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Name List

Name List— Does It Work?

For people who have worked for many years in MLM subjects such as writing a simple name list appear so banal and matter of course that they no longer even speak about them. It was also all the more astonishing for me that I should have to write something about this of all things. But my readers from Asia have asked precisely this question, which for an “old-timer” in MLM is not really worth talking about.

So now I am sitting here and thinking back 13 years to my beginnings in MLM. Or also to the beginning of my career in self-employment 16 years ago. And then I look at my present situation. In the course of this questions come up such as: How important was or is the name list for me? What exactly is a name list. How do you work most effectively with it? Does it make sense to make it as perfect as possible? Is there a right or wrong way to do it at all? What if somebody does not know anybody or does not want to? What if somebody is shy?

Question up question and at least just as many answers. Explaining all that compactly and in an easily comprehensible manner in a few sentences is a real challenge. As always I do not claim to cover all facets of this subject but I will try bring in a couple of simple and easily comprehensible aspects that are as generally valid as possible.

Personally I like the English term for name list much better. There it is called “center of influence.” Being precise it is the “center of YOUR interest.” When you look at it like that it takes on a completely different significance. In contrast “name list” sounds more like ... well ... just a list. Like something you can also just throw away. But I would be much more reluctant to throw something away that I have influence on – do you not agree? That would be sort of like I were throwing away a part of myself personally, something valuable. The same information – but with a completely different significance.

From my own personal experience I can say that at the beginning this list helped me very much. All of us in MLM are dealing with products and so automatically with customer, too. I sat at my first MLM seminar and somebody said: “Take a

sheet of blank paper and write down all the people that come to mind that you know from somewhere by this evening.” I did not raise any questions, I simply did exactly that. By the evening I already had 132 names on my list and in the course of the following days other names were added.

These names were also the first people I phoned – and in the evening I already had 3 customers for my business although so far I did not even have any goods at home. In the course of the years you refine your work methods but I still use the “name list” today – even if I do so differently and with more attention than at that time. Here are a few recommendations with regard to handling the

“Center of Your Influence”:

Buy a notebook (not a sheet of paper) and write down every person you can think of. I know that in the Age of PCs and Cell phones everything only functions “online” in many countries but, nevertheless, I recommend you to write them down by hand. The address book in your cellphone can be a great help here. If you cannot think of anybody else just take a look at it.

Do not think while you are writing! As the saying goes – he will want to, he definitely will not, he possibly might, etc. Simply carry out your job stubbornly and write down EVERYBODY. Family members, brothers and sisters, cousins, neighbors, the baker around the corner who you flirt with, the car dealer who services your car, the discotheque you go to every Saturday, the waiter in your favorite restaurant and the owner, the market where you buy your fruit and vegetables, the woman at the supermarket check-out, people you went to school or college with, colleagues at work, your beautician, etc., ...

When you have written the list start phoning round starting with the people you think are most friendly, the ones you get on best with. In this way you have a chance to introduce yourself positively.

Talk to your upline about the focus of the discussion. What should the result be? An appointment where you sit down



together, a lecture, a visit to a seminar, etc. The discussion should be structured with that in mind.

Start if possible with some light, positive “small talk.” Be attentive in your communication! I call this “conducting sensitive communication”! Many people misunderstand this. Men often think that it means – saying nothing. It does not mean – saying nothing! It means rather paying attention to what you say when to whom and above all paying attention to how you say it. Pay attention to how your opposite number expresses himself and behaves, and whether the time is opportune for him. Possibly you have caught him at the wrong moment and a day later might be better, or he has absolutely no interest in the subject.

It is very important that you do not chew the ears off your friends and acquaintances – above all if you want to keep them! You should NOT want to convert them! That sounds like a contradiction, does it not? But it is not. Inform them – but do not deluge them with a whole seminar's worth of informations. Let them get a work in. Otherwise they will distance themselves from you or, just to get some peace, they will buy something from you and then keep their distance from you. This is a mistake committed by many people when they start. The think: The more information, the better. Doing it the other way round you will achieve more and you will save your energy. Pass on short bits of information – make them curious. If they want to know more they will tell you. If not

– respect this and change the subject!!! Please do not act according to the old principle – a sale only really starts when the customer has said no. Unless you lay great value on annoying your milieu and want to guarantee that you will lose many people you love.

It can happen that when somebody says no today, Things will look quite different in 6, 2 or 18 months time. I have really experienced that very often. Do not spoil your chances. Each parson has their own individual moment.

Pay attention to you attitude when you speak with those around you. You need not worry about saying little, but make sure that what you say is as positive as possible. Believe me: The people around you will notice if you try tentatively and timidly to make something somehow palatable when you yourself already think that they cannot possibly need it. ;-) If you think like that it will not take long for the reaction to come. Show your enthusiasm for the new thing – when it is there! Simply be natural. Say what it is all about and then keep quiet! Let them decide whether they want to hear more.

The notebook with your name list should be constantly supplemented and extended. Make sure that your contact list continues to become larger and larger. This is something that a good networker does, but not somebody who has burned his bridges. Over the years I have collected thousands of contacts and I am to some extent in contact with them on a regular or

also on an irregular basis. Unfortunately, I did not collect all of them from the start, otherwise there would be more. I only learned that later. But you can do it properly straight away. Your contacts are worth their weight in gold. That is not just a proverb! Do not misuse them. I do not simply give my contacts away – but I know how much they are worth. Never underestimate that. Look after them.

If you are somebody who knows “nobody” or your circle of acquaintances has been “done to death” because you have misused them too much, then you are in a somewhat more difficult position. I know people who do something different every 6 months and when they go as a matter of course to their acquaintances, it is natural that nobody listens to them, is it not? I wouldn't either. That is what is called “misusing your acquaintances.” Then you just have to regain the trust of your friends and acquaintances. That is possible by apologizing, but you should also refrain from talking to them about anything new for a year or two.

You will certainly get an opportunity through your upline to also work in another way, or you can really invest time and build up a new circle of acquaintances. That works too. I have always done both. Taken care of the “old” ones and built up “new” ones. What is crucial here is your desire to change and your desire to improve your situation. If that is seriously present, then ways will also open up for you.

Now I wish you lots of fun extending your center of influence and above all taking care of it. Always remember: somebody who says “no” to you today, can as early as tomorrow be your best colleague, customer or friend. Therefore always try to leave the door open...

In this sense I wish you lots of fun becoming aware of your influence.

Yours,

Dany Szasz

I look forward to your feedback at: www.danielaszasz.com

Reading tip: On this subject I particularly recommend Dale Carnegie's book “Winning Friends and Influencing People.”

