunches. How did I go about getting people to attend these business lunches? You have to find one or two white collar people to get started, and it works primarily with a warm market. You shouldn't have to look too hard to find dentists, chiropractors, and business managers who may be interested. You begin with a small business luncheon and no more than five people. You should try to book your luncheon into a quiet corner of a hotel restaurant or conference room or business-meeting location, so you don't have any competition for their attention.

In each city that we went to, we would run these business lunches/meetings and start out with four or five people. In every case, we typically ended up with 25 to 40 people. We would hold the formal meeting part and speak from perhaps noon to 12:30. After speaking, I would just move from person to person, talking to them individually. When you get one dentist interested, he then invites another dentist to take a look and so on—that's the way you get it started and working. So, you have to find one or two white collar people to begin.

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In the setting of a business lunch even when you have the relative privacy of a conference room, I would not recommend using the “**Brilliant Compensation**” video. I know how good the video is, but I feel that the meeting needs to be on a more personal level and the interaction between you and your guests should be the focus, given the short-time span you have.

If you feel that you need to fall back on the video, you could have the video playing in a corner of a conference room and then just answer questions. But with a business lunch, I think that it’s probably better to actually give a brief presentation, probably using power point slides, or something like that, which are pretty quick to run through. I normally would pick one slide for business and one slide for the product as that was the most efficient way.

Again, the best way to build your business is to find one or two white collar people who can connect you to others in the community. They will be able to influence other prospects and build a good reputation for your business as you start out. Invite no more than five people to a business lunch to introduce them to your venture. A small conference room will be a great place for the lunch or a quiet corner of a restaurant will do. Give a short presentation or show slides to get things going, but mainly focus on interacting with the group on an informal level.

Think about the white collar people that you know – your accountant, chiropractor, or computer guy. So, it is important to bring one or two of these professional people in at the very beginning for the good light they shine on your business.

Question #3

How Do You Create Momentum for Yourself?

Creating momentum is like having the wind at your back, it makes everything so much easier.

Momentum in business comes from the people you are contacting, who lead to other people and activities that build up your business. Get things going and it is almost like they take on a life of their own. You work less, but enjoy more results.

If you have ever played any sports such as football or soccer, you will know all about getting knocked down, picking yourself up, and getting back involved in the game all over again. In other words, dealing with inertia or bouncing back all starts with one step. As a kid, you were full of energy, and you could just bounce right back into the thick of things.

The only difference is that now you actually have to think about it a whole lot more than you did when you were a kid – and it's the thinking about it that messes you up. Once you get into an activity, once you actually start doing it, you will create the momentum again.

The more you keep thinking and not doing anything, the longer it will take you to get your momentum back if you can at all.

Get your momentum going again with these steps: Number one, get those leads coming into your inbox. Number two, pick up the phone and call people, even if you think you'll blow the call. Just walk through the Inviting Formula. You greet each person, you qualify them, and you invite them. You just walk right through it, step by

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step. You don't even need to hang up the phone. Push the button down, let it spring back up, and call the next person on the list of leads.

As you make each call, you start to create momentum for yourself. You start to get less concerned about blowing the calls, and as you grow in confidence, so does your success rate. Does it matter that you may blow some of the calls in the beginning? Well, I would rather make ten calls and perhaps blow three of them than make no calls at all. How about you?

Building a business needs to take on momentum to become successful. It is like playing on a winning baseball team, your team starts hitting the ball over the fence, and the runs keep coming in to score. If you lose that momentum, things can stagnate and no headway can be made without great effort. The best way to create momentum is to get leads and start calling those prospects; maybe, you will get a few rejections, but you will also score the homeruns too.

Momentum in business comes from the people you are contacting, who lead to other people and activities that build up your business. Get things going and it is almost like they take on a life of their own. You work less, but enjoy more results.

Question #4

I Feel Inadequate to Train My Team.
How Do I Train and Teach Them to
Get Results and Have Success so
They Stay in the Business?

Effectively training your team members leads you on the path to unlimited wealth. If you have studied direct marketing and mastered the art of finding your own customers and recruiting new team members, you possess all the tools you need to train people. Never feel inadequate if you have gotten customers and kept them satisfied, or have team members whose business are growing. You are obviously doing it well! But if you feel like growth (and the cash) is not happening fast enough, here are some pointers to help you train your team so they are confident, productive and motivated to stay in the business.

There are actually two key issues which need to be addressed here in regards to training a team. First, you need to

understand the whole concept of what parts of your business are working or not. Second, you need to train the people you sponsor to be as effective and successful as possible.

I'd like to start this discussion by first, focusing on how you determine what is working for you (and those you sponsor) and what isn't.

