

## FORGET THE “X” FACTOR – GIVE YOUR FM BUSINESS THE “E” FACTOR

I’m not a network marketer. I’m a semi-retired Finance Director. These days I’m a business analyst. I make a living studying peoples businesses, introducing financial systems to monitor their performance, analysing the trends, and developing future plans. Jan loves networking, in fact in the late 1980’s she did very well indeed with a number of fragrance companies. We’ve been together since 1994, and have been looking for a suitable network marketing opportunity ever since.

Reviewing many network marketing opportunities over the past fourteen years, has led me to a startling conclusion. Many of today’s apparently successful Network Marketing businesses are not built on success they are built on controlled failure. They not only accept failure as a possibility – failure is actually built into their plans. They call it playing the NUMBERS GAME.

When I think of the numbers game approach, I can’t help thinking about the trench warfare in the First World War. The Generals sitting in their tents, sipping port, and discussing clever strategies, whilst the enlisted men went “over the top”, hurling themselves at the enemy guns to gain a few hundred yards of ground. Their cunning plan ? Throw enough troops at the enemy trenches, and eventually some will get through.

Just like trench warfare, the numbers game has one major drawback – the casualties.

One key difference between trench warfare and the numbers game, is that whilst in trench warfare the casualties – for obvious reasons – remained largely silent, in the numbers game the casualties become increasingly vocal.

They don’t blame themselves, they blame the product.

They don’t blame themselves, they blame the plan

They don’t blame themselves they blame the company.

They blame their upline. They blame their downline.

And most of all, they don’t blame themselves, they blame you !

Network Marketing is a people business, and to build a solid business you need to build genuine, solid personal relationships. Playing the numbers game with families, friends, work colleagues, in fact everyone on your “everyone I know” list, won’t help you build more personal relationships, but it could certainly help destroy quite a few.

And why make it difficult for ourselves ?

This business relies on the recommendations of satisfied loyal customers to endorse and buy its products, and just as an unhappy, dissatisfied customer is a bad advertisement for our product, so an unhappy, disgruntled ex-distributor is a bad advertisement for our opportunity.

Perhaps we might consider another way ?

I’m not saying that mine is the right way. I’m not saying mine is the only way. I’m not saying mine is a better way. I’m just saying mine is a different way.

It is a way that will not only allow me to achieve my goals, but will enable me to sleep soundly in my bed, and when I look in the mirror, not hate the person looking back.

It is a way developed over the past twenty years building, training and managing effective project teams for large and small businesses in many industries. It is a way developed out of necessity as the demands of our investors changed.

For years the Sales department was king, the investors were only interested in the sales figures, and so they played the numbers game.

RECRUIT - RECRUIT – RECRUIT

SELL – SELL - SELL

But in recent years the investors have become more cost conscious. Now they are more interested in the real cost of obtaining a customer, and the cost of recruiting and training staff.

Now we have a new mantra :-

RETAIN – RETAIN - RETAIN

The numbers game is a well trodden path. In the words of Ralph Waldo Emerson :-

*“Do not go where the path may lead, go instead where there is no path and leave a trail.”*

Most people join a business like ours because they want to change their lives, but are they clear as to what that means ? Winston Churchill once wrote :-

*“You make a living from what you get, but you make a life by what you give”*

Building your FM business will take some **EFFORT**, but it needn't be a struggle – not if you have a brilliant team out there to help you.

So how do you build a brilliant team ? How can you give your team the **“E”** Factor ?

If you've read any networking books written over the past fifty years, you'll be familiar with these two words.

## **LEVERAGE** and **DUPLICATION**

Let's look at the concept of **LEVERAGE** first.

When people talk about leverage, they often quote the American millionaire John Paul Getty.

*“I would rather have 1% of 100 men's efforts, than 100% of my own”*

Or the words of Archimedes, who was perhaps best known for leaping out of his bath, shouting “Eureka”

*“Give me a lever long enough, and a fulcrum on which to place it, and I will move the world”*

These two quotes have become so well used over the past thirty or forty years, they have almost become well worn clichés. But, lets take a closer look. Are we talking about just any lever or fulcrum here ?

If I want to move a large rock, would a thin cane make a good lever, or an egg make a good fulcrum ?

You see your team is the lever, but **YOU** are the fulcrum.

If you want to learn how to build a brilliant team, then first you need to learn how to be a brilliant leader.

To give your team the **“E”** factor, you need to lead by **EXAMPLE**

This is the real key to duplication.

Because your team will not always do what you tell them to, they are more likely to copy what you do !

And remember, our aim is to create a network of **INDEPENDENT** distributors, not a network of dependent distributors.

The greatest leaders are the ones who create the largest number of leaders, not the ones who create the largest number of followers.

The aim of **LEVERAGE** is to **DUPLICATE** your efforts not to dissipate them.

So, if you want your team to have the **“EXTRA”** factor, then you first need to develop the **“EXTRA”** factor yourself.

