

The Nine Basics You Need to Understand in Order to Succeed in MLM – Interview with Jeff Babener

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Hi. I'm Jeff Babener. There are some basic things that you need to be willing to do in order to be successful in network marketing. Are you doing the basics? Is your downline doing the basics? Are you prospecting people who are willing to do the basics to succeed?

To answer these questions, here is a list of what must be done to become a successful network marketer: 1) Meet People. This is a people business. To be successful in network marketing, you have to let your hair down and mix it up with other people. The only way you'll make sales, or find recruits for your sales organization is to get out there and rub shoulders. If you're not a people-person, this business probably isn't working for you. So, I would encourage you to learn and develop your *people skills*.

2) Believe in your products. If you don't use the goods or services your company offers and you don't sincerely believe that you're doing people a service by offering these things to them then it will show up in your sales. You need to be the type of person who can get enthusiastic about sharing goods with others.

3) Be patient. Network marketing is like any other activity. You have to give it time. When you find a good company, you should give your new business at least two years to succeed.

4) Attend company training programs. Many companies have high quality training programs to teach you how to sell the products and how to recruit new distributors. If you want to be successful in this business then you must be willing to take advantage of ongoing training opportunities. And, incorporate what you learn in your daily operations.

5) Work with your sponsor and work with those you sponsor. A network marketing sales organization is very much like a family. When you first join a company, you're like a child who should be anxious to learn the ropes from the person who sponsored you. As you learn and gain experience you should actively work with the distributors you sponsor. And help them to do the same for the people they sponsor. The more success they achieve the more success you will achieve.

You must be willing to help others, and be helped.

6) Think positively. You're going to be exposed to a lot of motivational speakers and materials in this business. This is true of any sales business. Some may be useless and frivolous, but some will put you in the right frame of mind to succeed and help you keep pushing ahead when things don't go smoothly. Remember this business isn't a get rich quick scheme. There will be hard

work. There will be rejection. If it takes ten presentations to make one sale then you'll have to wade through nine rejections. If you're the type of person who can maintain a positive attitude then you'll have an advantage in network marketing.

7) Get organized. To enjoy success you must be able to get down to business by being organized and methodical. Make good use of time planners or use your home computer for tracking customers and recruits. Set aside a place in your home that is only for business. ([This is also great for tax preparation!](#))

8) Be loyal. Don't become a *multilevel junkie*. Some distributors fail because they bounce from one network marketing program to another. This is a prescription for failure. While many successful distributors may be involved in promoting two or three direct selling product lines at once, the most successful distributors are those who focus on promoting the products or services of a single network marketing company over a long period of time.

Make a commitment to your program and stick with it. Loyalty pays.

9) Work! Network marketing is not a quick, easy path to a lifetime of prosperity, nor is it a free ride to wealth that requires absolutely no effort on your part. It doesn't work that way. In fact, it doesn't work at all unless you do. You have to devote time and effort to it, especially in the beginning.

It can pay huge rewards, but regardless of what anyone tells you, you have to work for them. If you remember these nine things that network marketers have to do to succeed, and do them, this business may bring you great rewards. You should also consider how willing your downline and your prospects are to do these nine things as well.

Good luck! And thanks for spending your time with me, Jeff Babener.

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[The Top Two Reasons Why MLM Companies Fail](#)

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[Passion, Patience, Persistence – Attitude in Direct Selling](#)

[Four Factors that Make a MLM Company Successful](#)

[Explaining Your MLM Company to the Public: Answering the Hard Questions](#)

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And, as always, visit [MLMLegal.com](#), the best MLM resource on the web. The next ***Starting and Running the Successful MLM Company Conference*** is quickly approaching! On February 21st and 22nd, 2013 we are hosting the [MLM Conference](#) for the 25th year! This is now our 63rd annual conference (held almost consistently three times per year over the last 24 years). All executives/owners of MLM, direct selling, network marketing, and party plan companies are

welcome to attend. This is the *original* [MLM Startup Conference](#), hosted and perfected by direct selling industry expert, [MLM Attorney Jeff Babener](#). Call 503-226-6600 or 800-231-2162 to register. Ask Charity how to get a discount! (Can't make this event? Keep an eye out for our May and October conferences as well.)

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Jeffrey Babener
On Assignment

On any given day you can catch [Jeffrey Babener](#) lecturing on Network Marketing at the University of Texas or the University of Illinois, addressing thousands of distributors in Los Angeles, Bangkok, Tokyo and Russia, or writing a new book on Network Marketing, an article for Entrepreneur Magazine or a chapter for a University textbook. Over two decades he has served as marketing and legal advisor to some of the world's largest direct selling companies, the likes of Avon, Nikken, Melaleuca, Discovery Toys, NuSkin, and he has provided counsel to the most successful telecom network marketing companies...Excel, ACN, World Connect, ITI, AOL Select and Network 2000. An active spokesperson for the industry, he has assisted in new legislation and served on the Lawyer's Council, Government Relations Committee and Internet Task Force of the Direct Selling Association (DSA) as well as serving as General Counsel for the Multilevel Marketing International Association. He is an MLM attorney supplier member of the DSA and has served as legal counsel and MLM consultant on MLM law issues for many DSA companies.

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