

4 Things To Never Say To A Network Marketing Prospect

The key to having success with network marketing is finding quality prospects to add to your downline. While this is not an easy process, there are things you can do to make it easier on yourself. At the same time, there are also several things you can do to quickly turn a good presentation into a failure. Here are four things to avoid saying to a network marketing prospect.

1. Anyone can do it

When you think about network marketing, almost 90% of the people that get into it fail. Therefore, the last thing you want to do is say anyone can do it. Certainly you want to motivate prospects to think they can do it, but be careful about how you word it. Give them the facts and information about how you will assist them every step of the way. These are the things that most companies do not tell their prospects. There is a difference between saying they can do it and anyone can do it.

2. Get rich quick

This is perhaps the biggest false pretense on the internet and almost every network marketing company seems to say it. By now you have to realize that most entrepreneurs have picked up on the get rich quick scheme. Inform your prospects that with hard work and dedication they can begin making money in no time. But it is false to say they will be making thousands of dollars in their first week.

3. Everyone wants this product

Unless you can prove that 100% of the people that have come to your site have purchased the product, you cannot make this claim. This is not to say it is not a successful product, but everyone has different tastes and different wants. You just have to convince your network marketing prospect that your product benefits a large amount of people and it can benefit them too.

4. Sell to your friends and family

The toughest part of network marketing is making those first few sells and building your confidence. You want to help each prospect get those first few sells and get the ball rolling for them. But the last thing you want to do is tell them to sell to their friends and family. It is hard enough getting rejected from people you do not know; what happens to your confidence when friends and family reject you? The product is going to sell to other prospects that are interested, not just any person you can think of.

It is tough being a network marketer because you have little time to say as much as you can without boring the prospect. These are just a few of the things you want to avoid saying to your network marketing prospect. In doing so, you will be that much closer to recruiting a solid downline.

About the Author

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