



The Name of the Game Is Sorting Through People

By Dale Calvert

Sooner or later all successful network marketers come to this reality. The name of the game /S sorting through people. Those who don't eventually come to this conclusion never achieve their full potential.

You can attend every corporate conference, understand every herb in every product you market, listen in on all the company training calls you care to, but until you come to grips with the fact that **you have a number**, you will never achieve your potential.

The truth is, there are X number of people you are going to have to expose to your opportunity before you are going to get to that \$10,000 monthly income level (or whatever level it is you seek). I don't know what your number is, and perhaps you don't know what your number is, but we both know that **you have a number**.

The sooner you hit your number, the faster the rewards of the business will flow to you and your loved ones.

Mastering the skills to successfully prospect and recruit is the most important step you can take if you intend to create network marketing success. Any time spent learning anything else will do you little good until you have mastered prospecting and recruiting. Learning your product line from top to bottom may be a great accomplishment. Learning how to keep your downline focused and help them set goals is great-**but first you need a downline!**

The number one benefit of network marketing is the personal growth and development that is available. This profession will help you really get in touch with your own personal thoughts and emotions. There is so much fascinating information you can learn, and that is awesome! I recommend that you learn all you can learn-with the understanding that until you master prospecting and recruiting, you will never receive the full benefits and potential this industry offers.

The key to prospecting and recruiting is to sort through as many people as you possibly can, on a daily, weekly, and monthly basis. Understand, you are simply looking for the right people at the right time in their life.

Most of the people you contact, you really don't want. The good people with leadership and management abilities whom you do want on your team are usually focused and achieving already, doing whatever it is they do.

You have to find these people at a time in their lives when they are in between projects or looking for a new challenge. It's about **the timing in their lives**.

To find these people, you have to sort through as many people each month as you possibly can. You have a number-the name of the game is sorting through people to get to that number as quickly as possible. Good luck sorting!