

Methodology for business development

Why do we need a methodology? You may ask...

- What is that successful people do differently?
- How could you achieve more?
- How do people achieve their dreams?

At first glance it might seem like luck, talent, innate ability or pure chance. The truth however is that anyone can achieve success by observing, learning and replicating the proven and successful strategies, that have lead others to success. This is the basis of personal development, a model that the MLM systems apply in a well structured form.

The MDN model for business development serves as a model for financial growth, one that can be fallowed by anyone with systematic, step by step application.

These steps function just as well separately or as a system. Realizing them requires dedication, learning, practice, and bring a well deserved sense of achievement and satisfaction.

Applying the method in the MLM system made many feel like their creative drive and ability to achieve are infinite. As a conclusion our wish for everyone is to achieve their GOALS with the application of the METHOD.

1.Goal

Efficient people have well established goals. This can not be said about the majority of people though, on the contrary, most people have a vary vague idea about their goals. Talking about dreams, aspiration, wishes, ideals without a concrete image of what they represent.

What is a goal?

If aspirations are abstract inclinations, dreams are an ideal image of a possible future, goals are **concrete, specific and measurable**.

For example, if someone's aspiration is to become successful, then a possible goal would be a certain monthly or yearly income, number of business partners, percent of business growth or something similar. With other words a goal is an instrument and a final result, so use it knowing that there are multiple ways to achieve what you desire.

Goals can be set in any aspect of life: family, career, business, health, personal (passions, experiences, places to see, people to meet).

Why are goals important?

- Goals help you conserve your time, making sure you don't waste it on useless activities.
- When you lack goals you lack direction, and therefore you could end up anywhere. Well established goals prioritize your activity and give you a standard to measure you progress, they remind you of what you need to do and motivate you.
- Goals give energy and direction, they train you and sometimes motivate you to better yourself, to learn new skill and acquire new abilities.
- A goal successfully achieved gives you a sense of satisfaction, others give you experiences.

How to set goals?

Achieving a goal starts with its formulation. Knowing this, it is important to take into consideration the following aspects:

- Specific and concrete. It should mention exactly what needs to be done, so you know exactly what you have accomplished.
- Measurable and formulated in the present.
- Attractive. The thought of reaching the goal should excite you, and create a positive emotion. Keep in mind that emotions urge you to take action.
- Realistic and responsible. You should know that it is up to you and only you, and there have been others who did this before you.
- Timestamped. You need to be able to track your progress in time.

As an example instead of saying “I want more money.” formulate it as a goal: “I have X monthly income and I want Y amount in a certain time frame.”
Every step taken brings with it the energy to go forward, look for the next one.

“Whether you think you can, or you think you can't – you're right.” – Henry Ford

How to reach your goals?

The essential thing to focus on:

- Attention. Concentrate on the things you want, not on the things you want to avoid. Keep your mind focused on your goals at all times.
- Fate. The feeling that you can realize your ambitions gives you a sense of security and safety. Develop your confidence on every occasion.
- Action. It is said that you can achieve anything with a positive attitude. This is only partially true. Without efficient and persistent action you can not have reliable results. The process goes: GOAL-ACTION-SUCCESS-CONFIDENCE in this exact order. You can not start at the success part, as that is strictly after goal and action. Following this road you will accumulate experiences that will guide you further.

When you have set your goals, and you know “WHY”, then the next question is “HOW”. The practical part begins with gathering “CAPITAL”, which means writing a list of your contacts.

2. List of names = Capital

It is true that if you do not have a goal, you do not have motivation to work, and if you do not have a list of names you do not have what to work with.

Developing any business starts from the number of contacts. There are many marketing and sales strategies which teach us how to increase the number of our contacts. The reality of the matter is though that we can not really increase this number directly, and we only really have two things to work with:

- number of contacts – how many people get to know about about your business and products, how many people can you reach directly, on social media, other websites or at meetings
- conversion rate – how many of those who you can contact choose to become partners or buyers

The number of your clients therefore is the number of you contact multiplied by the conversion rate.

Why do I need a list of names?

The list of names is your primary instrument for working in MLM in order to set up your contacts. It is used for the preparation of invitations, keeping track of meetings, planning presentations.

Who do we put on the list?

