

A Revolution in Training: The Bottom Line Results of The Switched-On Network Marketing Seminar

by

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In evaluating any Network Marketing training seminar that aims to increase both retail sales and sponsorship, you want to know its effectiveness and its impact on the bottom line. The questions one asks about the seminar are: Does it result in the network marketer changing what he or she is doing? Does it result in more sponsorships? Does it result in increased retail sales and retention?

We now have the answers to these questions for the Switched-On Network Marketing Seminar (SONM) and the positive results are very impressive. The overall results show a dramatic turn-around in the participants' attitudes at the completion of the seminar. These results correspond to a separate study conducted on the **Switched-On Selling Seminar (SOS)**. The SOS seminar is similar to the Switched-On Network Marketing Seminar. The primary difference is that the SONM Seminar focuses on retail sales and sponsorship while the SOS Seminar focuses on the more traditional aspects of the selling process. So first we'll examine an overview of the SOS study.

Overview of SOS Research Study

Over 400 people participated in the SOS study. As in the SONM Seminar, each participant filled out a pre and post seminar self-assessment questionnaire. The same form was mailed to the participants a month after the seminar with a request that they fill it out again. The purpose of having them reassess themselves was to eliminate the possibility that their reported results at the conclusion of the seminar were only the result of a "seminar high" or a placebo effect. The results of the SOS analysis are similar to this SONM pilot study in both scope and in the magnitude of change that resulted.

For the complete Switched-On Selling Seminar Research Report, you can go to the website www.Teplitz.com and click on Switched-On Seminars.

Overview of SONM Study

The **SONM Seminar** is revolutionary because of what it's not. It does not teach a single sales oriented technique during the entire day. Instead the seminar focuses on rewiring the circuitry of the brain. We accomplish this by first using a technology called Behavioral Kinesiology or muscle checking. Using this technology, the participant determines the areas of the network marketing process that cause stress in his or her brain. When the brain is stressed, its focus is on fear and survival. When a person is functioning out of fear, he or she will attempt to avoid what is causing that fear. For example, if the fear is asking for the order, the person will not do it. The result is a lack of success and eventually dropping out of the network marketing company.

Once these areas of stress are identified, we use simple movement exercises called Brain Gyms[®] which come from Educational Kinesiology. These movement exercises are designed to rewire the brain from a fear/survival focus, which occurs in the back of the brain and is triggered by past experience, to a present-time/choice focus which occurs in the front of the brain. These Brain Gym movements allow the brain to be open and prepared to adapt to new opportunities and changes.

These exercises were originally developed by Dr. Paul Dennison, Ph.D. as a way to dramatically help children and adults with learning disabilities. Dr. Jerry V. Teplitz, JD, Ph.D. has adapted and applied these concepts to the Network Marketing and Sales process. In addition he's created a seminar for managers called Switched-On Management.

To review the sixteen years of research studies validating the impact of Brain Gym, you can go to the website www.Teplitz.com and click on the Switched-On Seminars button.

The Procedures Used in the SONM Study

At the beginning of the **Switched-On Network Marketing Seminar**, the participants completed a seventeen-item pre-seminar self-assessment questionnaire. At the end of the day, they again completed the same questionnaire as a post-seminar questionnaire.

This procedure allows the development of a base-line measurement of how the participants view themselves in relationship to the network marketing process at the start of the seminar and then again the end of the day.

To test these concepts, we conducted a pilot study involving twenty-five participants. The questionnaires were analyzed for the pre and post class results. (See Appendix A for the complete questionnaire).

The results were spectacular! The analysis shows a tremendously positive outcome for all participants. This process demonstrates that participants can immediately and dramatically alter their view of themselves in the network marketing process between the beginning of class and the end of the class.

Based on the results of the Switched-On Selling Seminar Research Study, the SONM results should increase a month later.

