

Create an Irresistible Product Story That Works Every Time!

We already know that network marketing is about storytelling, and whoever tells the best story wins the immediate sale, enrollment, and recruit. We've talked about the first part of business that's crucial to success – the opportunity story.

Now, let's look at how to master your product story.

As you keep being a "product-of-the-product" by using it, retailing it, and forever talking to everyone about it, you automatically and irresistibly sponsor more and better people and show those around you how effortless it is to do the business, so they will automatically and axiomatically do the same or more.

One of the companies that I became the number-one salesperson for and number-one recruiter for sold nutritional products.

They had a product that ended constipation naturally. I had the problem. I knew that most entrepreneurs were stressed out to the max, which resulted in impacted ascending colons.

My product talk was simple, and it worked every time I worked it.

I enthusiastically and expectantly said to my friends, relatives, clients, and everyone I talked to: "May I tell you what happened to me and what I just discovered? Stop me if you don't want to hear it." (I think I always got the green light to tell my story.) "I just discovered that if you are having healthy bowel movements, they should be "fluffy floaters that are fawn colored, and about a foot long. At your best and most normal, you have three choo-choo trains of food go into your body per day. The question is do you have three healthy choo-choo trains of waste come out of your body per day? I admit I did not until I discovered this product."

Then, I shut up. Invariably, they asked what the product was (the company and product no longer exist, unfortunately), and I told them and sold or enrolled them.

I got teased about talking about poop, but people listened to my stories and bought and signed up. I was paid exceedingly well, was gifted with a BMW Z3 the first year and a Rolls-Royce Silver Cloud 3 the second year, and won every international trip that they offered with all expenses paid, living in the best suites and staying in the best cabins on cruise ships. So, I know from experience that it pays and pays and pays to master your opportunity and product talk and combine them together.

It pays and pays and pays to master your opportunity and product talk!

If you stay tuned in, turned on, and motivated by attending seminars, listening to motivational, educational, and inspirational tapes and CDs on your iPod, you will stay on fire. Shut off television and especially the news and newspapers. Your mind needs to be tuned into the channel of uplifting and inspiring possibilities. There is no end to self-improvement, growth, and development. Your excitement and enthusiasm radiate to and through your team.

The story at first can be someone else's experience or story that you repeat until you have your own that works every time you use it.

About the Author

Roice Krueger was a co-founder of FranklinCovey, the world's largest training and education company. Amazingly, Roice has consulted for 80% of the Fortune 500 companies. Those companies know that Roice delivers the goods, and they continue to beat a path to his door when they need help! Visit Roice's 101 E-Book Library at <http://www.IdeasThatCanChangeYourLife.com>.

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