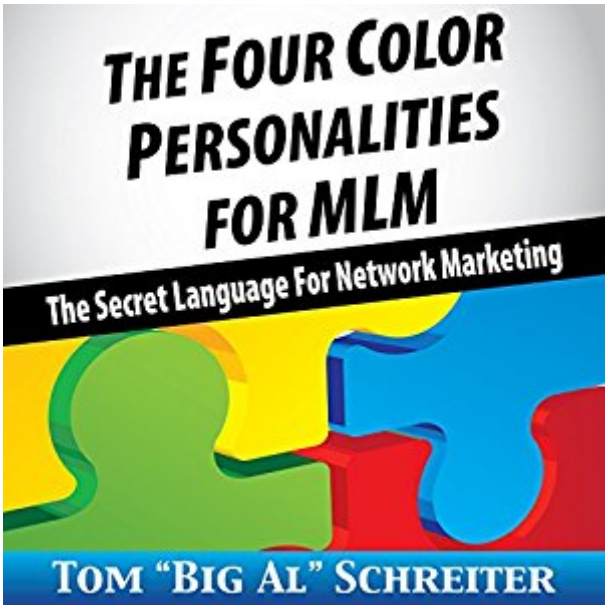
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The Four Color Personalities For MLM: The Secret Language For Network Marketing



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Synopsis

Instant bonding, instant communication, and how to get your network marketing prospects to fully understand and act on your message = fun! This is the most fun of the 25 skills of network marketing. Our prospects have a different point-of-view than we do. So how do we give them our message in a way they "get it" and enjoy it? By quickly identifying their color personality. This isn’t a boring research textbook on the four different personalities. This audiobook is a fun, easy way to know how your prospects think, and the precise magic words to say to each of the four personalities. The results are stunning. Shy distributors become confident when they understand how their prospects think. Experienced distributors have short conversations that get prospects to join immediately. Why be frustrated with prospects? Instead, quickly discover the four personalities in a fun way that you will always remember. You will enjoy observing and analyzing your friends, co-workers, and relatives, and you’ll see the way they see the world. It feels like you have 3-D glasses in your network marketing career. Of the 25 skills, this is the first skill that new distributors should learn. Why? It gives new distributors instant confidence. It eliminates rejection. It helps prospects listen with open minds. It gets instant results. What could be better than that? You won’t have to look for great prospects when you know the four color personalities. You will have the ability to turn ordinary people into hot prospects by knowing their color personality and by saying the right words. By using humorous, slightly exaggerated examples of the four personality traits, you will remember and use this skill immediately. Life is more fun when you are the only one with the 3-D glasses.

Book Information

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Based #28 inÃ Â Books > Audible Audiobooks > Business & Investing > Marketing & Sales

Customer Reviews

Another Awesome book by Big Al. This book’s information makes it easy to figure out how to talk to anyone in the exact way they want to be communicated with. If you have ever called someone and became tongue tied as you tried to figure out what to say that would get the person interested in what you had to offer this book will solve the problem every time. Can’t figure out why you and uncle Joe or brother John always clash? Want to know why your spouse or best friend always tell you to hurry up and finish the story, impatiently. This will help you start communicating like you never have before. Knowing the four colors personalities (Everyone is basically one of these four personality types) will not only help you market better but will improve ALL of your interactions with people. It has been both a game changer and a life changer for me and will be for you!!! I’m arealniceguy and I recommend this book. It may be the most important book you ever bought!!

Reading this book has brought about a new sense of excitement for my direct selling career. I feel my business will grow faster because the communication skills can be applied online as well as offline. The Four Color Personalities is a complete prospecting manual for direct sellers who want to show others the benefits of their products/services and business opportunity by NOT having to be persuasive, salesy or annoying. Scott Allen www.sja1957.com

Another Awesome book by Big Al. This book’s information makes it easy to figure out how to talk to anyone in the exact way they want to be communicated with. If you have ever called someone and became tongue tied as you tried to figure out what to say that would get the person interested in what you had to offer this book will solve the problem every time. Can’t figure out why you and uncle Joe or brother John always clash? Want to know why your spouse or best friend always tell you to hurry up and finish the story, impatiently. This will help you start communicating like you never have before. Knowing the four colors personalities (Everyone is basically one of these four personality types) will not only help you market better but will improve ALL of your interactions with people. It has been both a game changer and a life changer for me and will be for you!!! I’m arealniceguy and I recommend this book. It may be the most important book you ever bought!!

I have looked at colors and personalities and how it relates to recruiting and motivating. This book took it to the basics, gives great examples of the different color personalities, gives key words to use

with each color type and then explains how to use the information to determine what color personality the person has and how to ask enough questions to make sure you have a pretty good idea who you are speaking with.

I love personality profiles and have read much on the subject so when I saw that Tom "Big Al" Schreiter wrote a new book utilizing the 4 personality types specifically geared for Network Marketing I had to get my hands on it.With that said, Tom makes it clear this is not an in depth book on the intricacies of personality profiles, but gives a very simple basic overview with how it pertains to and how to utilize them in your Network Marketing business.This is a great read and everyone in Network Marketing should go through this material.Taylor Clouse Nutrition Expert

This book teaches us how to communicate better, an awesome tool for all types of business, but especially in network marketing, a profession in which the author, Tom "Big Al" Schreiter is a world renowned expert. Everyone should read this book.

I like this concept about understanding people better and speaking their language. The writing and depth and development were a bit lacking. But it is a quick and easy read and probably worth reading.

I like Tom 'The Big Al', he's the type of person that makes everyone comfortable with his marketing suggestions. Get this book, you will have a new perspective on personality types for a better marketing approach.

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