The high dropout rate in all network-marketing companies, according to my theory, is due to the stress which people experience in attempting to do retail selling and the sponsoring others. People don't get involved in network marketing because they want to be salespeople selling products and sponsoring. Often they have no training nor natural selling abilities; rather they get involved because they have a dream. The Switched-On Network Marketing Seminar has the potential to positively transform the individuals and the company's level of success by giving each person the means to achieve his or her dream. Why? Because the seminar immediately eliminates those stressful blocks the person has that prevent selling and sponsoring success!

Analysis Approach

In analyzing the results to the SONM Study we will first examine a graph that compares the responses by the Overall Totals of everyone responding to all 17 questions. Next, we will review the data on the questions that resulted in the most dramatic positive changes. Appendix A contains the self-assessment Questionnaire used in the study. Appendix B contains a brief analysis of all the other questions on the response form.

ANALYSIS OF OVERALL RESPONSES GRAPH

There were four possible responses to each question - Strongly Disagree, Disagree, Agree and Strongly Agree.

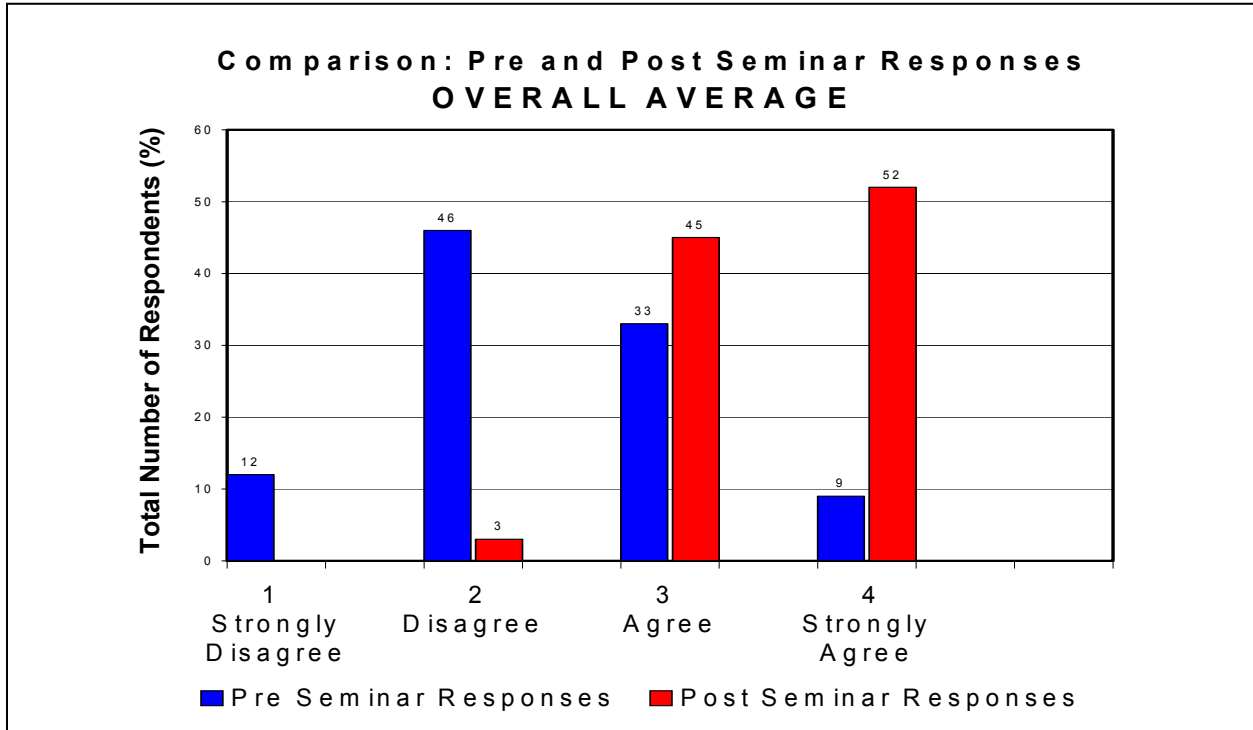


Figure 1

Let's first examine the responses on the Pre-Seminar Questionnaire, the graph above (Figure 1) shows 12% of the participants rating themselves as Strongly Disagree while 46% rated themselves Disagree. This means a total of 58% rated themselves negatively on their abilities to be effective network marketers.