I recommend you get a little tool called Pocket Tracker. The reason that I'm suggesting you do this is because most people are not really looking at or tracking their success or lack of it. I designed Pocket Tracker to enable you to locate the exact area of the business that is stopping the flow, so that you can fix that particular bottleneck.

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The advertisement features a blue background with a white and orange graphic of a person jumping. The main headline is in red: "Use The 'Secret' Tool I Use To Keep My Downline On Track!". Below this, in white text on a blue background, it says "Get Organized and Stay On Track With The Pocket Tracker™ And Training CD From Tim Sales." An orange button with white text says "Get your copy now". To the right, there are two items: a spiral-bound notebook and a CD case, both with the same graphic and text as the advertisement.

The idea originated from the time I was in the bomb squad. We had a procedure that we followed anytime we went downrange to work on a bomb. Only one person was allowed to go downrange to work on the bomb. That person would assess the bomb and decide on which would be the best method to defuse it. Then, we would write up our instructions on a piece of Plexiglas, using a grease pencil. Once we'd written out all the instructions, we would begin our fact finding.

We would start the process, of course, with step one. As soon as we completed step one, we would check that step off. We would then proceed to step two. As soon as we concluded step two, we would check that item off. The reason that we did that is because if we did anything that upset the bomb, and the bomb blew up, we could retrieve the Plexiglas because that Plexiglas told us exactly where we went wrong. We could look at it and say, "Okay, step number one is fine, and step number two is fine, but step number three upset the bomb. Let's not do that one anymore."

When I first got into network marketing, I found that, often times, I would follow what my upline said to do. I would say the things that my upline told me to say, but I kept

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blowing up the prospect. And yet my upline just said that I should keep doing it, keep doing it, keep doing it. Distributors were coming in and they were going out. I'd add one and I'd lose one.

I thought, "Well, this is foolish. This is pathetic."

As a result, I gave it some deep thought and created a series of 13 steps that you have to do every day to be successful in network marketing, and I would track each one of them. So, I would keep a daily count of each step. For example, one step is dialing the phone:

- I would count how many times I'd dial the phone.
- How many connects I actually made.

If I dialed the phone 40 times and I connected with nobody, I can very easily take a look and say, "Well, the reason network marketing doesn't work is because I'm not getting any connects." Consequently, it's not that the industry is bad, it's not that the company is bad, it's not that the products are bad, or the compensation plan. It has to do with the ratio of dials to connect.

I would then assess that problem and say, "Well, where did I get these leads from?" "Where did I get the phone numbers from?" "What time am I calling them?" I could attack the real problem instead of generally saying what's wrong. Let's suppose that I dialed the phone 40 times, and I connected with 30 people, but I set no appointments. Okay, well then, I'm doing fine on dials, I'm doing well on connects, but I'm not getting any appointments. So, it must be something that I'm saying on the telephone. I can circle that area on my checklist and say, "Right there is the problem."

That's the reason the bomb is blowing up at that point. Consequently, I can attack that problem and fix the flow. When I'm back on the road, cranking through it again, I have my checklist to pinpoint the problem areas. If I get the dials, I get the connects, and I get the appointments, but nobody shows up, I can say, "Oh, my gosh, what's going on here?" The checklist comes out.

I recommend you get the Pocket Tracker and track everything you do for a month. It's going to flush out where your challenges are or what your exact problem is if you have any. In other words, you can identify the root cause of the problem, fix it, and move

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on. We have to solve specifics and work with facts. Anytime you assess or evaluate any piece of information, it's only as valuable as the information that you have.

If you are looking in the wrong place, you will come up with the wrong solution.

Now, the other piece to the puzzle is that you must train the people you sponsor to be as effective and successful as possible. Multiplication and duplication are very rarely your new distributors' problem. It's normally the system itself or the lack of effective training, and I have really quite honestly not seen any system out there that starts at a low enough gradient for the typical person who starts in network marketing.

Most systems assume that a new person can communicate effectively. I have found that nothing could be further from the truth. If you look at where network marketing breaks down as most companies have a system of some kind, look at the material sent out. You're going to get this audio tape, you're going to get this training manual, you're going to get all this material, and you're going to send this to the prospect and so forth. So, let's call it a system.

In every company you will find some people who are very successful with that system, so uplines continue to push it as being highly effective, but the majority of distributors are not successful. So what's the problem? Well, the problem is that every system requires you to be able to communicate, and that is where I see most systems break down.

When you bring someone into the business and find out that they're not duplicating, and they're not multiplying – what YOU have to ask is “Why aren't they?” If I was talking with you right now, and you were asking me to help you solve this problem about a person in your downline who is not duplicating or multiplying, here's what I would ask you:

- ✓ Has she decided exactly what she wants to achieve with the business? She has to be able to tell you precisely what she wants.
- ✓ Has she written a plan of how to achieve it? If she cannot show you this plan of how to achieve it, then she hasn't done one.

