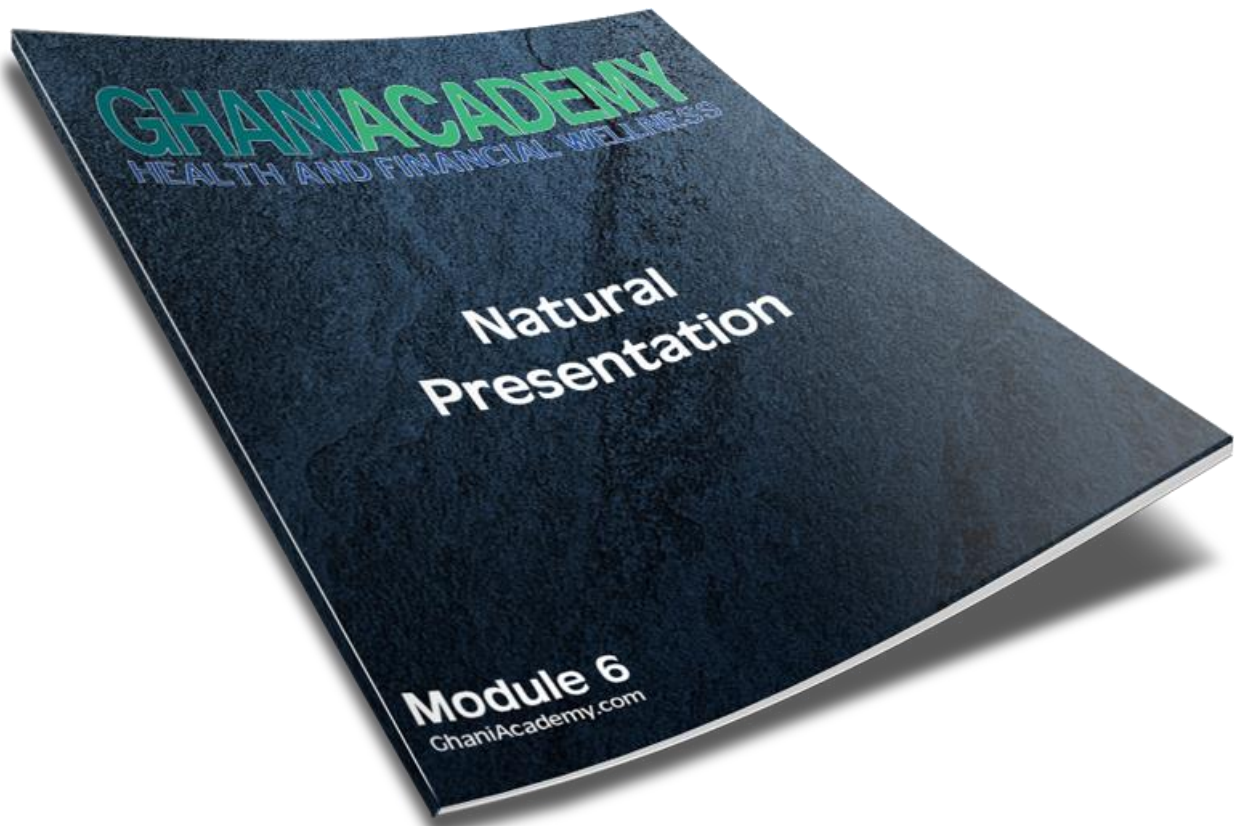


# GHANIA ACADEMY

HEALTH AND FINANCIAL WELLNESS

## Natural Presentation

**Module 6**  
ChaniAcademy.com



## **Direct Selling ~ Module 6**

### **Natural Presentation**

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The author is a successful network marketer of a large Network Marketing company that deals in supplements, personal care products and cosmetic products. Hence it is natural that the examples and references made using network marketing products could be biased towards health and wellness products. The author is recognizing this bias and no intent is being made to prospect and recruit. The sole intent for the mention of products is to give examples in the lessons. In many sections of this course, one will come across terms like; Diamonds, Star Diamonds, Crown Diamonds and the like. The mention of these terms are examples of levels or positions that could be held in a network marketing company. In many of the chapters while quoting examples, gender has been retained in some cases as male only for ease of reading. The author is not gender biased

## NATURAL PRESENTATION

### SYSTEM ~ E

In Network Marketing, presenting your product/service or business opportunity plays a very important role in the expansion of your business. If you want to take your business seriously and do it full-time, you need to be a master presenter. You can start from a one-to-one presentation, and then move to big groups, seminars, conferences or workshops.

You should be able to communicate your information to a person or group clearly. Your knowledge of your product and opportunity should be strong to attract the attention of your audience. If you present your product and opportunity well, you will automatically get connected with them - that is the start of forming a trust-building relationship. Your presentation should be all encompassing - educational, exciting, convincing, and persuasive.

You should keep the following points in mind before, during, and at the end of your presentation:

- ✓ Know your audience.
- ✓ Your materials should be very well structured.
- ✓ It should not focus on selling but should focus on benefits.
- ✓ It should be non-aggressive
- ✓ At the end of your presentation, you should be able to answer all the questions of your audience - as well as ask the right question(s).
- ✓ Listen with no agenda in mind but with the focal point to understand the needs and wants of your audience.
- ✓ Keep your presentation simple.