On the positive side, initially, 33% rated themselves as Agreeing and only 9% were in Strong Agreement with the statements on the Pre-Seminar Questionnaire.

At the end of the seminar, the results changed dramatically on the Post-Seminar Questionnaire. Not a single participant rated him or herself as Strongly Disagree while those selecting the Disagree category for their response dropped dramatically from 46% to only 3%. On the positive side, the Agree category grew from 33% to 45% while the Strongly Agree category leaped from only 9% to a dramatic 52% responding this way.

This means that by the end of the seminar, a total of 97% of the participants viewed themselves as positive network marketers. This is an amazing level of improvement. Keep in mind that this change did not come from teaching any techniques at all during the seminar; it came from simply doing the Brain Gym brain re-wiring movement exercises.

The Most Dramatic Positive Changes

The changes occurring on several of the individual statements were especially dramatic. We will analyze four of the responses here. (All the other questions and responses appear in Appendix B with a brief analysis after each one)

The four questions that had the most dramatic changes were:

"I easily and effectively make calls to potential customers and associates."

"I view myself as prosperous in the network marketing business."

"I am comfortable asking them to become a customer and/or an associate."

"I feel positive, comfortable and confident about approaching others about my business."

Let's analyze the first of these statements " I easily and effectively make calls to potential customers and associates" to understand the changes that occurred.

QUESTION:

"I Easily and Effectively Make Calls to Potential Customers and Associates."

Figure 2 reflects the responses to this question. On the Pre-Seminar Questionnaire 88% of the participant's responded either Strongly Disagree or Disagree while only 12% responded Agree. Not a single person said Strongly Agree.

On the Post Seminar Questionnaire, those responding Agree increased from 12% to 56% while 40% responded Strongly Agree. This means an amazing 96% responded Agree or Strongly Agree to this statement.

Conversely, the number of attendees Disagreeing or Strongly Disagreeing with the statement dropped from 88% at the beginning to only 4% at the conclusion of the seminar.

