

INTRODUCTION.

The **basic** training included in this manual is not a new system and not a “what to do” but a “how to” programme. This assists the business builder to teach an M.S.M. system using a proven show and tell method. The manual was written as there are so few “how to” training programmes available. To assist the new distributor to make important attitude and possibility thinking changes some simple aspects of personal development are also included.

This show and tell method **requires one on one teaching, not group teaching**. The teaching covers duplication and its power to grow the business. The significance and importance of duplication should be stressed as it is the real power that grows the business.

Stage 1 & Stage 2 have been written in point form and can be used as a check list. Stage 1 begins at the point where new distributors are enrolled as training should be commenced early. Stage 2 will get them started sponsoring, and conducting home presentations. Stage 3 on covers more advanced items including goal setting, affirmations, using time effectively, communication, how to conduct a business presentation.

According to industry statistics the average distributor enrolls only 2.5 distributors. As a consequence the amount of income earned by the average distributor is negligible. For some distributors that's Ok because they joined to buy products at wholesale price. However, many joined to earn a defined income and have not succeeded. This results in disappointment for the sponsor and new distributor. These repeated personal failures over 40 years have produced a false belief about the validity of Network Marketing.

Network Marketing in the past has concentrated on sponsoring many in the hope of finding an active person with guts, drive or the desperation strong enough to withstand the setbacks. This method does not provide the average person with sufficient personal training and encouragement to overcome the early setbacks of the business. Mutual Support Marketing with its mutual support qualities and “how to” training has a different emphasis - competency based training. “How to” training complements all the usual, training and special event meetings provided by the group and the company.

It's true that most people do not succeed because they fail to practice the simple tried and tested activities of MSM. First there is a reluctance to come to terms with the difference between MSM and their current method of earning an income, a job - exchanging their time for money. Unpractised critical activities are the list of 100 names., initial contacts, follow up calls, effective presentations and enrolment, Then - duplication - teaching others to do the same. This requires person to person training and basic “how to” guide lines

The manual is not complete in itself and requires the input of a teacher familiar and practiced with the manual, role play, scripts and above all an ability to do it. **If you can't do it yourself you will not duplicate**. Duplication cannot be achieved by giving the manual to a new distributor. The same can be said for all the other critical duplication aspects. Diamonds ♦♦ indicate all the critical sections and points in the manual.

This basic training should not be varied until the new distributor can use these simple principles and methods proficiently. Personal style can be included into the basic methods when a good level of competence is achieved by the new distributor.

Regardless of the new distributors objective - \$200.00 per month, annual holiday, replacement income or financial freedom the same “how to” method will need to be used.

The methods are proven and successful but it's up to **you**, make a commitment to yourself now to - duplicate, duplicate, duplicate.