A good presentation is one which leaves your audience with a positive feeling of you, your company, and more importantly, the Network Marketing industry. **Your job, as a Network Marketer, is simply to promote and share your opportunity and product/service with others. Not to pressure and convince others to buy your product or join your business. It is the job of your prospect to make an informed decision whether to purchase your product or join your program.**

## **TYPES OF AUDIENCE IN NETWORK MARKETING BUSINESS**

There are four types of audiences for your presentation:

1. Prospects.
2. New distributors/members.
3. Leaders.
4. Big gathering.

## **WHAT IS THE PURPOSE OF YOUR PRESENTATION TO THE FOLLOWING CATEGORY?**

1. **Prospects** - to make them understand the product/opportunity, so that they become consumers or members/distributors.
2. **New distributors/members** - educate and train them in detail about the product/service and explain the complete marketing/compensation plan.
3. **Leaders** - train and coach them thoroughly on Network Marketing, guide them on communication and leadership skills,

and give them hands on training of Systems A to F, as discussed in this book.

4. **Big audience with mixed prospects and members** - mainly to inspire and partly to inform them about products and business.

## **WHEN DO YOU DO THE PRESENTATION?**

After your Natural Approach, you know what the problem(s) or need(s) of your prospects are. And by this time, you have qualified the prospects and now they need additional information on products or opportunity. This is the appropriate time to make an appointment for the presentation.

## **WHAT ARE THE IMPORTANT POINTS YOU SHOULD HAVE IN MIND WHILE PRESENTING TO PROSPECTS?**

1. Before starting your prospecting presentation, ask them what attracted them to come to you - let them repeat their need/problem.
2. Keep that as the focal point around which you base your presentation.
3. Remind them that you are not there to sell them anything but simply to provide a solution to their need(s).
4. Ask them to talk in detail about their problem(s).
5. Show them the solution through your product/program.

6. Throughout your presentation, concentrate on how your program will benefit them. **Focus less on features and more on the benefit and benefit of the benefit.** For example, if they say, they need an extra \$1000 for paying their loan. Here, earning \$1000 is the benefit of joining your program and coming out of a loan is the benefit of the benefit.
7. Qualify them whether they will become a consumer of your product or a member.

## QUALIFYING PROSPECTS TO BECOME CONSUMERS

If you have wellness supplements, and the prospects are showing interest in the supplements, then before you go into a detailed presentation, ask the following qualifying questions:

- ❖ Do you believe in wellness supplements?
- ❖ Are you ready to use the products regularly?
- ❖ Can you afford to buy the products?

If the answers to all the above questions are YES, then they qualify to become consumers.

## **QUALIFYING PROSPECTS TO BECOME MEMBERS:**

If you have wellness supplements, and the prospects are showing an interest to become a member, before you go into a detailed presentation, ask the following qualifying questions:

- ❖ Do you believe in herbs and supplements?
- ❖ Do you have 15 hours to give in the business per week?
- ❖ Can you afford to pay a membership cost (if there are joining fees) and are you ready to pay \$100 per month to buy products to maintain your PV?

If the answers to all the above questions are YES, then they are qualified to become a member with your company.

In Network Marketing, the more presentations and plans you show, the greater are the chances of you rising in your business.

## **PRESENTATION TO PROSPECTS OR A NEW PERSON**

The following are the subjects to be covered in the presentation:

### **COMPANY:**

**Features:** Who is the founder, what is the company logo, when was the company established, and in which country do they have their Head Office and other offices.

**Benefits:** Public-listed, debt-free, financially strong company - giving bonuses on time to all their distributors since the start of the company.

## **PRODUCTS:**

**Features:** Ingredients and range of the products.

**Benefits:** How the products can help them?

## **OPPORTUNITY:**

**Features:** What is Network Marketing, how old is the industry and how does the system work?

**Benefits:** How from the system, they are going to earn the income, partner with their spouse/friends, be their own boss, and retire young and get residual income?

## **TRAINING:**

**Features:** Company training programs and materials; training seminars and workshops.

**Benefits:** You, as a sponsor, will personally help and support them in all areas of training.

## **START-UP OPTION:**

**Features:** Membership cost \$X

**Benefits:** Lifetime membership with access to international business. They will get the products at discounted price.



## **PRESENTATION TO THE NEW DISTRIBUTORS/MEMBERS**

Following are the subjects to be covered for the new members and is commonly called “New Distributor Training—NDT.”

- a. Company: Details of International branches of the company with all the contact details (Names of person in charge with their phone numbers and e-mail addresses). Names of leaders and trainers in all countries.
- b. Product: Product features along with the consumption pattern of all products to be discussed. Certification of products to be shown. Various testimonials to be shared.
- c. Marketing/Compensation Plan: The entire plan to be explained from member to highest status in the company (e.g. Crown Diamond or Crown Ambassador).
- d. Rules and regulations and Company code of conduct of business to be explained.

## **PRESENTATION TO THE LEADERS**

Following are the subject matters covered for the leaders:

- a. Network Marketing: Facts and figures about the industry and the Network Marketing System A to F, discussed in this book.
- b. Personal Growth: As a leader, it is important to learn all about presentation and leadership skills. There should be practice sessions on how to conduct meetings and give a presentation.
- c. Books, CDs and DVDs: All books on Network Marketing and personal growth to be shared. From these training materials, practical interactive sessions should be held with all leaders.
- d. Home office and meetings: The leader should make a home office and start home meeting - what all is required should be discussed in this presentation.

## **PRESENTATION TO A BIG GATHERING**

In the big gathering, the focus should be partly to educate the newcomers about the company and product and mainly to motivate the entire audience. In this presentation, short videos and life changing stories should be presented. This type of presentation should be conducted only by successful leaders.

# Worksheet

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What are the 4 different types of presentations in Network Marketing?

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What are the important points you should have in mind while presenting to prospects?

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What do you have to keep in mind while giving a presentation to a new distributor?

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How do you qualify a prospect or consumer during a presentation?

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