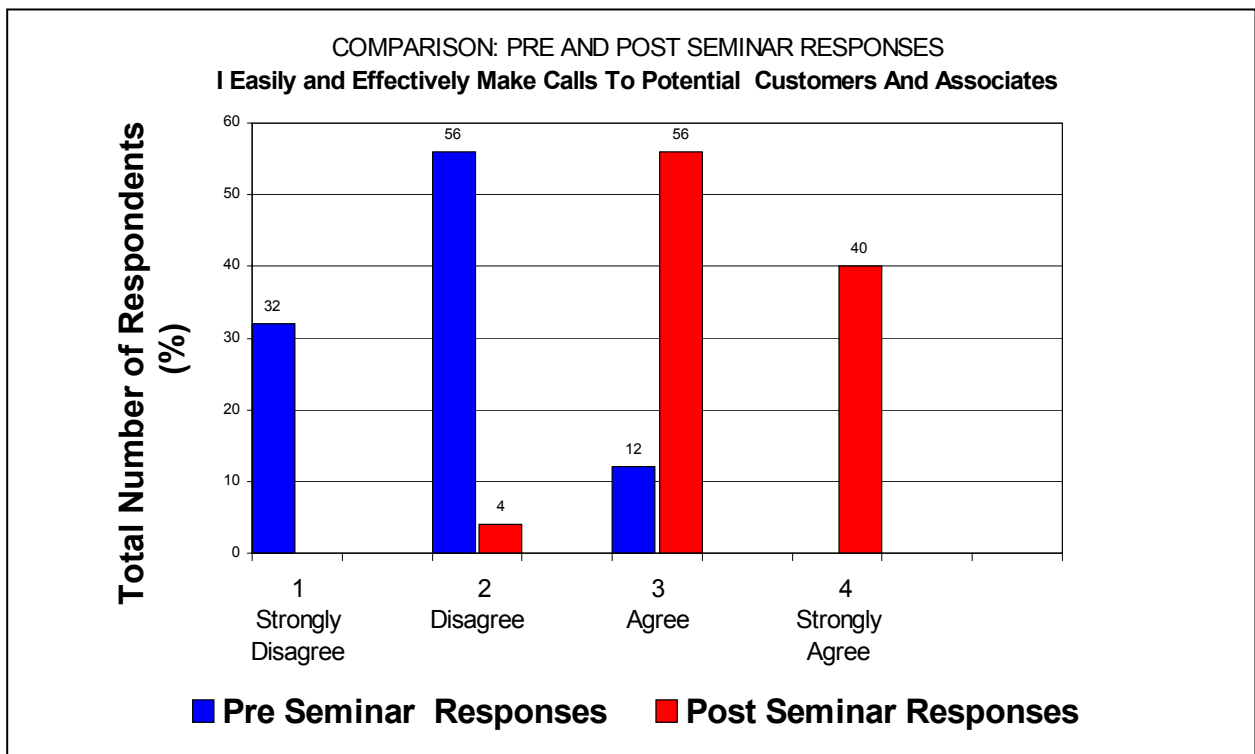


Figure 2

QUESTION:

I View Myself as Prosperous in the Network Marketing Business.

On the Pre Seminar Questionnaire, only 12% responded Agree and 8% answered Strongly Agree to the question "I View Myself as Prosperous in the Network Marketing Business". On the Post-Seminar Questionnaire, 36% responded Agree and 52% responded Strongly Agree to the question. This meant at the end of the seminar 68% improved from where they were at the beginning of the day.

The number of network marketers on the negative side responding Disagree or Strongly Disagree dropped from a total of 80% to only 12% still responding Disagree by the end of the seminar. (see Figure 3).

