

# Module 5 – Part 1

## Keep Your Promises

### What Promises?

You are in the relationship business. At the heart of relationships is making promises and keeping them. Whether or not you realize it, you make promises every day to prospects, new recruits, and those already on your team. The promises that you make and keep provide the foundation of trust that will drive your business success.

You may be saying to yourself – what promises? I don't remember promising anyone anything. Of course, promises are made in the explicit, and the implicit commitments and representations we make to others. If you say to a prospect – we always stand behind our products – that's a promise made by you on behalf of the company you represent. You must do all within your power to make it reality.

In a DSA Management Survey conducted in 2001, field reps of direct sales/network marketing companies helped us all understand what's really important to them.

### The Whys

Why They Join	Why They Stay	Why They Leave
1. Product	1. Product	1. Poor Communication
2. Be my own boss	2. Leadership: Company	2. Poor Training
3. Work at home	3. Leadership: Sponsor	3. Misrepresentation
4. The money / opportunity	4. Common Purpose	4. Inferior Support
5. I like selling	5. The money / opportunity	5. Life Changes

When you really boil it all down, your prospects, recruits, and team members are looking to be part of a business opportunity where three basic types of promises are kept:

### 3 Basic Promises

- **Product Promises** (Quality products delivered on time)
- **Commission Promises** (Accurate commissions on time)
- **Service Promises** (Caring, competent, consistent service with exact follow-up)

Keeping these important promises is the shared responsibility of you and the company you represent.

So, what is your role in keeping these important promises?

### Product Promises

#### Product Promises:

- Do you accurately explain the features and benefits of the products or services you represent?
- Are you capable and available to answer detailed questions about your products or services?

products or services?

- Do you do all you can to assure that all orders are processed effectively and efficiently?
- Do you follow up quickly on defective products and breakdowns in the delivery of your services?

## Commission Promises

### Commission Promises:

- Do you accurately explain your company's compensation plan to prospects and new recruits? Do you check for understanding to make sure they really get it?
- Do you teach new recruits and team members the processes they must follow to assure they are paid accurately, and on time?
- Do you help team members take advantage of special promotions and programs offered by your company?

## Service Promises

### Service Promises:

For your business to truly succeed in the way that we know it can, we must convince you that there is something more important than money. After all, we are not saying that your products and services must compete solely on price, be the cheapest. To be successful, you must offer something else. That something is service; it's convenience; it's the special touch; it's the extra mile. You must remove hassles. You must try to make life easier for your team members and customers.

The Retention Leaders are great service givers. When someone contacts them—via telephone, mail, fax, e-mail, walk-in at the office, and at conferences—they give caring, consistent, competent service with impeccable follow-up.

Caring service encompasses the virtues of empathy, concern, warmth, and genuine interest in the wants and needs of your team members and customers. True caring anticipates those needs before someone contacts you. The Golden Rule still rules.

Competent service demands that all you possess a full working knowledge of your products, compensation plan, policies & procedures, promotions, calendar, administration; and that you have the skills needed for positive interpersonal relations, effective communication, critical thinking and problem solving; and the motivation to serve.

Consistent service contemplates a system that results in the right solutions at the right times for all. Consistency is the backbone of credibility and trust, and the Retention Leaders wisely construct internal frameworks for assuring consistency in giving good customer service, every day, all the time.

Exact follow-up is perhaps the single trait that differentiates the very best retention leaders. To drive the point, consider the last time that you were promised some resolution or action that did not come as promised; sadly, you probably accepted this as the norm. And when someone really does follow up

and follow through, on time, as promised, you are delighted, surprised, and your faith in business is significantly restored. The Retention Leaders recruit the very best people, develop them, establish expectations of service and follow-up, and provide them with the tools that they need to make sure that all service-related issues are addressed and resolved in a timely manner.

**Challenge**    **Our Challenge:**

Begin to be conscious of the promises you make – both explicit and implied. Make a personal and team commitment to keep all of them. In part 2, we'll begin to teach you a system to assure that you keep your promises.