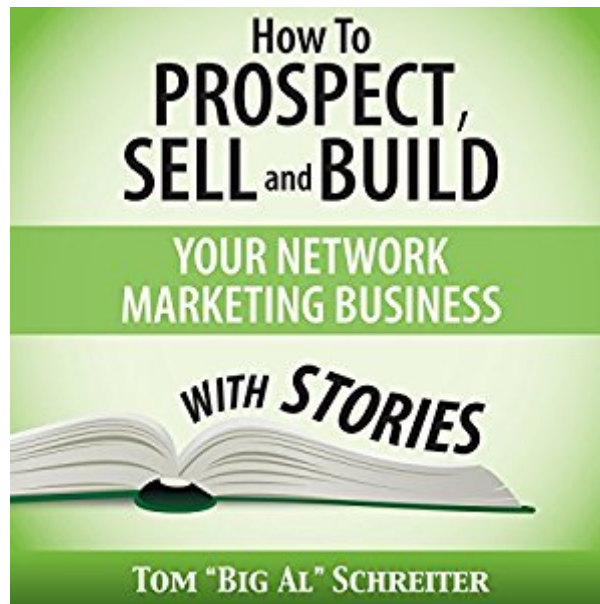


The book was found

How To Prospect, Sell, And Build Your Network Marketing Business With Stories



Synopsis

In network marketing, the easiest and most comfortable way to prospect, sell, and sponsor, is with... a story. Facts are boring. Everyone represents a company with great facts. Our prospects have heard that all before. But with a story, everything changes. The prospect becomes involved in the story, and instantly sees what you see. And isn't that what you want? So forget the flip chart, the presentation book, the website, the PowerPoint, and the video. These are great tools after your prospect has made the mental decision to do business with you. Instead, use stories to get that "Yes" decision. Then you can do your regular boring, fact-filled presentation, but use this presentation as your new distributor's first training session. The difference is monumental. Instead of detailed explanation (facts) about what stories do inside your prospects' heads, I focused this audiobook on the actual stories I use, word for word. You will love these stories, you will use them often, and you will definitely enjoy the increased success in your business. Join the top earners now and become a professional storyteller.

Book Information

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Customer Reviews

I'm a recent 'fan' of Big Al. Got ALL his Kindle Books and soon will invest in anything and everything he has to offer. WHY? Because his stuff just flat out WORKS! Takes the pressure off you as the marketer; takes the pressure off your prospects. Now with this latest book, "How to Prospect, Sell and Build with STORIES", I can honestly say for the very first time that I'm LOOKING FORWARD to doing all of these activities! This is actually going to be FUN! Like Big Al, I too am an analytical

'Green' personality type. I know because my wife does all that 'Color Analysis' stuff as a career counselor. But also like Big Al, it was a 1-minute STORY that got me involved in this industry. Hey, I'll take a 1-minute story over a 1-hour 'presentation' any day... makes sense that they would be a lot easier to GIVE, too doesn't it? We ALL have stories. Use this book to remind you of some of your own. Eventually you'll want to use your own stories anyway because that's how people bond to YOU! Put all your other 'tools' away people! This one little book is going to make all those other techniques obsolete! All the best from Toronto, Russ

I am following Big Al for already about 2 years. I also had a chance to be in life event where he was one of the speakers. Since then I like this person a lot, because of his charisma and funny way to present the information. Getting to read this book was really a pleasure for me. I read it in one sip, because of the same easy and not boring style that Big Al has. I can proudly recommend this book to all people developing network marketing business in any range. It's very easy to read and to understand the material. Big Al knows how to make things simpler and easier and I believe that most people involved in network marketing can learn many things from this man. The next step after reading this book is to implement the information presented in it. And that's way more easier when using the stories method explained in the book. I was having different struggles building my business and still have some. I believe this book will really help me to improve my business. So, if you are struggling developing your network marketing business, make yourself a favor and get this book!

I have read the first book in my native language (hungarian) from Big Al in the 90's and I knew I will meet him sometime in my life. I did since 2005 several trainings with him in Hungary and in Romania, published his book the 26 marketing ideas in more languages and I recognized how great understanding and experience he has, and how simply and funny he can communicate that with the audience. That is why I can say he is my greatest mentor, and I suggest you to read and apply the skills what he is teaching until it will be your natural (and successful) way to communicate and build your business.

I have been reading and listening to Big Al from India since long and I use his suggestion of WORDS to Speak and Stories to tell every where at home, in office and in networking too. PLUS I discovered my own passion and I work on it using these SKILLS on communication :) Great work Tom Big Al :) JaspreetSJassi@gmail.com

Recommend all books by Big Al for learning to grow yourself and a business! Network Marketing is a very lucrative business to pursue. Most give up before they've made it big because the average person doesn't know what to do or how to do it. You can be a great salesman but need to learn prospecting skills. With NM, it's not all about "sales". It's being personal, stories which leads to building. Big Al breaks it down into simple, easy to follow tips and skills important to learning this type of industry. If you want to be successful and don't have YEARS to learn it alone.....let Big Al help you!

I have been reading another one of Big Al's books & can't wait to dive into this one to learn all I can! I always knew I was in the right business but Big Al's system is absolutely the best & reinforces that I am right where I need to be!

I had the pleasure to be present at "Big Al's" presentations and I am subscribed to his email reports. "Big Al" has a wonderful way to capture his audiences and everything that he does is not only highly recommended and useful in our work, but also contains a light and simple, understanding language. I have used very successfully many tips and suggestions from his teachings, which have helped me to grow my business.

The author is right on--stories grip attention and have more power to sell than do facts. Some of the stories he author uses are personal experience, and those are the best. Others are from jokes and fables, and those can work too. But the best advice is to start gathering your own stories. Until then, most of these stories will work to motivate you, help you abandon your excuses, and make your prospects think too. Big Al makes the point well--what counts is not what you say so much as what people hear. And you can develop your ability to hear from the prospect's perspective and feelings. How do you handle scared prospects? Don't intimidate--give them freedom to think through their own feelings. The chapter on "It Doesn't Take Big Checks to Motivate People to Join" is particularly right on. Can't find good prospects? The author leads you to consider that the problem might be with you--and he illustrates it, of course, with a story. The principles of building credibility and trust, notification of your new partners, considering reactions, all will help the serious networker develop acumen toward prospects and partners. You'll laugh at some of the stories--but that's a great way to learn. Reading Big Al's books is like being right there with him in his seminars. You'll feel like you have a caring mentor and partner.

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