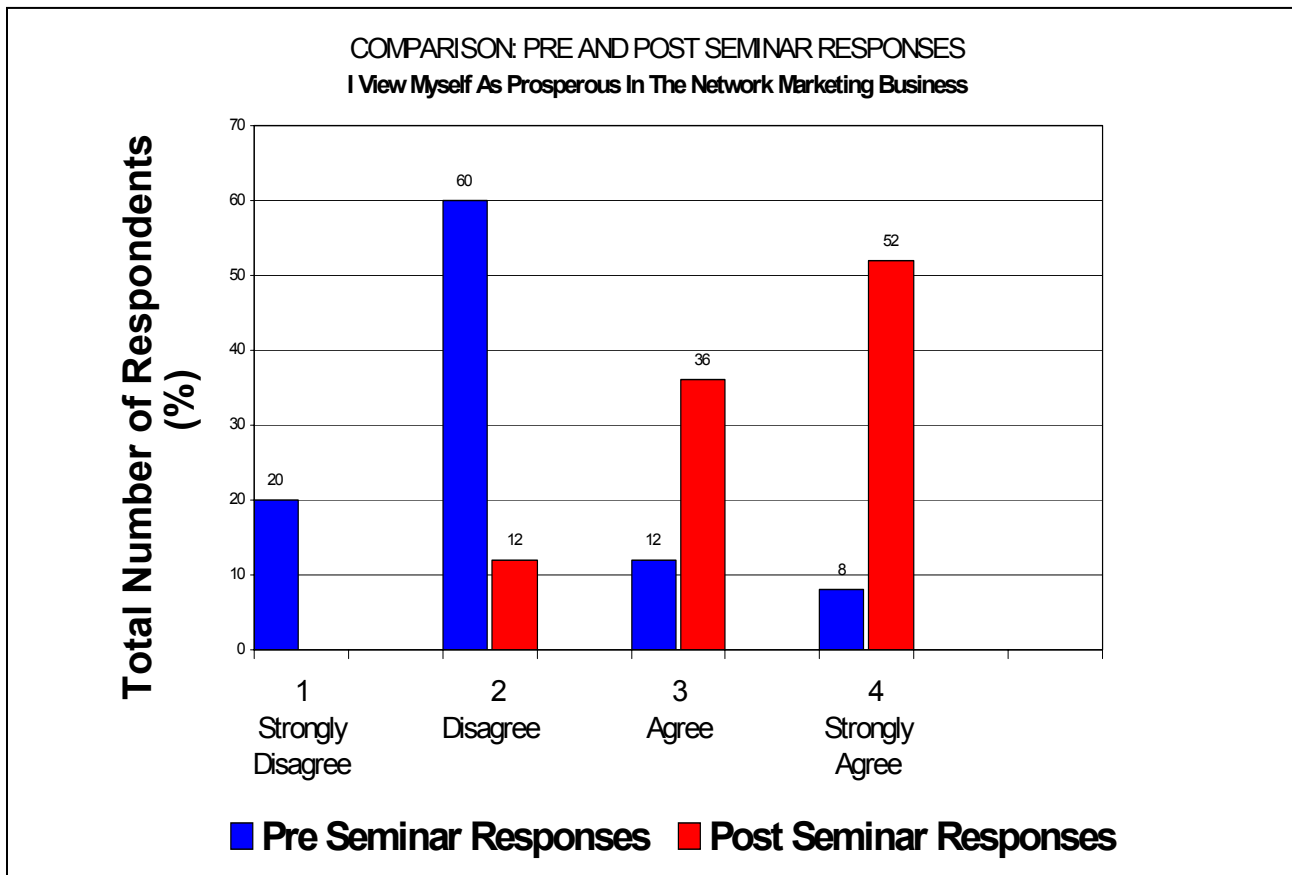


Figure 3

QUESTION:

I am Comfortable Asking Them to Become a Customer and/or an Associate.

On the Pre Course Questionnaire, only 24% responded Agree with the question and no one responded Strongly Agree while 76% responded a combination of Disagree and Strongly Disagree.

On the Post Course Questionnaire, 52% responded Agree and 40% answered Strongly Agree for a total of 92% winding up on the positive side to this question. (See Figure 4).

