



## **7Ups**

### **to a Successful Downline**

**While people are still listening** to the network marketing business presentation, before they've even agreed to join, they begin to picture themselves as leaders or at least as people who will one day have followers. Success in network marketing requires followers, either representatives or customers or both.

So what is the best way to build those downline followers once you join a company and begin attracting people? I believe the best way to build a team is by first playing team yourself; that is, working for the good of the group that isn't your downline. Do what you'll want your downline to do when you're the captain of 1000 or 10,000 distributors.

Another way to say it is, "The best way to be a good upline is to be a good downline." Taking this posture allows you to position yourself in your own mind as a leader from the very beginning. You're not working your way up from the bottom; you're starting at the top and building down. **You build down by building up.**

Here are some pointers for achieving an ideal downline by first being the ideal downline.



**Show up** — I'm not the first one to say that half of success in network marketing is just showing up, but I will clarify that you must show up consistently. Show up for all the events you want to develop leadership in. By becoming the person your upline can count on, you become the person your upline will count on. Do I need to say "participate"? You get few, if any, points for sitting in the back or holding back. Be both seen and heard (humbly, don't take over!).



**Pay up** — When you're in a position to derive individual benefit from your upline, such as personal coaching, pick up the tab. If it's telephone coaching, you place the call or give your upline your toll free number. If you're meeting over coffee or lunch, you pay—even though your upline could probably buy and sell you several times over. If your upline comes in from out of town, offer to drive them to the airport or around to their appointments.



**Bring up** — Tell your down-line everything your upline tells you about the business. Don't assume your upline is working your group for you, teaching your whole downline what they're teaching you. Bring up notices of events, announcements, changes, etc. And bring up your downline to your upline; introduce them one way or another as soon as possible. Help everyone know everyone and keep the information exchange prompt, clear and concise.





**Talk up** — Enhance your up-line's image at every opportunity. Speak only positive and do it as often as possible to everyone: down-line, cross-line, prospects and friends. Do the same about the company, the products, the literature and company tools and the events. Talk up each component in turn so that whatever you're pointing out to your prospects or downline as the next part of their process sounds like the most important thing on earth.



**Listen up** — It is possible that even more can be accomplished by knowing when not to talk than by knowing what to say when you're talking. For the networking professional, there are many opportunities not to talk. When you put your prospect in contact with someone for a three-way call or meeting, after a short, cordial, exhilarating introduction, shut up and let the expert work. Don't undo all the edification you've done of your upline by butting in, changing, correcting or adding to the conversation. Ever. You can add anything that needs to be added at a later time.



**Hang up** — Another good time not to talk is after your upline has just answered a question for you or done some personal coaching. Take it in, write it down, thank them once and get off the phone or end the meeting. Let them get back to their busy lives helping dozens like you as well as building their own businesses. Make it a goal to end every conversation only one time. This is almost a lost art. Yes, your time together is sweet and you wish it could last forever. Cherish it by putting into action what you've just learned, not by keeping your upline engaged while you go over and over it, thanking them, saying good-bye, telling them again why this will be so valuable to you, saying good-bye, then asking another question. Move on already! One ending.



**Move up** — Your growth will be almost automatic when you show up, pay up, bring up, talk up, shut up and hang up consistently. You still have the job of sponsoring, but you have your up-line's attention and that's the first step in getting their help. Secondly, many of the people you sponsor will do just exactly as you're doing. That will make them a joy to work with. You'll spend very little time in training and management, thus saving your strength for your real work of getting your message in front of new people. You can do it, I know you can. Then I will see you at the TOP!

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