Presenting MLM Style

In every MLM career, there comes a time when you have to make a presentation. This presentation could be to sell a product, explain the marketing plan to a prospect, or conduct a training session at the monthly regional meeting. It could even be a simple one-on-one meeting with your down line to help them along. Regardless of the setting, it is important to have your presentation worked out to some degree before hand so you can achieve the results you want.

When preparing a presentation, start by determining what you want to achieve with your audience. If you are selling a product, your primary aim is to have the customer buy. If presenting your compensation plan to a prospect, your primary aim is to have them sign up. Don't get confused.

Too often I see people trying to sell a product, and when they don't make the sale they try another product, or go onto the compensation plan. Anything to get a sale!

Unfortunately, this smacks of desperation, and not a professional presentation. Sure there will be times when you can sell a product and move into a plan presentation, or completely miss the sale of the product but can sell them on the plan, but these are not the norm.

Likewise, if you are presenting the compensation plan to a prospect, don't start selling your latest product during your presentation. Sure, products will form an important part of any presentation, but there is a difference between mentioning them as the source of income and asking them to buy some there and then.

If you start selling your product halfway through a plan presentation, the prospect may take this as an opportunity to break your presentation. This will make it difficult finish the way you want. You will end up jumping from selling your plan, to product, and hopefully back to the plan again. This does not make for a smooth presentation.

If it is an important part of your plan to have the prospect buy products upon joining (and it should be), follow the order – make them a member (complete the plan presentation) and then get them the product (complete the product presentation).

Once you have decided what your objectives for your presentation will be, look at what you are selling from the customers' point of view. This is feature/benefit selling at its most basic. The features provide the benefits, and this is what people buy. A feature of a car is the breaks; the benefit is being able to stop.

Most people look at the feature and benefits for the products that they are selling, but how many do it for the plan as well? What are the benefits of the plan that a prospect can get a firm grasp of there and then? A bonus cheque from 7 generations deep certainly provides a great benefit to the bank account, but it can also take a long time to create. It is not something that they can benefit from today! Today's benefit may be reducing cost of the products they are already buying from you or an additional $100 per week from showing products to their friends.

Once you have determined the full rang of benefits of what you are selling, it is important to determine the most appropriate ones to use. Don't try and mention all the benefits straight up. If you do, you'll have nothing left in reserve. Then were do you go with objections?

Also, don't use the same benefits on all your prospects. After all, what is important to a 40 year old, single mother of 3 looking for extra income is going to be different to a 20-something who is looking to set themselves up for life.

Once you know your benefits, you can construct an opening to your presentation that will lead into your benefits. These may be a few carefully chosen questions based on your overall objectives. If you are presenting a product, the questions might be about the products your prospect already uses. If you are presenting the plan, you might ask how they see their financial situation in 5 years time.

When opening any sort of presentation with a question, be prepared for the answer you don't want. This doesn't mean having your list of "objections beaters" ready, but rather being prepared to adjust your presentation to accommodate the answer. After all, if you are spending your whole presentation trying to quash the next objection, you are not selling your benefits.

These same rules for preparation apply when it is your turn to deliver the training to your down line. When preparing the training, start from the end of the session and work back. What is it that you want your audience to know at the end of the session? What is going to be the best way of getting that training across, and what will be an appropriate way to open. Once you know these key elements, it will be much easier to prepare and deliver.

Although we don't think of one-on-one meetings as formal presentations, they too can benefit from being prepared in the above manner. By having predetermined objectives for your next one-on-one you can save massive amounts of time. This is especially useful if you have some one in your team that just like to meet for the sake of meeting!

Before your next one-on-one, determine what your objectives will be. Will you be giving some prospecting tips, explaining the latest improvement to the marketing plan or helping to set some solid goals? By knowing what you want to cover, and how you want to cover it, you can have greater control over what happens. This can often give the all-important 'out' when need one.

By having the understanding of your presentation that these steps give, you will have more control over your outcome. And after all, that's what we all want.

Next edition I will be looking at how to use the right mix of emotions and logic in your presentations so people not only buy, but to come back for more! MLM

Darren Fleming (B.Psychology) is a champion speaker and trainer. He has over 10 years experience in coaching public speaking and presentation skills. From selling vacuum cleaners door-to-door through to presenting and training for multinational companies, Darren has experienced the whole gamut of presenting. Today, Darren takes his skills to companies seeking that competitive advantage.

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