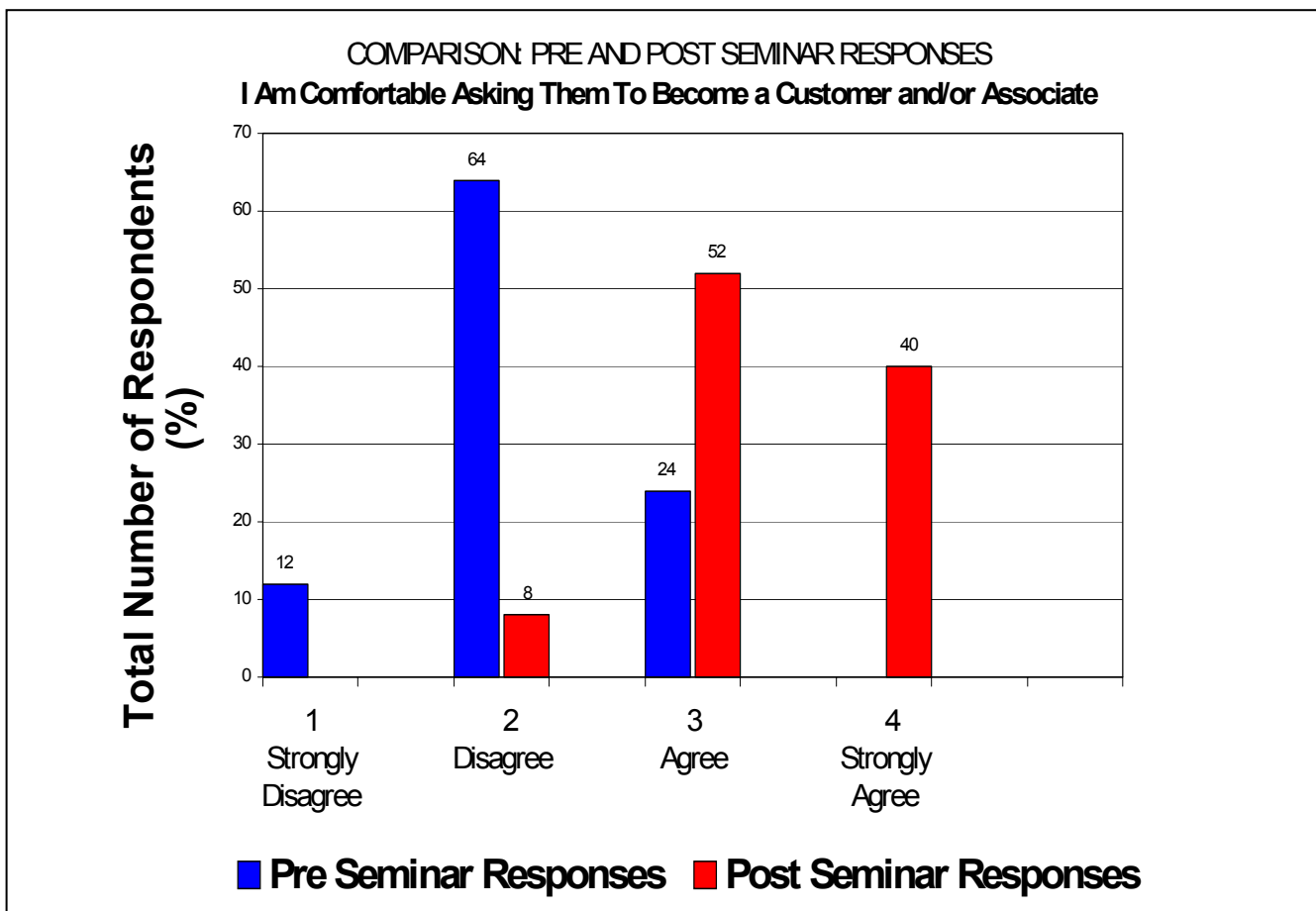


Figure 4

QUESTION:

I Feel Positive, Comfortable and Confident About Approaching Others About My Business

The number of participants responding Disagree or Strongly Disagree on the Pre Seminar Questionnaire was 76%. By the end of the seminar this total dropped from 76% to only 4% still responding Disagree and 96% wound up responding on the positive side with 56% responding Agree and 40% responding Strongly Agree. (See Figure 5).