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- ✓ Is she working the plan? Ask her to show you where she currently is on that plan.
- ✓ Does she know all the parts that make up building her business?
- ✓ Does she have a lead source? Ask her to show it to you. If she can't show you a lead source whether it's a warm market, whether it's leads, purchased leads, or whatever, then she doesn't have it.
- ✓ Does she know how to get a customer? Ask her to get one while you observe. If she can't, I don't care if she's got 20 years in sales. If she can't, it means she doesn't know how.
- ✓ Does she know how to service that customer? Ask her to show you how she services her customer. How many times does she call back? What does she talk about to the new customer?
- ✓ Does she know how to get distributors? Ask her to show you how she gets a distributor.
- ✓ Does she know how to train distributors to get customers? Ask her to train one while you observe, or introduce someone to you who she has trained and has proven that he or she can get customers. Ask that person to demonstrate getting a customer.

In other words, very often people assume they are duplicating. My experience has been they're not. Just because they sponsored somebody does not mean they duplicated. What are they duplicating? Do your detective work and find out.

It's your role as a leader not to accept something at face value, but to dig in deeper instead and actually assure that someone finds success.

Question #5

I'm Scared to Death to Start Conversations With People.
How do I Break the Ice and Get Over the Fear of Talking With Potential Customers or Prospects?

Meeting new people can be stressful, especially for network marketers who must strike up conversations with strangers to get the word out about their product or business. People can be reluctant to talk to you when they think you are trying to get something from them – and sometimes you can feel those barriers going up. How do you break that ice? Would you like to know how to start a conversation and how to train yourself to overcome your fear of talking to strangers? Read and learn from this actual conversation I had with one of my students, as we role play and I teach this student how to get over this fear. The exchange begins with a question from Andy, a student in my class:

Andy: On a CD you said, “If you had someone in your downline that wasn’t doing much, you would take them to a party and teach them scripts on how to greet people.” So, I wondered if you had some examples of these scripts?

Tim Sales: Okay. Put me into a situation. A party? How wild of a party is this?

Andy: Not like a crazy party, but more like just a social gathering. There’s food and people are around talking.

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Tim Sales: All right, I'm going to test your knowledge of what you listen to. Okay? Are you with me? Will you let me coach you?

Andy: Yeah, that's good.

Tim Sales: Let's focus on the environment first. So let's put ourselves in a party here and let's walk through this. So, what are you looking at in the environment that you can bring up to me? Because I'm standing there. I've got a drink in my hand and you're going to walk up and talk to me. So, what would you say?

Andy: Um, I don't know. (Silence.)

Tim Sales: Oops – I walked away. You goofed.

Andy: Uh, I don't know. (Thinks of a question.) What are you drinking, do you like it?

Tim Sales: Um, well – I'm drinking water, and, yeah, I do like it. What are you drinking?

Andy: Uh, water.

Tim Sales: Hmm, yeah.

Andy: Do you not drink carbonation?

Tim Sales: Uh, not normally. You?

Andy: No, I don't like to either. I'm not a huge fan.

Tim Sales: Mmm.

Andy: You not drink it for any particular reason? Do you run or something?

Tim Sales: Yeah. I don't like the bubbly thing going on. Doesn't feel right to me.

Andy: Yeah, that's chill. I don't know.

Tim Sales: So, now I get an idea of what you're doing, what you're going through, what you're struggling with. So be ready, okay. When you start this conversation, realize what you ask could be answered in a strange way, so you might want to

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also have another idea in your mind. If the person that gives you that answer back, gives you a flat answer. You need to switch off that subject pretty swiftly; otherwise, it's called – the Big A – awkward.

Andy: All right.

Tim Sales: So to prevent an “awkward,” what you want to do is – come up and say, “What ya drinkin’, do you like it?” The person says, “Water.” Then say, “All right, can I buy you another one?”

Right after that, say something like, “Do you know the host here?” Or, “Did somebody else bring you?” Or, “Did somebody else invite you?” Use anything like that, which has to do with the environment and gets you into the conversation a little bit better and swifter. In other words, that's just an idea of how to come in, and then allow the conversation to go on, but be aware when the conversation becomes weird or awkward.

Andy: All right.

Tim Sales: So you bridge right off that conversation with, “Looks like we're drinking the same thing,” which would be swifter. And then say, “Who do you know here?” These first couple of questions, I normally am measuring their openness to talk. If I don't feel anything back, I'll say something like, “Hey, I'm gonna grab something else to drink. You want anything while I'm going over there,” so that I can walk away and not feel weird.