The general recommendation is to add everyone, without prejudice to avoid depriving someone of the business opportunities. Categorization is not recommended and is the enemy of MLM systems.

To begin your activity arrange the names this way:

- neighbors
- colleagues
- possible acquaintances
- the places you frequent daily
- members of the clubs you are part of
- participants to events
- programmed meetings
- relatives, friends, past colleagues
- specialists, institutions, factories
- recommended names

The list of names remain open, so you can add more names to it later. Do not throw away a list. At the start everyone can make a list of 150-200 names, a number that will grow as you conduct your activity and get to know more people. You can add to your list the names of people recommended by satisfied buyers who do not wish to develop their own network.

It is recommended to analyze your prospects by the following traits:

- **Character:** You need to be a punctual, trustworthy and inspiring leader.
- **Autonomy:** Be creative, have courage, be willing to leave your comfort zone. Be dynamic and accept the ups and downs of entrepreneurship with a strong desire to be independent.
- **Positivity:** Have a positive mindset. Enjoy life, love people, be open to new things, care about others and smile.
- **Gratitude:** People will be grateful to you and will respect your values, at the same time you should recognize their merits as well. People who strive for renown and respect are great candidates for the MDN.
- **Ambition:** Be efficient and productive in every aspect of life. Be result oriented, and always strive for more.
- **Success:** Be able to find the right balance in life between work, free time, family etc.

The KEY PERSONS in a network are those who possess most of these traits.

3. Invitation

The purpose of the invitation is to get the potential client interested and to set up a meeting for a presentation. Make it very general, without unnecessary details. The invitation can be done

through phone, personally, directly or indirectly. Your efficiency will grow if you are concise, enigmatic, understanding, observant and communicate only the necessary minimum information.

What do you need for a successful invitation?

Attitude:

- Be enthusiastic, cool, friendly and charming. Remind yourself that people judge you based on your appearance, what you say and how you say it.
- Be open and always smile.
- Have a simple and positive style that radiates confidence and joy. Remind yourself that the enthusiasm you show influences the reception of your invitation.

Adaptation to the interlocutor:

- If the invitation is on the phone, the most important thing is your voice. When you speak with a smile, you transmit enthusiasm and positivity. Additionally when you can adapt your voice and style to your interlocutors, they will feel more comfortable. With other words if they speak slow you should slow down, if they speak fast you should speak fast too etc. Adjust your tone as much as you can.
- Get to know the person you speak to and transmit the information in “their language”, meaning in a way they will find it attractive. If they are technicians, tell them about the improvements of technical parameters, if they are businessmen tell them about the possible income, if they are success oriented accentuate the possibilities, bonuses and benefits offered by the system. For the more hesitant people mention the simplicity of the system and the lack of risk.

How to invite someone?

- Before inviting someone set the exact time, date, and location of the presentation.
- Send out the invitation 4-8 day prior to the presentation, to the optimal number of people.
- Get as many positive responses as possible, keep in mind that only 75% of the people who say yes actually turn up. Ending a conversation with “I am counting on you.” will increase the likelihood of them following up a positive answer.
- Closing on the spot can be a consequence of being convincing or the person being quick at making decisions. Making an invitation after concluding a sale can increase the interest of people.
- Before the presentation, confirm their presence with a phone call. Example: “I have called to confirm your presence today at o’clock. I am looking forward to meeting you.”
- Your invitations will get better as you practice it more. Suggest to people to bring a companion, end the discussion in a positive tone.

How to react to a “no”?

- If you get a negative or evasive answer, keep your positive and uplifted attitude.
- Do not push them, nobody likes insistent people.
- In many cases a “no” means “not yet”, “I do not have enough information to see the value of your offer.”, so leave your channels open for a new, better invitation.
- You can offer them promotional material: catalogs, visit cards etc.
- If the person does not see the value in your offer, move on as soon as possible. The goal is not to attract everyone, create new needs or convince people, but to find those who see an

- opportunity in your products and business.
- Make as many contacts as possible and keep your mind on your goals. Experience has taught us that you will come across many chances to make invitations when you least expect it.

Important! Make your invitation short and to the point, max 2 minutes. Be detached from the person's excuses and possible distractions, avoid them from the start. Save time and move on.