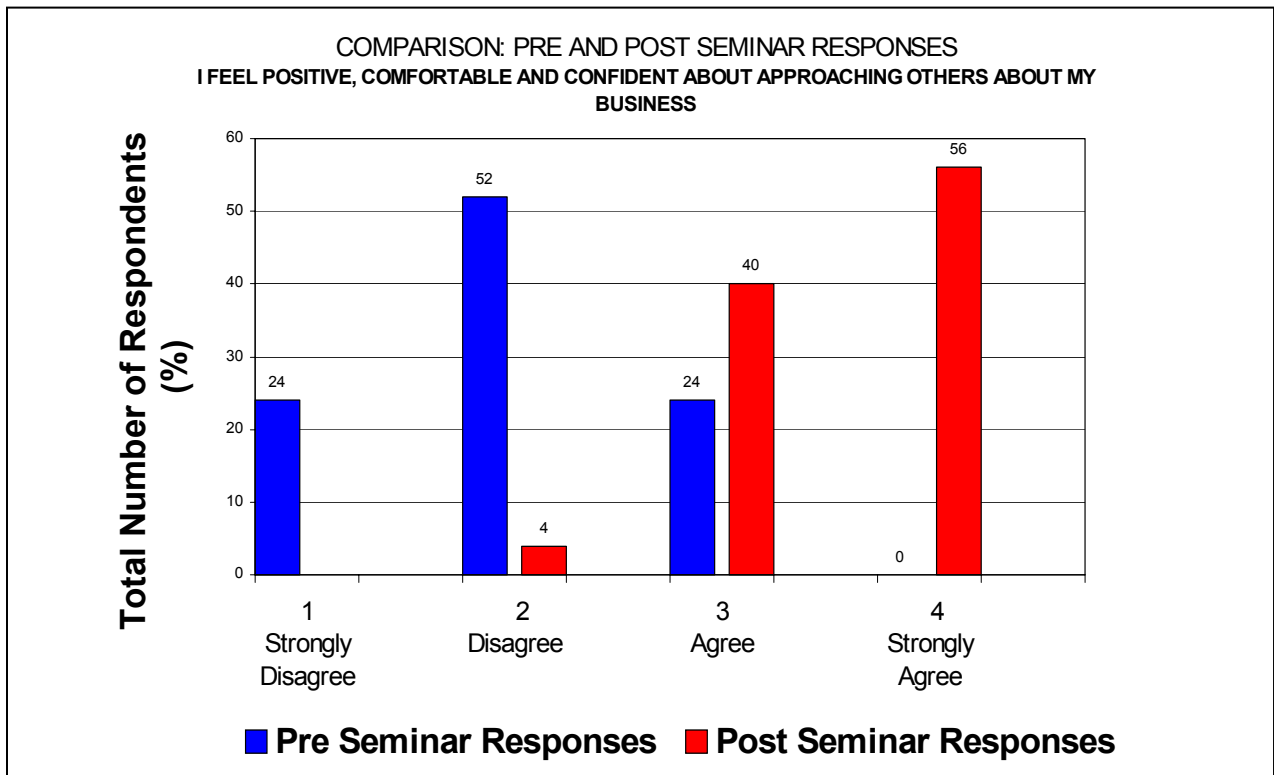


Figure 5

(See Appendix B for the remaining graphs.)

Statistical Analysis of the SONM Seminar

A statistical analysis was performed on the results from the Pre and Post Questionnaires. The analysis of variance of the 2 levels yielded an F-ratio of 122.76 (df=2, 120) which is significant beyond the .0001 level indicating that there is a significant difference in the results between the 2 test periods.

A subsequent test, the Newman-Keuls Analysis, reveals that the Pre and Post Questionnaire results were very different from each other.

In other words, the Switched-On Network Marketing Seminar had an extremely significant impact to the .0001 level on the participants between the first and second time they completed the form. This analysis confirms the fact that the seminar had a highly positive impact on the participants! And all of this occurred in just one day.

Comparing this SONM Study to the Switched-On Selling Study

In this pilot study, Network Marketers changed dramatically as a result of taking the Switched-On Network Marketing seminar. Your next question might be: “Can these changes hold or are they just temporary?” And the following question would be: “How do these changes correlate into a bottom line increase in retail sales and sponsorships?”

In answering the first question concerning Temporary vs. Permanent change and improvement, let's examine the study, mentioned earlier, which was conducted on over 400 Switched-On Selling Seminar participants. As stated previously, this seminar is similar to the Switched-On Network Marketing Seminar. The difference is that the SONM Seminar focuses on the issues of retail sales and sponsorship facing network marketers.

In the SOS study there were over 400 participants who took the seminar. Not only did each participant fill out the pre and post seminar self-assessment questionnaire as they did in this study, the form was also mailed back to them a month after the seminar with a request that they complete it again. The purpose of this was to eliminate the possibility that the changes were temporary and not simply the result of the participants experiencing a seminar high or placebo effect.

The results of this analysis is that the outcomes were similar in scope and in the level of change to those that occurred in this SONM pilot study. As a matter of fact, on many questions that were similarly worded, the degree of change from the Pre to the Post forms was even more dramatic for those persons attending SONM.

Therefore, based on this companion study, it can be projected that the SONM Seminar will have a similar long-term impact on the participant's success at retail sales and at sponsoring people.

For the complete Switched-On Selling Seminar Research Report, you can go to the website www.Teplitz.com and click on the button that says Switched-On Seminars.

