

## PROSPECTING, PUSHING AND PERSONALITIES

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Last night I had a long and very satisfying conversation with a good friend of mine. He is a psychologist who recently found his true purpose in training professional network marketers. I ran my idea by him that some people might think they have the wrong personality for this business, and that often, it is their thinking that is faulty, rather than their personality. As an outgoing person myself, I think that other, more mild mannered people give themselves an undeserved bad rap in network marketing. In comparing different personality types, perhaps we will see that those who discount themselves may be missing the boat because of a false self-assessment.

Over the last few weeks I have been paying close attention to the part of the prospecting and enrollment process that is a critical juncture in building our businesses: when the prospect shows some resistance. In particular I have been paying attention to how much I should allow things to unfold, when it seems appropriate to encourage, blending all this in with listening to what is being said, and sorting for qualified team members. This all sounds like walking and chewing gum at the same time. How do we combine all of these elements into a smooth, professional, effective gesture, while wanting to get the best possible of results?

Peter, my psychologist friend, told me last night that some people have some very heavily ingrained patterning that puts them in dangerous territory when they are told "no". No to the opportunity is inseparable from a personal rejection. Being told no suggests to their subconscious a deep, personal rejection, a message that they are not liked, and both of these are dangerous red flags that the psyche must avoid for its survival. In light of this explanation, it is extremely easy to understand how some people appear to be unable to engage in the dance when prospect and associate are discussing and negotiating around the prospects concerns, negativity, resistance, etc. Logically, it should be obvious that the prospect's lack of interest in this business has nothing whatsoever to do with the associate. But try telling that to a person who was weaned on avoiding rejection.

A person like this has three very broad choices. She can quit right off the bat. Just fold up the tent and leave the show. It's too painful, too threatening. Alternatively, she can bang her head against the wall, "trying" to prospect but getting nowhere because she cannot step over that line where she actually takes an encouraging role with her prospects. Remember: their saying no is like psychological death to the associate! Or she can do what many of us in network marketing do, which is to find and use tools, resources, coaches, some kind of intervention that will assist her to reinvent herself, declaring out with the old, in with the new.

I had to do this around certain attitudes toward money. Had I not tackled these demons, I would be another statistical causality of network marketing. Every person in network marketing knows that "personal growth" is a big attraction to this industry. Handling rejection is a crisp, vivid example and one to which many of us can relate. But where the rubber meets the road is when we embrace these liabilities and work on ourselves relentlessly until we are no longer dragging around a ball and chain that prevent us from moving forward.

The pushing phase of prospecting is an area in which all successful networkers must find their way. If success is a series of opening the right doors, and walking through, it becomes obvious how not all doors swing open without any effort on our part. In Robert Kiyosaki *The Business School* book, he comments that in business everyone must learn how to sell something. If the prospect has some resistance, or some concerns, we need a variety of skills to bridge this when we have a qualified prospective partner sitting across from us. In business, some doors open automatically. Others we need to push. If we are committed to our success, we must be able to push on occasion.

Mild mannered people may be able to push with less force. Perhaps it is more in their nature. As a group, they may also make connections better with some people who respond better to that kind of person. We high energy people have to remember to not be in peoples' faces. I came to the conclusion this week that to push or not to push is a big gray area – definitely not black or white. If you are like me and you have listened to and read umpteen CD's and books detailing the trials and tribulations of successful people, you will know with certainty that meeting with adversity happens on the journey to success. Furthermore, when documenting the track record of very successful people, it becomes apparent that no one ever batted 1000. The top hitters have the most strike outs.

There is no moment in time when we are perfect in our prospecting efforts. We get better and sometimes we get much better. But it is not the nature of the process to get a perfect score all of the time. Among all personality types, I would bet that on some days we thought perhaps we pushed too much. And on others, too little. I think all personality types can learn from one another and none should be excluded from being considered for the team. A modest soft spoken introvert

might be more successful than an over bearing, extrovert with bravado. I realize these are extremes but the middle ground is where we meet ultimately.

I spoke with a woman on the phone yesterday who had many of the qualities I am seeking in a business partner. The red flag was that she kept saying how incapable she would be in a business like this. I nudged, inquiring what she meant, and did my best to explore. She was conversational up to a point and then made a very pointed remark about not wanting to continue having this conversation with me. I thanked her for the clear message. I remarked that I often try to see if a connection and an opening can be found because some people may not see clearly the true value of this business and may need some encouragement to do so. Then I suggested that we table this and focus on other things. I pushed, until I felt the resistance that is a clear indicator to me that this door would not open. Had I not explored this up until the point when I did, I might still be scratching my head, wondering if I played this out to completion. The beauty of being able to push is that important information reveals itself in the process.

Success comes in all shapes, sizes and personality types. I see us all profiting and learning from each other if we keep opening to possibilities and refusing to limit the field. I have learned a lot from our more introverted fellow network marketers. I welcome all types to our ever expanding organization, realizing that I can learn from people who are different than me. The broader the field, the more room there is for others to profit and succeed. We all have to get out of our way; no personality type is exempt from this. The learning happens across the board. At the end of the day, that is what makes us all the same.