“The size of your success is measured by the strength of your desire; the size of your dream; and how you handle disappointment along the way” – Robert Kiyosaki

4. The presentations of the Metalubs Network

Before starting a presentation:

- Be friendly when greeting the guest.
- Make them feel comfortable before the presentation, introduce them to each other.
- Show appreciation for making time to come to the presentation.
- Do not discuss the material that will be presented, leave that to the host.
- Give every participant time and attention.

Suggestions for the speaker:

- Have a professional attitude, be confident, have an elegant appearance.
- Be precise and well prepared, put energy and enthusiasm in the presentations.
- Involve the audience, ask questions, and follow the feedback.
- Add personal experiences to the information, people often get a feeling of familiarity from these and become more interested.
- Maintain the balance between the section of the presentation and the structure recommended by the system.
- When someone addresses you a question, listen carefully and give a short, to the point answer.

During the presentation:

- Take notes and encourage others to do the same.
- Carry yourself in a professional manner, keep quiet and pay attention to the presentation. This will carry over to the other participants.
- Ask questions and clarify details at the end.
- If you feel like you need to add something to the presentation, do it discretely and in a manner that supports it.
- Ask questions that channel the discussion in a positive direction and confirm the message presented.
- Interactions that relate to positive personal experiences with the products are always welcome.

After ending the presentation:

Your overall results will be influenced by the work you do after the presentation. The development of your business will be determined by how you interact with those who responded

positively and those who are indecisive.

- When a guest has reached a positive answer, you can proceed with the signing of the contract. Respecting the principles of promptitude the next steps will be taken in the following 1-2 days.
- If the guest remains undecided, offer them information and thank them for their presence. Contact them in the following days. Form a bond with them, ask questions, find out discretely their needs and wishes, and show them how your proposition can help them reach them.
- The information you provide can be in books, catalogs, descriptions, references.
- Remind people to buy what they desire not what we offer. Believe in the suggestive power of the Metalubs presentation.

Be persistent, not insistent!

5. Recruitment

Suggestions to achieve good results:

- Look for those guest who you gave information to after the presentation.
- Be concise, punctual and frank.
- Suggest that you are in a hurry to justify your short and to the point answers. Let the other person speak, ask questions and pay attention to the answers.
- Be detached and give them space to make their own decisions. Be contained and in case of delays offer them additional informative material that you “happen” to have.
- Many will start their activity only after several invitation and presentations. Be persistent.
- In the case of a negative answer, express your surprise and offer the Metalubs products for purchase, which are excellent for increasing performance, efficiency and safety.
- The person who used the product and is pleased with it will become a loyal costumer and will recommend the products other.
- End every meeting leaving a good impression. Remember that people do business with people they like.
- When you get a positive answer, go over the details of the deal again then ask them about their goals and future aspirations.
- Tell them about what is next and encourage them to bring in more people.
- Help new partners set up the following: 1. Goals, 2. List of names, 3. Invitations, 4. Time and date of presentations. With this you are introducing them to planning, organization and network building. Encourage them to ask questions, answer correctly and to the point, gaining trust and laying the foundations of a mutually beneficial relationship.

6. Personal development

Why invest in personal development?

Many people wish to gain wealth and success but fail to realize that what they have is the result of who they are and what they do. People ask themselves how is that others can do it while they feel stuck. They find excuses in luck, chance or talent, when the reality is that everything depends on their attitude and mindset.

Keep in mind that your business will never develop if you do not develop yourself.

Invest more in yourself than in your business!

What methods do you have at your disposal for personal development?

- Read books and articles about personal development, communication, efficiency, productivity, leaderships, sales.
- Listening to audio books is an excellent way to make use of your time while driving.
- Watch videos and attend conferences.
- Observe those who have achieved success and learn from them.
- Attend courses and seminars. Remind yourself that the information is out there, you only need to apply it.
- Teach others! Share your knowledge with others, organize presentations, recommend materials and resources.

Use the development of your business to develop yourself as a person because on the road to success you will gain many experiences, abilities, relations and resources which will stay with you for the rest of your life!

“What you achieve with the completion of your goals is not as important as what you become because of them.”

7. Building a network

A well developed network that works on its own is a source that generates income even without the permanent presence of the leader. This can only be achieved with discipline and planning.

