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I was listening to a webinar the other day and came away with a few points that I'd like to share with you because I think it helps us set and maintain a good approach to our business.

They called it "**The 4 SWs of Network Marketing**"

Some Will
Some Won't
So What
Someone is always Waiting

Network marketing, like virtually any other form of marketing, is a numbers game. The more people you get in front of with the right product/service, the right opportunity, the right business model at the right time ... the more people you're going to bring into your business.

By the way, if you haven't listened to Jim Rohn talk about this yet, you should. You can find it here:

<http://www.youtube.com/watch?v=qYLrc9hy0t0&feature=related>

Some Will ... Some people will see the presentation, grasp the potential and make the opportunity their own. It all starts with a great introduction from you followed by a presentation with the DVD, your upline or perhaps a hotel meeting.

Some Won't ... Some people just won't see or, even if they do, they'll have reasons why it's not right for them. The question you have to answer for yourself is, is everything right but the timing? Because if everything is right but the timing is wrong, then patience and staying in touch may bring that person in over time.

So What ... What do we say when a potential customer or consultant tells us, "NO"? We say, "Next." So what if you get a no? So what if one person or ten tells you no? If you realize the scope of the opportunity and the true size of the market, then hearing "no" ten times or a hundred times won't dissuade you.

Someone is always waiting ... When someone tells you "no," they're doing you a favor. This is when you need to hear, "don't waste your time on me ... go find someone who really gets it." Because someone is always out there looking for you and your opportunity to solve a problem in their life. You just haven't

met them yet.

Here's the bottom line: the more people you talk to, the more times you'll hear "no." But what goes along with that is that the more people you talk to, the more you'll hear "yes," too.

So, work through the people who say "no" so that you can get to the people who will say "yes."

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