Andy: Yeah. All right, that helps.

Tim Sales: Okay, but what I am suggestion that you do, I did early on to get good at this. You got to hop in an elevator, and ride up and down in that thing and talk to everybody. Because it is in continuing to talk and continuing to start conversations, you learn how to talk and not have a conversation full of awkward moments. And if it is awkward, they're going to get off on the next stop and that's it anyway. Right?

Andy: Yeah.

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Tim Sales: So, that'll get you across this hurdle. And don't avoid this. Okay? You really need to break this one out. I'll tell you the best elevators, okay?

Andy: Okay.

Tim Sales: Try to find an elevator where there's a movie theater – on the upper floor. It's very cool – can you tell I've done this a few thousand times – it's very cool because you can get on the elevator and on your way up, it's real easy: “You guys headin' to the movies? What movie ya seein'?” Oh! Man, is that any good? Have you seen the previews or anything on that?” It's such an easy conversation to have because you know where they're going possibly. And, if they say, “No, we're not.” “Oh, okay. I was just curious,” and that's it. So look all over town to try to find the elevator that's got a movie theater at the top.

There you have it – the gist of greeting new people and starting conversations with them. It just takes practice and you will build up your self-confidence every time you get a conversation going.

Generally, people are polite and will respond to you, especially if you are talking about the environment around you. Take your cues from how open they seem to take the conversation further. If they are responding well, ask more questions. Remember to have another subject to bring up if you feel the conversation is turning awkward and a way to exit. With practice, it gets easier and easier.

When you start this conversation, realize what you ask could be answered in a strange way, so you might want to also have another idea in your mind. If the person that gives you that answer back, gives you a flat answer. You need to switch off that subject pretty swiftly; otherwise, it's called – the Big A – awkward.

Question #6

What Do You Say When Your Prospect Wants to Know About Competing Brands?

It doesn't really matter whether you believe your company's products are the best on the market or not. Your prospect has every right to compare them with competing brands. Moreover, they have every right to expect you to be able to give them the information they are looking for. The situation will often develop where you've explained your product, and then somebody will say, "How is your product compared to this other one?"

You should never bring the subject up about other products, as you want to keep the focus on your product. But if the prospect brings up the subject, it is perfectly fine to talk about the competition. **There may be thousands of network marketing companies, but we owe it to our prospects and ourselves to know all about our own products and to have used them as well since we promote them.** Follow these guidelines:

- Never evade the question about other products.
- Always give a truthful answer.
- Never put down other competing companies or their products.
- Always research your product category.

It's my job, it's your job, it's every network marketer's job to be able to do product comparisons and have the knowledge to do it intelligently and truthfully. For example, I'm looking at getting a phone with Cingular and I'm talking to a Nextel rep, and he says, "Oh, man. Cingular? You're joking right? Oh, my gosh, everybody knows, you

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can't get any reception at the stadium." In other words, that's an example of how NOT to respond. Never put down other products, instead talk intelligently about them.

Follow the Inviting Formula in all situations. Perhaps, your prospect has informed you that energy is very important to them, and they have asked you, "How is your product compared to product B?" You could say something like, "Oh, okay. I am not real, real familiar with the product, but I do know about it, and I do know that there's this and this about it. What my product has, that I think that you're most interested in, is such and such because what you said to me was that energy is very important to you. Well, there are three things that really create energy, and look here at this product: This ingredient right here really assists in energy. And this one right here also helps supply energy. And to get the energy that you want, I believe this is what you're looking for. Both are working for you, and both are working to your advantage."

That's why it is so important to know your products really well AND follow the Inviting Formula.

Point of Interest: You can learn and study the Inviting Formula training in the Professional Inviter Training course.



The advertisement features a man in a white shirt and tie on the left. To his right is a whiteboard with the text "Professional Inviter" in blue, and "Master The One Critical Skill That Sponsors People With Ease" written in black. Above the whiteboard is the "FIRST CLASS MLM" logo. Below the whiteboard are several training materials, including a book and several CDs. At the bottom right is a "Learn More" button with a double arrow icon.

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If you didn't follow the Inviting Formula, you wouldn't even know why your prospect wants the product. And so all of what I have just said means nothing. If you know the Inviting Formula, whoever is selling product B probably doesn't know it. Consequently, you're at an advantage because you know exactly why your prospect is even looking at the product in the first place.

There are a lot of healthcare products in the marketplace with many companies competing for the buyer's attention. My company has a nutrition division and a skincare division in it, competing with all those other skincare companies out there. Almost everyone already uses some of these products, so people have quite a lot of basic knowledge about the available products on the market.

To be able to answer the question "How is your product compared to product B?" to the satisfaction of my prospects in a way that did not invalidate what they were already using, I came up with a group of questions. (I use these on the airplane all the time.)