What matters in a profitable network?

- The width of the network is the priority as that increases the income.
- The depth of the network increases its stability.

The network members get commissions for organization and sponsorships, according to the difference in level. The goal is to motivate all the partners to bring in and help new members.

What are the qualities of a good network leader?

- Open, friendly, full of energy, patient
- Always strives for win-win deals
- Has a motivating and inspiring presence

The perfect candidate for network leadership is confident, observant and always willing to learn. Has a positive mindset, takes risks, shares responsibilities and tasks with others. A leader with these characteristics will experience a dynamic and quick growth in business.

Similarly it is also beneficial to have a meditative, trustworthy personality, as the network can be built on foresight, quality; a slower but safe development.

How do you build a network in MDN?

When building a network it is very important to understand the advantages provided by MLM systems. Multiplication represents mutual help, limitless possibilities and freedom in developing a network. The success is directly correlated with the balance we achieve between freedom and obligation.

- It is recommended to start with a width of 10-15 people. If only 20% of your collaborators are active, raise the numbers in correlation to your scopes and possibilities.
- Start the construction of a quality network with active partners. Help them compose their Goals-Name list-Invitation, and share their example at presentations.
- Encourage new members, granting them a sense of achievement from the beginning.
- Continue by giving them new tasks, followed by a subtle and periodic controls.
- Give them perspective, preparing them to be key people at leader level.
- Motivate and lead through example.
- In case of a negative outcome encourage them to learn from the experience.
- When your way of thinking is determined by the appreciation for MDN and the feeling of belonging, you will see that reflected on the level of your group – you are ready to become a key person, ready to be a sponsor.

Remember: your business will grow with your enthusiasm!

8. Sponsorship

Many of those who become key persons have the tendency to stop their activity when the work becomes difficult, just before they could get more substantial results.

In the MDN, many have reached level 4, building their network as an auxiliary activity, but in order to gain significant amounts, more is needed. At this moment most key persons in the network have Metalubs as their main and exclusive activity.

What do key persons do?

1. Do at least two presentations a week.

Those, who present their business open channels toward interested persons, buyers, consumers and happy partners. Every experience and small success is essential to advance on the ladder and get closer to your goals. Two presentations a week will result in 8 for a month and 96 for a year.

2. Use all the Metalubs products

Knowing the products and how to use them is very important. Personal experiences matter a great deal when you present or recommend something. A presentation coupled with personal experiences increases your credibility, radiates trust and stimulates others to test the products.

3. Serve at least 10 costumers

- Attract costumers at presentations.
- Gather and maintain a stable group of consumers, keep track of them and provide all the information they need.
- Keep your costumers loyal by turning them into fans. Be at their disposal, surprise them with little gifts, thank them for being Metalubs clients.
- Call them periodically without the intention to remind them to buy something, turn them

into friends and ask for their recommendations.

Keeping the difference between the partner and final price, will provide an immediate profit for the partner. Offer the consumers the option to become partners and buy at reduced price, but if they choose not to, give them products exclusively at final price.

4. Listen and watch the recommended material

These contain stories about successful people and success in an authentic and motivating way. Invest time in your personal growth.

5. Read personal development books at least 15 minutes every day

The difference between the person you are today and the person you will be in five years is determined by the people you meet and the books you read. Seek answers, train your mind, relax and remind yourself of the things that have slipped your mind. The lectures will help you correct your mistakes and show you the way to self confidence and personal growth.

6. Accept any task

Believe that practice makes perfect. Do not differentiate between task, it is better to seek and complete everything diligently.

7. Understand and transmit information

Be sure to transfer knowledge in an authentic way to those who follow you. Teaching others opens and extends your possibilities, and the success that comes from implementing the knowledge is very satisfying.

8. Be a team player

Pursuing personal interests only works on the short run. Satisfaction comes from success in a team and the willingness to contribute and help others. Completing and sustaining each other is the source of power that helps overcome any obstacle.

9. Participate in every event

Events are a great framework to grow our business and our personality. These offer the possibility to receive suggestions, to exchange experiences and opinions, to meet new people and identify new possibilities. Events always hold surprises, you will hear or see something unexpected or new. The lecturers always transmit valuable information and experiences which can be passed on by the leader through the organization at a future meeting.