

MAKE PROSPECTING EASY

How To Respond When Someone Says "No Thanks!"

By Monte Taylor



Several weeks ago I met a young college student at a marketing conference in California. He was energetic, eager-to-learn, an aspiring entrepreneur, and young man with that special character *you know* will do well in whatever dream he decides to follow.

After we got to know each other briefly, I shared my background with him and asked if he'd be open to taking a look at one of my favorite business projects. I told him I thought he'd could do well with it if he liked what he saw. I sent him the links to several streaming videos and asked only that he review them and give me his feedback afterward. I added, "*Of course, you decide for yourself if it's a fit for you.*"

A few days later, he sent me an email saying he'd reviewed the videos but because (1) He'd just started a new job, and (2) He'd also had some "bad experiences" with network marketing, it was not for him. However, he also closed his email **with one question** that deserved a thoughtful response.

I thought you might enjoy looking over my shoulder, as I write him back.

Dear Bill,

First, thanks for taking the time to look at the videos. I wanted to take a few minutes to respond to your question; it says so much about you.

(Here was his closing question)

What do you enjoy about MLM vs. a sales or managerial job?

That's a great question Bill. Here's the answer beginning with a short story.

I recently attended a Mastermind in Orlando with 2800+ network marketers representing hundreds of different companies. (No one was permitted to promote his or her company to any other participant). It was a network marketing "training palooza." so to speak.

There were 40-50 speakers and several outstanding workshops. The participant's ages ranged from 18 to 65+ and their backgrounds

included lawyers, doctors, business professionals, educators, entrepreneurs, engineers, college students, stay-at-home moms, authors, and every walk of life. Some were educated (BA's, MBA, Ph.D.'s, etc.) and some were without a high school education.

Here are four of the reasons I chose this industry.

1. You can have a lot of fun. The people involved would rarely trade places or do anything else, and that's rare in most career paths. Everyone is his or her own boss and can "hang out" with some of the most interesting, enlightening, amazing, diverse, inspiring individuals you could possibly meet. It is absolutely fascinating.

2. You can make a lot of money (or a little money). Hundreds of the participants in the event I attended are multi-millionaires and many more are on their way, or somewhere in between, depending on their income goals and where they are in the cycle of business growth.

3. You can make a huge difference to others. No other industry I'm aware of pays you so much to help people. In fact, if you don't have a "servant leadership" mindset, you will either struggle or fail. You must be willing to take some risks, but they are not "economic risks." They are "ego risks" – the willingness to continually put yourself "out there" to meet (and help) new people. It's the ultimate "give and receive" industry with no limitations on how much you can give (or receive.)

4. You can benefit from extraordinary personal growth. No other single industry places so much emphasis on teaching leadership and personal introspection coupled with a *laser focus* on personal development. The industry-wide mantra is, personal responsibility, and "*If things are not working in your business or life, you're the problem, so work on yourself first.*"

By-the-way Bill, I have the utmost respect for anyone who has a job. I've had many jobs over the years and learned so much from several outstanding bosses, including my father.

But, the best job I've ever had is this one. This one where I teach and mentor others, so that in a few years of helping them build their business

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network, they can decide for themselves if they want to continue to work for someone else. So they can be in a position to make a choice. So that the, "I have to have a job" issue can be eliminated once and for all.

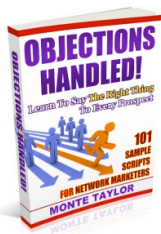
Bill, the short answer is, "*Poor people typically have jobs. Rich people build networks!*" Nothing is ALWAYS true, but you'd be surprised at how often this interesting observation holds water.

In any case, thanks so much for taking a look ... and for your questions and for your spirit. Let's keep the connection and please let me know if I can ever help you in any way.

Thanks again Bill, and warm regards,
Monte Taylor

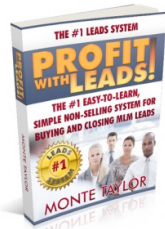
About the Author: Monte Taylor is a serial entrepreneur, author, coach and business consultant and the former CEO of two network marketing companies. As a devoted network marketing advocate for over 25 years, he has built successful teams in the field as an independent distributor. Monte received his Master's degree in business administration from the Crummer School of Business at Rollins College and holds Master's level certificates in Executive and Business Coaching.

Monte's mission: "To encourage and empower entrepreneurs and help them deliver their unique value to the world!"



His best-selling books include, *Objections Handled – 101 Scripts for Network Marketers – Learn To Say The Right Things To Every Prospect*

Profit With Leads – The #1 Easy-To-Learn, Simple Non-Selling System for



Buying And Closing MLM Leads. Both books are available on Amazon.com. You can access Monte's popular audio blog, "*Make Prospecting Easy*" at: www.montetaylor.com

Coming soon: **Heart Language** – "Five Extraordinary Skills That Can Help You Engage, Enchant, Attract, Inspire, And Influence Others."