

7Ups

to a Successful Downline Organization

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 also. Success in network marketing requires followers, either customers, representatives, or both.

So what is the best way to build those down line followers once you join a company and begin attracting people? I believe the best way to build a team is by first playing in a team yourself; that is, working for the good of the group that isn't your down line. Do what you want your personal down line organization to do when you are the captain of 100 to 1,000 to 10,000 plus distributors/associates strong.

Another way to say it is, "The best way to be a good up line is to be a good down line." 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 down line by first being the ideal down line.

Show Up - I'm not the first one to say that half of success in network marketing is just showing up, yet I will clarify that you must show up consistently and be present. Show up for all the events if you want to develop and be in leadership. By becoming the person your up line can count on, you become the person your up line 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 success line, such as personal coaching, pick up the tab. If it's telephone coaching, you place the call or give out your toll free number to the support up line. If you're meeting over coffee or lunch, you pay - even though they could buy it and or out sell you several times over. If your up-line 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 support up line tells you about the business. Don't assume your up line is working your group for you or teaching your whole down line what they're teaching you. Bring up notices of events, announcements, changes, etc. Bring up your down line to your support line; 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 support 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, company tools, and the events. Talk up each component in turn so that whatever you're pointing out to your prospect or down line as the next part of their process sounds like the most important thing on earth.

Listen Up - It is possible that 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 where you should not talk. When you put your prospect in contact with someone for a 3way call, or a meeting, after a short, cordial, exhilarating introduction, *shut up*, listen up and let the expert work. Don't undo all the edification you've done of your support up line 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 up line 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 up line engaged while you go over and over it all, 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. Hang up!**

Move Up - Your growth will be almost automatic when you show up, pay up, bring up, talk up, shut up, listen up and hang up consistently. You still have the job of sponsoring, yet you have your support 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 the real work of getting your message in front of new people. You can do it, I know you can. Then I'll see you at the TOP!

Remember, if it is meant to be, it is up to me! Yet, a little help from a good support up line; along the way, can't hurt!

Successfully,

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