"Do you take supplements?" If they answer, "No," I would say, "What's the number one reason you don't?"

At this point, they don't know that I sell supplements, so it is almost like a survey

question or that I am just curious.

They may answer, "Well, I think that you get everything you need from what you eat." I would follow with "Huh. That's interesting. Just out of curiosity, what do you base that on? Who told you or what research did you do to determine that you get everything from what you eat?" That question always stumps them.

They would often reply with "well, my doctor told me" or something to that effect, and this answer is the only response that I would ever get with any consistency. Following up that answer, I would say, "Did you ever ask that doctor where he got his information from?" Normally, they respond by saying, "No, he's just been my doctor." Because I have done my research and because I know my products, I am able to continue the conversation explaining the benefits of supplements and why it's important to take them.

If they answer, "Yes, I do take supplements," I follow with "What's the number one reason you take them?" Notice how I am qualifying them right as we talk. They would say, "Well, I take it because I don't feel as though I eat enough to cover what I need." That answer leads to the next couple of questions: "So what brand do you take?" "Oh, well, I take GNC." "And what is

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the number one reason why you chose GNC?” Normally, it is at this exact point it becomes obvious why they choose that brand when they say, “Oh, well, I get the Mega Pack because it’s GNC’s brand, and it was just what was on sale.” Then you say, “Do you know if it fills all the holes in your diet?”

Because that is what he said he wanted from a supplement, and that’s the reason he wanted to take something. At this point, you can now show how your product is more beneficial without invalidating their choice or any other brand.

Know your products and the competing brands well, so you can talk to people knowledgably about them. If you have done your homework, it will show. Follow the **Inviting Formula** and you are a step ahead of the competition in finding out what a person is truly looking for in a product. Never bring up the subject of the other products on the market, but be ready when the subject does come up since it usually does. Remember not to be evasive and don’t put down the other products, but answer questions truthfully and honestly as you can. Let your research shine through along with a positive attitude, and it will reflect well on you and your business.

You should never bring the subject up about other products, as you want to keep the focus on your product. But if the prospect brings up the subject, it is perfectly fine to talk about the competition. There may be thousands of network marketing companies, but we owe it to our prospects and ourselves to know all about our own products and to have used them as well since we promote them

Question #7

The BEST Reply To:

“How Much Money Do You Make?”

You will often hear this question put two different ways: “How much do you earn?” or “How much money are you making?” The only reason that it is common is simply because **many network marketers almost entice their prospects to raise the question by the way they conduct the conversation.** If you follow the Inviting Formula, this will not happen to you.

Warm market people tend to ask that question if you call them and say: “I just got involved with this company, and I want to get you involved.” Then, you tell them a little bit about the company, and that leads to the money question as people are always interested in that answer, but are sometimes too polite to ask it. However, if you give them an opening, they will run with it. And I could create the opportunity for it to come up just about every time if I wanted to. If I make some reference – and I cover this in **Professional Inviter** as well – to monthly income, it almost always draws the “How much money are you making?” question or it draws the MLM objection. So, I will never recommend that you take this approach.

Just follow the Inviting Formula, practice and perfect each step of the formula, and you will soon find, as I did, that all of these questions and objections that your prospects are giving you won't be there. But, if the question does come up, here's what I have found that works best to answer the question professionally.

The first thing I recommend is that you stay focused on your prospect at all times. And the second thing I recommend is that you never ever fake it.

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When you really get into the habit of focusing on your prospects, and when you are truly interested in them, you will find that it is a lot easier to handle many of the questions and objections that you will receive.

First of all, there are two different ways to answer this question. When someone asks you “How much money are you making?” the way that I recommend you respond is to stay focused on your prospect. In the conversation, you will hear, “Well, how much money can I make?” You can answer, “Well, that is entirely up to you. There are people who make a great deal of money, and there are people who make nothing at all. What is it that you really want to make out of the business?”

Notice how I haven’t evaded the question. I have answered it and followed it up by immediately asking them a question. By doing this, I have kept control of the conversation and returned the focus to be back on them.

So, if a person says, “Well, how much money are you making?” There are two approaches to this question: The first one is a very simple one, and that is you say, “My upline is making \$40,000 a month, and I’m doing exactly what he’s doing, only he has been doing it longer than I have.”

That response is one way of answering, and it’s quick, but it doesn’t seem as right to me, quite honestly, as putting the focus back onto them. One comment I have heard is “What about fake it until you make it?” This is probably one of the most asinine statements that I’ve ever heard. There is no such thing as faking it until you make it because you’re the one that’s faking – you know you’re faking, and your prospect will know you are faking. You cannot outrun the lie. You cannot lie. If you haven’t had a great deal of success, you may be tempted to make something up. Instead, there is another approach which I have taught to others and it works very well:

“You know there’s a big difference from when someone gets into the business versus when the business gets into them.”

