

A Lesson in Duplication

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by Wes Melcher

This business grows much faster and much bigger when you are not doing it alone. The whole point is to get other people to do what you did, which is to make a sale or hopefully several. So, this week what I want everyone to focus on is getting everyone you have sold to get at least two people to your weekly meeting. I would focus all of your time and energy over the next week on getting everyone you sold to start their teams. We have several people who have signed up 10-20 people, but their teams are not growing. The reason is that the only person making sales is YOU. This concept goes against the benefits of Network Marketing. See if you sell 10 and all of them sell at least 5 people, that is 50, and if 3 of them sell at least 10 that is at least 30 more, which means your team is now at least 75 people. However, if you sell 25 people yourself and nobody on your team makes any personal sales you will have more personals than most people but your team will only have 25 people in it, which is 1/3 the size of what it could be if people are duplicating what you did.

How can you make your team duplicate?

1. Stay focused on them! Once you make a sale that is only part of your objective. That is actually your first step not your goal, and most people think that getting someone to sign up is the goal. The goal is to get everyone you sell to start their own team, which will earn them their first paycheck and get them even more excited. Once they get those first couple of sales, they will get more just watch and see.

You can't just sell people and forget about them, or eventually they will quit or stop coming to meetings.

2. Help your people get their people. Your people NEED YOU, they can't do it alone. Help them call their friends, help them get their friends to meetings, help them get their friends and family on conference calls, go to dinner with their friends and family, visit them at work and talk to their co-workers with them. All you have to do is get them excited enough to come to a meeting, and we will do the rest.

3. You need the meetings!!! And the meetings need you!!!

I know people have commitments and I completely understand the importance of time and family. The one thing that is important if you are serious about this business is making a commitment to your team and to yourself. Most of the people reading this are the leaders of your organization. If you do not go to the meeting it makes it look to your people like they do not need to go to meetings. So what happens is one week the leader doesn't go, and other team members do. So they see the leader didn't need to go, so now they don't need to go next time. This creates a negative snowball effect of people not going to meetings.

I have never missed a meeting that was in a city when I was in that town. People ask me how I know so much about the business and how I learned to do presentations. The reason is because I never miss a meeting.

When you are doing well the meetings NEED you in order to be successful. Testimonies are the most important part of the meeting, so leaders who are doing well ARE NEEDED GREATLY IN ORDER TO HELP THE MEETING be more effective. They can share testimonies, answer questions afterwards, and help greet new people and make them feel more comfortable.

When you are not doing well or your team is not growing YOU NEED THE MEETINGS more than anyone. You never know why things are clicking or when they will start to click for you. So, if you never miss a meeting you will keep learning, and you will stay excited about this amazing opportunity. So you need the meetings, and you can't afford to miss them.

MISSION: If you have to pick their people up for them, make sure everyone you have sponsored gets two people to the meetings this week. Remember, it is all about duplication if you want your team to grow faster.