If you are not happy with the way your team is working, then perhaps you need to look at the way **YOU** are working

Do you talk to your team ?

Or do you communicate with them ?

Talking is a one way process.

Communicating is a two way process.

It involves both speaking and listening.

Someone once told me :-

You have two ears and one mouth – learn to use them in equal proportion.

The same person also taught me an even greater lesson – there is no “I” in team

They taught me that it is actually far easier to get a person to work with you, than to work for you.

They taught me that whilst you can manipulate people, only they can motivate themselves

Because you can't be with them 24 hours a day, seven days a week.

Some Network Marketing leaders use the “carrot and stick” approach, which was also used by some of my bosses in my early career. They work on two basic emotions, greed and fear. The promise of greater rewards, and the fear of losing what we already have. It might work for a while – until someone comes along with a bigger carrot – or a bigger stick.

For the first twenty years of my career I couldn't understand where I was going wrong.

I chose people with the right experience and skill sets. I trained them well in all aspects of the job. I gave them a clear set of instructions, and a monthly timetable to work to.

So why was I always the first to arrive and the last to leave ? Why was I working six or seven days a week, and taking work home ? Why the minute my back was turned, were they talking amongst themselves, doing the crossword, or calling home for a chat ?

Because I hadn't built a team. I'd talked at them , I hadn't communicate with them. I'd told them what I wanted from them, but I hadn't listened to what they wanted.

And why should I ? They were getting paid weren't they ? They had a job didn't they ? If they were considered really useful to the company they might be offered more money to motivate them, if not they were threatened with the sack if they didn't shape up ! Of course the really useful ones quickly moved on, usually for more money still.

And where had I learned this wonderful strategy ?

From MY bosses of course !

The power of duplication at its best.

The company didn't like it, because they had a huge staff turnover, and it cost them a fortune in recruiting and training more staff.

I didn't like it because I don't like conflict, I hate disciplining people, let alone firing them!

And of course the staff didn't like it either. They'd drag themselves in every morning, keep their heads down, and do as little work as possible in order to keep their jobs and get paid at the end of the month.

Then I asked myself the \$64,000 dollar question.

What kind of boss would I like?

First of all I'd like the kind of boss who took the time and trouble to listen to me and get to know me. The kind of boss who knew that genuine loyalty, respect and trust can't be achieved through appealing to greed or fear, but have to be earned, and that to earn them you have to give them. The kind of boss who didn't just teach me the practical skills I needed to get the job done, but who encouraged me, and gave me the confidence to step out of my comfort zone and up my game. The kind of boss who trusted me to get on with the job without constantly checking up on me, but who also let me know that if I ever needed help or support, they would be there.

I quickly realised that I couldn't change my existing boss, but I could change ME!

That's when I started developing the "E" Factor, and that's the day I stopped being a boss, and started being a leader. But I still had a lot to learn, because I was now building teams of loyal followers.

It was then I discovered the secret of creating leaders not followers. It was simple – I couldn't create a single leader – leaders create themselves. Sure, I could share ideas with them, give them the tools and teach them techniques, but they had to change themselves from followers to leaders. I could **ENCOURAGE** them but I couldn't **EMPOWER** them! And I found the best way to help them to have confidence and belief in themselves, was to let them know that I had confidence and belief in them.

And, one more thing ...

I paid less attention to the skill sets, qualifications, and experience on someone's C.V., and more attention to their attitude.

I learned the truth in that other well-used saying.

ATTITUDE NOT APTITUDE DETERMINES ALTITUDE

Aptitude I could do something about – Attitude

We hear a lot these days about creating a brand identity, in fact that is one of our main objectives for FM, but we'll be talking more about that when we talk about retailing another week..

But I learned to create a team identity.

The individual members of the team brought to the table not just the varied skill sets and the experience we needed, but also the different kinds of personalities we needed. They didn't just learn to work with me, they learned to work with each other. They played to their strengths and supported each other. They encouraged each other – and yes they disciplined each other. They knew what they needed to do, and when they needed to do it by, and they came to relish the challenge of meeting the deadlines.

And when they needed to raise their game they did so, not because of greed or fear, or because of loyalty to me. They did so, because by now the team had an identity of its own, with a reputation that had to be maintained at all costs. We were known as the Milkmen – because we always delivered.

So back to basics.

How strong a fulcrum are you ?

When you apply the power of duplication through your team, are you a good role model ?

Do you have the “E” Factor ? Are people born with the “E” Factor, or can anyone learn to create the “E” Factor ?

A few words of caution before we look at the seven aspects of the “E” Factor.

You can't fake it, or use it to manipulate others.

Because it is not just something that you can intellectually understand, you have to genuinely feel it in your heart.

Because there is an old saying :-

You can fool some of the people all of the time, you can fool all of the people some of the time, but you can't fool all of the people all of the time.

And the only person who is with you 24 hours a day seven days a week is you !

We are not talking about an outward superficial change in what you are doing here, but a real change right at the heart of who you are being !

