



Marketing Secrets for Consistent Network Marketing Success

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During this presentation you will discover the **MARKETING SECRETS** that have helped shape my success over the last 20 years, and how they relate to building your Viv business.

Consistent Success Starts with Mindset.

CONSISTENCY SECRET 1:

This is your business so treat it like one.

Would you fire or promote yourself?

REVEALING QUESTIONS:

Are you setting a good example for Consultants on your team?

Are you being the example you want to attract?

CONSISTENCY SECRET 2:

Set Daily Must Do's. NOT "Goals" but "MUST DO'S." I like to write down the 3 activities I "MUST DO" in my business each day that when accomplished equal a good day.

Write your list the day before so you wake up with intention.

A **STICKY NOTE!** Keep them attainable. Remember, you **MUST DO THEM!**

CONSISTENCY SECRET 3:

SYSTEMS = Consistency!

REVEALING QUESTIONS:

How do you develop customers and consultants?

What's the process of discovery look like?



DEFINE YOUR PROCESS OF DISCOVERY (4 ELEMENTS) – What is each person going to experience that will allow them to make an informed decision & have a good experience?

1. **INTRODUCTION:** (first date) K.I.S.S. (YES QUESTION) - Would you be open to the idea of lowering your monthly bills? My business can do that for you. We negotiate your existing bills for you, and only get paid when we produce savings. This is 100% RISK FREE. If we don't put money in your pocket, we don't get paid.
2. **SUPPORTING EVIDENCE:** (social proof/stories) – Automate a lot of this. People's attention is splintered so use a trickle effect: "Every point of contact is a point of sale." Stored energy! **Building a case and trust to overcome objections and skepticism. **RELATIONSHIP BUILDING.**
3. **CLEAR CALL TO ACTION:** Where do they go to take action? Are you making it easy for people to take action and are you asking them to? Ask for their business and make it easy for them to take the next step at all times.
4. **CUSTOMER SERVICE:** How do you support your customers/consultants after they say YES? Do your customers know how to upload bills? Do your consultants know how the process of discovery works? Double down to make sure.

Think about these 4 elements of your process of discovery.
If you don't know, get with a leader and get answers.

This is the foundation of your success. **DEFINE IT!**

RELATED CONCEPTS:

STORED ENERGY – Who you can influence/who they can influence. (Email Lists, Followers, Subscribers, Mailing Lists, Relationships)

STORED ENERGY ACTIVATION – Ask for referrals: "Do you know anyone else who would like to have more money at the end of the month?"

YOUR VALUE PROPOSITION: (WIIFM) You will keep the services and vendors you love, but have more money in your pockets at the end of the month.

NOTES:
