

Third-Party Validation

The Importance of Events

by Max Associate Al Lee

Now that you are in the Network Marketing business, your old attitudes toward the business, which you might have thought of as a “Pyramid” or “Ponzi Scheme”, have changed. You now know that this is a legitimate way to distribute products and that about a dozen companies that do business this way are billion-dollar companies with decades of history behind them. You also know that good, honest, well-educated people are in this business with you. What you may have lost sight of, though, is that your Prospects might still have those negative or skeptical attitudes toward our industry and that is one of the biggest obstacles you have to overcome.

Assuming that you have piqued the interest of your Prospect and that he might be starting to think that it may not be dishonorable or embarrassing to be a Network Marketer, you need to carry that ball across the finish line to put those negative thoughts to rest. The number one (if not the only) thing that can do that for you is Third-Party Validation. Your Prospect needs to see other people who are as respectable and professional as he is and who are involved in, or interested in becoming involved in this business. The only way to achieve that effectively is to get him in contact with other people. That is what events are for.

One of the particular advantages we have in our company is the very high quality of the people involved in it. Most Prospects are amazed at the caliber of the people they encounter at our events and meetings. That does amazing things toward wiping out the negative image they might have had about our industry and the people who work in it. When you have an advantage like that at your fingertips, use it!

It is critical that you get your Prospect to attend an event, whether it is an in-home meeting or a major production in an auditorium, so that he will rub elbows with other people more-or-less like himself who are either similarly interested in, or already involved in, this business. That lets him know that he is not a fool or an oddball for thinking that joining our company might be OK. It now seems more respectable.

Of course, those events are also an opportunity to demonstrate that there are capable people behind us who will help us to succeed.

A key principle we discussed in the *Anatomy of an Event* topic is that what makes an event successful is not the oratorical skill of the presenters; but it is the behavior of the audience. When you get your Prospects to attend an event, it is your duty to also attend.

You have a job at the event, just like the presenter has a job. You should help keep the event lively, upbeat, and friendly for your guests and you should lead by example in how you react to the speakers and anything else that goes on. Show enthusiasm! Encourage

your guests to chat with one another and with any other attendees. The more people they meet and the more they like those people and feel comfortable with them, the more likely they are to join us and become active team members.

Getting your Prospects to attend an event is one of your main objectives. Since we often also give samples of our product, one tactic might be to offer to give your Prospect a sample (with some literature and/or DVD or CD) when they meet you *at the event*. That says that you will be at the meeting you are inviting them to (demonstrating that you feel it is a worthwhile thing to do) and that they need to come to the meeting in order to get their free sample.

Remember, a Prospect who is left alone will wallow in doubt. Doubt about the products, the company, the business, and mostly about their own judgment for even considering such a thing. You must get them in front of other people they can relate to so they no longer feel alone.

For this reason, it might be wise to choose which meetings you invite which Prospects to. You would not want to invite, say, a doctor, to a meeting that will put her in with a group of laborers, or vice-versa. You want your Prospect to connect with the people she meets. That said, you should not be too selective, either. It is better to get her to a meeting sooner rather than later.

You might think that the fact that YOU are in this would give them some reassurance. Actually, it might give some; but not usually enough. You are seen as having a stake in whether they decide to join or not, somewhat like a salesman. You are not seen as being impartial. A stranger will be seen as being impartial. Their opinion might actually carry more weight than yours with your Prospect. Actually, many such strangers would be better than just one, wouldn't they?

Notice that I did not say anything about educating the Prospect about the products or business. Those things do happen at these events, but they are practically incidental in comparison to the Third-Party Validation that happens. Your Prospect can educate herself from the many, many documents and videos and audio recordings that are available on the internet or in packages you can give her. Any education or enlightenment that occurs at the event is good; but not nearly as essential as the confirmation the Prospect gets by meeting other respectable people who are involved in the meeting and the business. In fact, possibly the most important value that the information the presenter offers has is that it can provoke interesting dialogue among the audience and between you and your Prospects.

If it is impossible to get your Prospect to an event at which he will physically contact other Prospects and Associates, a Three-Way Call is another (not as effective; but good) way to get him in contact with another person in the business. One of the outcomes of a successful Three-Way Call might be the Prospect agreeing to go to special effort or inconvenience to make it to a live meeting that he would not otherwise have taken the trouble to attend. Another method is to get the Prospect to join into a live conference call

or webinar. These things do expose the Prospect to other people; but passively, without much opportunity to interact with them. You might very well have any given Prospect do several or even all of these things. The more contact of any sort that he has with other people, the better.

Giving your Prospects that Third-Party Validation is crucial to your success.

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