When you’ve been in direct marketing for a long time and have not had much success and someone says, “How much money are you making?” what I recommend you do is tell the following story.

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“You know, have you ever gotten into something and, maybe, it was a book, and you might have read the first two or three chapters, which took you two or three months to read? Suddenly, the book takes a hold on you – you know what I mean as I’m sure it has happened whether it is a book or something else. And then you started reading it seriously, and you finished the whole thing in a day.”

“There’s a big difference between when you get into network marketing and when network marketing gets into you.”

You can say, “I watched this video, ‘**Brilliant Compensation**,’ and the light bulb finally came on.” Or, “I was banging my head up against the wall, and I wasn’t able to create success until I got this CD set of the **Professional Inviter**, and, in it, I heard live calls. It finally made sense to me the way the speaker served people instead of selling to people, and then marketing got into me.”

So, you can tell your story from that perspective, and that will explain to them why you’ve been in the business for a long time and not had much success with it, but now you are seeing things very differently.

Unless you are prepared for the “What do you make?” question, you can lose control of the conversation, and the answer you give may take on more weight than it should in the overall discussion you are having with them. Don’t evade the question if it comes up and answer truthfully, but take the focus off yourself and turn it back on the prospect. If you have been in direct marketing for a while and haven’t really been successful, you can explain to people that you are just getting serious about the business. Make it clear to your prospects how much they want to make is totally up to them.

Just follow the Inviting Formula, practice and perfect each step of the formula, and you will soon find, as I did, that all of these questions and objections that your prospects are giving you won’t be there.

Question #8

What Information Do You Put on Your Business Card?

Is there one business card format that could be used in every situation or are there occasions where one style may be more appropriate than the other styles? Should you have something on the card about your business, or should you basically just have your name along with a good catchy phrase that would spark interest in your card?

There are two different strategies or approaches, and they both work. One I feel works more specifically when you're actually wanting to really network and meet individuals and get to know them. Then there's the canvassing approach where you're making a short connection, and you're waiting for them to follow through at some later date.

If you listen to **Professional Inviter**, you will hear me talking to a lady in the gym, and you can tell by the conversation that it was more of a servicing approach and not a canvassing approach. In talking

to her, I had found out some information about her, and she kept talking about how she came in on her lunch break. I had been at the gym for quite a while, and we'd been chit-chatting for some time when she said, curiously, "*Are you on your lunch break?*" In answering, I said, "*Hmm, I guess, but I can pretty much come and go as I please.*" She followed up with some comment like "*It must be nice.*"

We started developing a little bit more of a conversation, and I said, "*Well, why don't you ...?*" I was able to take the conversation from general chitchat to becoming more focused on her, getting her to talk to me freely about her needs and wants. So, in that type of a situation my business card is just my name, my email address, and my phone number.

The conversation with the lady in the gym is not a business approach so much as it is a service approach. On the other hand, when it comes to canvassing, I have a business

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card which has my name on it. The card will also have a little phrase – such as “Some people make \$10,000 a year; some people make a \$10 million a year, both

with only 24 hours a day. What’s the difference?” Also, on the card will be the web address for my webpage with the “Brilliant Compensation” Online Video.

This Coupon Entitles You To 30-Days of Full Access To “The Incredible ‘YES’ Machine.”

Send your prospects to this amazing **BRILLIANT COMPENSATION** website and let it get the ‘YES’ for you. Melt their resistance to your business before you even talk to them.

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“Brilliant Compensation”

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Also included...

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One of the last things that I say in Professional Inviter is, to make a key point, that I can go to a party, a social event, go to the gym, go do some shopping, I can go wherever I want, and all I do is greet and qualify. It must be at least 10 people a day. I go to Starbucks and get a hot chocolate and while I'm there I'm going to greet two people. I'm just greeting. If you really listen closely on the greeting, there's a part in there where I actually teach you how to start conversations with people. And this used to be one of the most difficult things I could ever think of doing. I would rather defuse a bomb than walk up to a stranger and talk to him.

Once the greeting has gone well, I can then get into the qualifying step but not before. Something that was said during the conversation would have led me into qualifying them either for a product or for a business opportunity. I really focus on the person to listen for the clues that will lead in one direction or the other.

When I was talking to the lady in the gym that could have gone either way, because we have a product that is specifically for people while they're working out. It just so happens that when the conversation started, the conversation was about "*Are you on your lunch break?*" This led to the pivotal point that I can basically come and go as I please, which then led to the conversation being all opportunity-based instead of having anything to do with the product.

