

Duplication

by Max Associate Al Lee

They don't hear what you're saying because what you're doing shouts so loudly.

You have probably heard that cleverly posed wisdom, or a variation of it, many times. Usually it is said when talking about raising your children. Another way it is offered is: "Don't worry that your kids don't listen to a word you say; they are watching everything you do."

Rules that apply to raising your kids often have some application in the business world; but do not often have as strong and tight a correlation as this bit of child-rearing wisdom has in Network Marketing.

In order to build a large and successful team, you must enlist good people and those people must be effective. This is true in many business models; but in most, the people you enlist are your employees and you are able to direct them with authority as to how to behave and how to do their jobs. Not so in our industry.

The people you enlist are independent business people who have absolutely no obligation to do anything you say. You have no authority over them whatsoever. That makes training and coaching them a bit more tricky, like herding cats, as they sometimes say.

Because proper training is so important and because you have zero authority to enforce anything you say to the people you enroll, and because people are, well, people; we must employ a special strategy with our teams.

The fundamental principle that is in operation here is that people will follow your example much more readily than they will follow your advice. And—your example starts the first moment you mention this business to them, well BEFORE they have enrolled. They will notice and remember how you approached them, how you introduced them to the opportunity, how much skill was required of you to do this, how you yourself got into this business, and everything else you did. That is the image they will have of how to do this business and whether or not they can do it or would be comfortable doing it.

Suppose you are very knowledgeable about our products. Suppose further that you manage to get a prospect to enroll based upon the magnificent explanation you were able to give them of how it works and how good it is. What will they think they must do in order to succeed in this business? That's right! They will think they must become experts about the products and must be able to give a magnificent explanation of how great they are.

What will be the result of this perception? It will *not* be a rapidly growing team under you. It will be associates under you who are studying all the literature about the products (plus 75,000 medical articles on the NIH database about Glutathione) and trying to overcome their feelings of inadequacy about speaking to people intelligently about a

scientific product. Most of them will NEVER get around to actually doing productive things and getting new associates under them because they will never reach the point at which they feel confident they can do it well enough. They will eventually lose interest and fade away, maybe continuing to use the products; but not doing the business.

If you enrolled them because of your great skills, it will not matter what you try to teach them afterwards; they will never be able to shake that image of what a successful Max Associated must be like. In most cases, you might as well have never enrolled them and you would actually be making more money if you had simply made them a Preferred Customer—at least you would be getting the 25% commission on their personal purchases.

The concept of ***Duplication*** describes a method of enrolling new associates that starts training them correctly from your very first contact, even before they have become an associate. You are teaching by example—much more effectively than teaching by lecture. You are showing your prospect just how they should do it, and simultaneously showing them that it is not hard and that they have an army of very qualified experts backing them up at every step (all true!).

Your job is NOT to be a salesman. You are not here to demonstrate how smart you are or how skillful a salesman you are. Your job is to invite people to listen to some of the super-qualified, very successful senior people in our team who support you continuously. Let THEM do the explaining and the selling, not you. Demonstrate that you had to do very little other than to invite them to a meeting, a 3-Way phone call, a Fly In, or some other event—that is all—and *you are getting paid for this? Wow!*

It is great to tell the prospect that you think the products are fantastic, that you take them yourself and notice big improvements. It is great to tell them that you are receiving checks and that you think this is a huge opportunity. It is great to tell them that several of the most successful and most respected men in American business are behind this company and it is projected to go very far. But, don't get into details to show how much you know. Just say that you think they would be interested in this and they should come to a meeting, or listen in on a conference call, or that you think you can get one of your senior partners who can explain it all to talk to them on a 3-Way phone call. Your job is not to educate them; it is simply to arouse curiosity so they will listen to the experts you will introduce them to. That is it!

They will commonly ask you how YOU got into this. You should tell them. However, if you have to tell them that you spent months thinking about it, they are likely to spend months thinking about it. If you tell them that you started with a Diamond Pack, they will probably start with a Diamond Pack. If you jumped in with all four and started immediately contacting people and getting them to events, they will do the same.

Your prospects will duplicate you. They will do this business the way they see you do it. What you try to say to them will be very much less effective if it contradicts what they see you doing (and what they know you did when you started).

We often use the term “Team Leader” in our business. I believe that the term is very appropriate and that its meaning is a much more accurate description in Network Marketing than it would be in a “traditional” business model. A leader is someone whom other people follow willingly; as compared to a “boss”, whom people follow because they are forced to. In our business we have no means of coercion to make people follow us. We can not fire them. We cannot cut their pay. We can not reprimand them or even put an entry in their “permanent file” like we could with employees in traditional companies. The only way we have to get people to follow us is through true leadership—leading from the front, not from the rear.

I remember reading a story about General Eisenhower during WWII. He was at a military base and having lunch in a mess hall. There was a sign on the wall that said: “take as much as you want—but eat all you take.” admonishing the troops against wasting food. Because he was the Commanding General, when the cook saw him coming through the line he piled massive amounts of food on his tray. The General had to eat it all whether he wished to or not because every man in there would know if he violated his own rule.

Everything our team sees us do is a lesson by example. Learn the right ways to do things and abide by them. It will pay off big for you.

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