There is no “one size fits all “ system, no clever script to be learned, or magic pill you can take to bring about this change. You just have to live it !

I've kept you waiting long enough ..

Your sponsor may have asked you to write down your “Why ?” and send it to them. We have asked our team, and I know Kevin has asked his. Many people just haven't bothered. If your sponsor is one of them, they probably haven't bothered asking you either. So much for duplication. Your “Why” is not so much about helping you towards your goals, but keeping you going when the going gets tough.

You may know what you want. But are you clear “why” you want it ?

More importantly why do you believe that a Network Marketing Opportunity will enable you to achieve your goals ?

And why this particular opportunity ?

Which brings us to ...

The first two elements of the “E” Factor

## ENTHUSIASM AND EXCITEMENT

Most experts agree that between 70% and 90% of all communication is non-verbal.

What do you communicate to your customers when you speak to them.

Are you genuinely ENTHUSIASTIC about the product.

Are you enthusiastic about making between £3 and £4 on every bottle you sell, or are you enthusiastic about the fact that you are saving people money, whilst giving them a high quality product ? Are you thinking about what's in it for you, or what's in it for your customer ? Because no matter what you say, your body language will communicate what you are thinking and feeling.

Here's an acid test.

If you weren't an FM distributor would you still buy the product ?

ARE YOU GENUINELY EXCITED ABOUT THE OPPORTUNITY ?

Have you taken the time to truly understand the potential of this business ? Are you excited about the changes it can make to your income and your life, or are you excited about the number of people whose lives you can touch, and help them change their incomes and lives ? Because, again, no matter what you say, your body language will communicate what you are thinking and feeling.

Another acid test.

If you weren't an FM distributor would you still recommend the opportunity.

When Jan and I first got involved in FM back in March I have to admit I was lukewarm. Jan was the one who was both enthusiastic and excited. Because she had been involved with a similar product and opportunity before.

Now I've taken the time to research the industry we are in, learn about the product, and worked through the marketing plan.

And do you know what ?

I am excited and enthusiastic about the potential of this business.

**Excitement** and **Enthusiasm** together create the **Energy** which drives any endeavour.

But by themselves they are not enough.

We need to make the best use of that **Energy**

WE NEED TO BE **EFFICIENT** AND THEREFORE **EFFECTIVE**

Success in any business is not just about doing things well, but doing the right things well.

It means creating the right **environment** ...

You will be investing your time in the business, so you want to make the best use of it ...

Organising your workspace so that it is free from clutter may not seem that important, but being **efficient** and being able to lay your hands on the right information or tools quickly, will save you time, which in turn will make you more **effective**.

You've heard it said before that you can work this business part-time, full-time, but not spare time. So allocating a few hours each week that are free from distractions and interruptions is also essential. You might feel that you can only allocate an hour a day to start. But an hour a day, is seven hours a week, and that is 364 hours in a year.

But, take a few minutes to run through your day. How much of your time is not productive ? Waiting for a bus, or a train ? Riding on the bus or train ? Waiting at the school gates ? Eating a meal with colleagues ? You'll be surprised how those minutes add up. The Scots have a saying every mickle maks a muckle !

There's another old saying, if you love what you do , and do what you love, you'll never work another day in your life.

We communicate with other people everyday. The subjects we talk about are endless. Most people don't have a problem talking about their new business, in fact some people talk too much about their new business. Remember communicate with, not talk to. The biggest problem people have is starting a conversation, especially with strangers.

That's why it is so important to remember that 70% - 90 % of all communication is non verbal. If you become happier, more fulfilled, more secure, more content your friends will notice, and want to know your secret. Of course if you begin to accumulate the trappings of material wealth, they might also want to know you're your secret, but perhaps not if you are running around, working all hours God sends, looking stressed and worn out.

So, work efficiently and effectively.  
Communicate efficiently and effectively.

That doesn't mean being abrupt or terse. Relax and others relax too.

Meetings versus Conference Calls

So your energy levels are high, and you are harnessing that energy efficiently, and effectively.

Now you can begin to duplicate ....

You begin to **ENABLE** your team,

Find out a persons why, and what their skill sets are. Then tailor the business to suit them, not the other way round. Make sure they have all the information they need. There is no use having all the information you need, if you only pass on 80%. Allow them the time to establish themselves within their own comfort zone,

Then you can begin to **ENCOURAGE** them to raise their game, and step outside that comfort zone. If they lack confidence and self belief, don't offer to do it for them, but have confidence and belief in them ...

And finally, are you an independent distributor yourself ?

Are you prepared to take personal responsibility for your own successes and your own failures ?

Do you wait for your sponsor to provide you with all the answers, or do you ask them questions ?

Because if you are not you will never truly be **EMPOWERED**

And that is the most important **"E"** Factor of all

And so to recap ....

Understand what it takes to become a BRILLIANT LEADER  
Live what it takes to become a BRILLIANT LEADER  
Teach your team to become BRILLIANT LEADERS by example.

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