But you know what? There are so many people that I meet at the gym that way. I purposely got a gym membership at Bali's and a couple of other gyms just because **I like to go to the gym and meet people because they're normally people who are productive, they're out there doing things and striving.** I've met countless people in the gym, and that particular one, which I followed up with, just happens to be one that I met at the gym.

It is important to have a business card to hand out to people as you meet and greet them. Whether you are servicing or canvassing can make a difference in the type of card you give out. If you are spending time developing a relationship with a person, you might want to have simpler card to give to them with only your basic information on it. If you are canvassing for prospects, a more intriguing card may be helpful with an attention getting line. In that case, you want to get the person to give you a call to find out more about the business, so a great business card is crucial in those situations.

Question #9

Are Internet Leads Worth the Expense?

People new to direct marketing often have a lot of questions about buying leads. They wonder if it is an easy way to find prospects, but the cost of paying for these leads stops many people. As with any of the tools involved in network marketing, if people use their leads effectively and work at them, they can open up opportunities. Sometimes people fail to look deeper below the surface and miss a chance to find good business contacts, but if you are trained correctly, you can spot those potential good prospects that leads bring in.

I was talking on another conference call this last weekend and someone asked a really good question. I want to share that question and the answer I gave them. The person asked, “*Are Internet leads worth the expense?*” I’m going to start to answer that question with another question “*What is a lead worth?*”

When I first came into the business, there was a person who answered my ad that I had been running for probably about six weeks. He was very successful already, and he was also very hesitant to join my business simply because he had a lot of opportunity cost. He was a stockbroker, who owned quite a few other businesses, and so for him to put a full-time focus into this could cost him a lot of money if it didn’t work out.

I didn’t push him, I didn’t coerce him, and I didn’t use any fancy manipulative sales tactics. I simply followed what I have been teaching you. In other words, I communicated effectively, using the Inviting Formula and the ten communication qualities and all the other things that are in **Professional Inviter**. He finally saw the great opportunity that it was, and he got into the business. As a result, I made millions and millions of dollars because of his decision. And so to the question “What’s a lead worth?” I don’t

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know. I can't quantitatively give you an answer to that because I'm still earning on it.

Did you hear that? I'm still earning on it. But it's already been millions and millions.

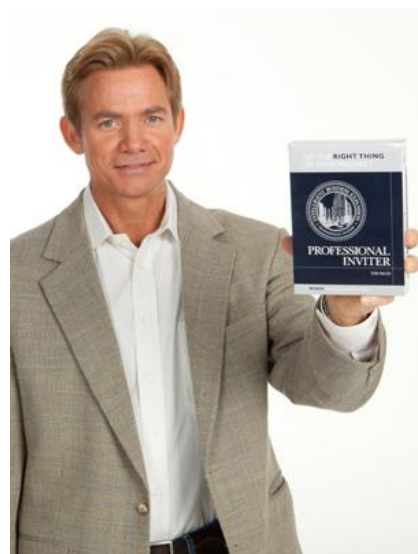
Now the second part of that question "Are Internet leads worth the expense?" There's a very expensive and damaging belief in network marketing prospecting that goes like this – sheer numbers can make up for a lack of skills.

If you're not effective at communicating with your prospects, then leads are hugely expensive. Your odds are actually better in a casino. When a person purchases, let's say 50, really good leads at a \$150 to \$200 but doesn't communicate effectively to them, what's the cost? Well, is it the \$150 to \$200? No, that's not all the cost as your time is an expense also, but there is another less obvious cost.

The biggest cost and please listen closely – the biggest cost is the money you'll never make.

That's the real cost because you really never know if there was a quality person in that block of 50 leads because you didn't work them effectively. It is a cost you can easily avoid if you follow all the guidelines, and it is a cost that can make all the difference in the lifestyle you want to attain.

Have you listened to Nadira on Professional Inviter? Nadira right now has an 82 percent closing rate of getting people on the products in my business. Why is that important? The leads in which Nadira's name was included were sold two times. Someone had already talked to her, and they had disqualified her. When I called her the second time, I realized her true potential through effective communication, and now she's got an 82 percent closing rate in the company. She's moved out at the shared department, and now is in her own place. She's working from home, in which everything she had dreamed of is now happening for her.



Have you listened to Professional Inviter?

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So what's the difference between me and the person who called her before I got her name? The difference is, of course, communication skills, and so that's what I mean when I say that the biggest cost is the amount that you'll never make. There is absolutely never any substitute for mastering the right skills.

If you think that your leads are cheap because you're working exclusively in the warm market, think again. There is never a more expensive lead than your own market because what is the relationship worth to you? I would dare to say that it is worth way more than money can buy. And one of the faults of this industry is that networkers make enemies out of their friends and family members simply because they fail at communicating effectively.

If you follow the Inviting Formula and the ten communication qualities, it is impossible to upset a family member. You just couldn't do it or upset anybody else for that matter.

In summary, what's a lead worth? Millions and millions. What does a lead cost? An enormous amount if you're not good at inviting. So, I highly recommend that you get **Professional Inviter** and you take the time to learn, to practice, and to master the techniques that I use very effectively every day.

There is never a more expensive lead than your own market because what is the relationship worth to you? I would dare to say that it is worth way more than money can buy. And one of the faults of this industry is that networkers make enemies out of their friends and family members simply because they fail at communicating effectively.

Question #10

How Do I Reestablish Contact with Someone Who I've Not Been in Contact with for a Long Time?

When I have not talked to people in a while, the way that I normally approach it is to call up and say, "Hi. You know, it's been a long time since we have gotten together, but I wanted to catch up with you. How are you doing?" A nice friendly tone will go along way with them and it maybe the high point of their day. It might also be the call that changes their life.

I am just following the Inviting Formula, greeting and qualifying. If they do not qualify, I don't move forward. Also, this is no different than when I am in a social setting. I can be at a party or some kind of an event or get-together, and I can walk around that room for three or four hours, meeting every single person in there. I can greet and qualify every one of them, and no one would ever know what I am doing.

This is all about how to network. Network marketers have a profession and that profession is that you greet and qualify people without destroying relationships or destroying networks. What is a network? A network is a cluster of people, a group of people who have a common interest.

Maybe, you are a member of the Mountain Climbers Association or the Mountain Climbers Group or the triathlon group or the Keep America Beautiful Group or the No Drug Group or whatever it is. You are a member of that group or that network.

Now, just imagine that you are at a social event inside that network. At this event, what you do is network and what is networking? It is simply greeting and qualifying. That sums it all up. It is just

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greeting and qualifying. And so you walk up to a person and just like I teach you in **Professional Inviter** about how to start a conversation with a total stranger, you focus your attention and their attention on some outside or environmental object.

It could be the tray that the hors d'oeuvres are being served on. It could be the content of the subject that was spoken about in the meeting before you all had this social event. It could be anything at all, but you focus your attention and their attention on that item because it is safe thing to start a conversation with.

More so today than ever before, we have to be careful what we say and how we say it. For example, you can start off by saying, "Those are really nice earrings that you have." That opening remark could be risky; it may cause a person to kind of back up and say to themselves that this guy is hitting on me or something to that effect. If you comment on the pearls around a lady's neck, she might say, "What are you looking there for?" So, be safe and talk about the hors d'oeuvres tray.

If you are both focused on that safe opening subject, you can move it into a more general conversation about them and you, and it is still nonthreatening

and on a harmless chitchat level. You can continue on with the greeting and if the conversation is moving along and they are talking freely and openly, you can move to the qualify step. If at any time in the qualify step, you just do not get a sense of it, they do not qualify – stop. Do not go to the invite.

Because if you go too swiftly through the Inviting Formula, or if they do not qualify, and you push it, what you do is damage the network. You damage that particular relationship, and then that word comes back around again. They talk about you, about how you are trying to get them into some deal or something like that, and you will end up closing off that network. That network will shut for you.

Continue to work inside your network and continue to do what I am teaching, which is my whole purpose here, to teach you how to network successfully and not damage any relationships along the way. I can't tell you how many people, in the thousands, who have said to me, "What do you do if you have already gone to all your warm market?"

I can almost guarantee that with that question comes from the fact that their particular network has now been shut off to them. And that is what I am trying to teach you to avoid. Okay, so to that

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question regarding an old contact, you call up, you greet, and you qualify that person. You can say, “You know, we have not talked in a while. I want to catch up and say ‘hi’ to you and see what you are up to these days.”

You greet and qualify. If they qualify, you take it to the next step. If you live near them, after you have qualified them, instead of inviting them to look at something, go to breakfast or meet them at Starbucks, have a hot chocolate or whatever you drink and greet them there, and just continue to see if you can help them.

Calling on people that you haven’t heard from in a while can yield some prospects for your business. Give them a call and be friendly since most people will welcome calls from former acquaintances as almost everyone likes to talk about what is going on in his or her life.

They should also be curious about what you have been doing. Take your cue from how they respond to you as you greet and qualify them on whether you can take it to the next step. Use your network of clubs and organizations to find people. Follow the Inviting Formula and take things slowly, so you don’t do any damage as you don’t want to have people talking negatively about you. Remember your motive as well is to help change their lives for the better.

Network marketers have a profession and that profession is that you greet and qualify people without destroying relationships or destroying networks.

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.