Results of A Client's Field Study

Your next question might be, how do these changes correlate into bottom line dollars?

While a field study has not yet been conducted for the SONM seminar, we can report on a study conducted by a client on the **Switched-On Selling Seminar** which as mentioned previously is almost identical in design to the **Switched-On Network Marketing Seminar**. The primary difference between the two seminars is that the SONM Seminar focuses primarily on retail selling and sponsorship.

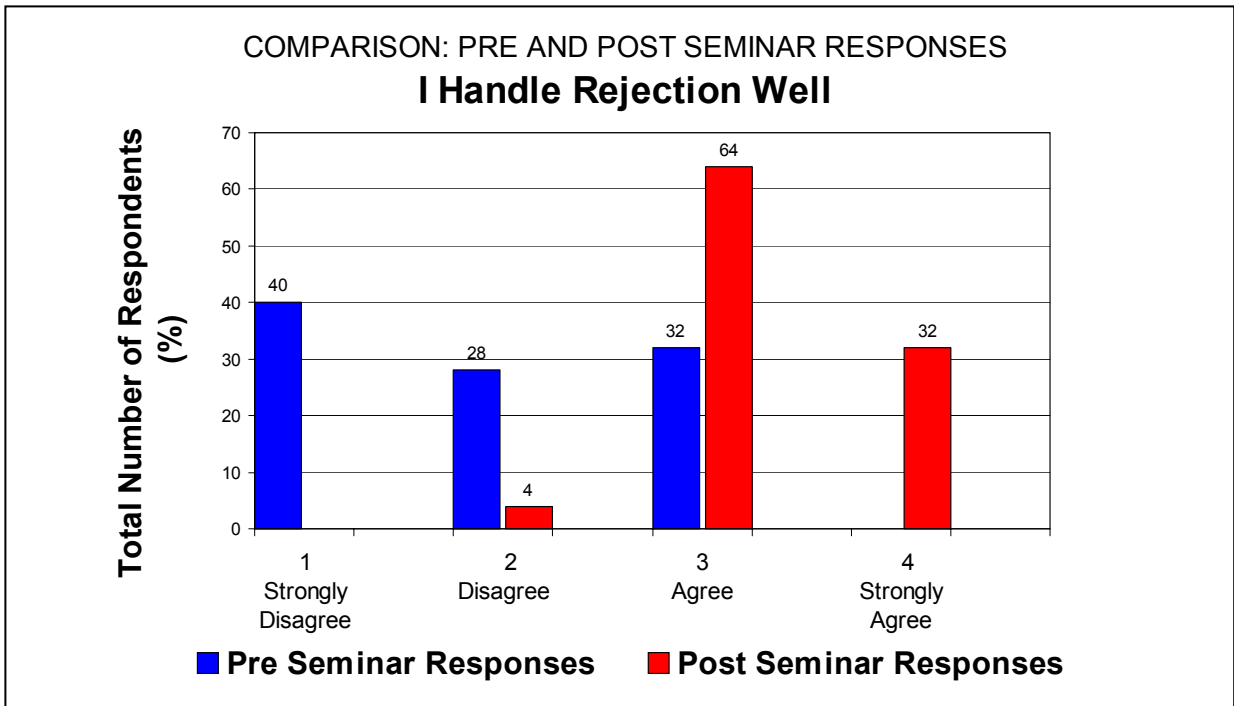
The client in the SOS Study was the South Carolina Farm Bureau, an insurance company. It had part of its sales force attend the Switched-On Selling Seminar while the rest did not attend and acted as the control group. The company tracked everyone for four months after the completion of the seminar and compared the figures from last year against those from this year. Salespeople who attended the Switched-On Selling Seminar increased sales 39% over those who did not and they, more importantly, increased premiums 71% over those who did not attend.

Can the **Switched-On Network Marketing Seminar** have the same bottom line impact as the SOS Seminar? From the results of this pilot study it definitely appears that it can! For information on the **Switched-On Network Marketing Seminar** call the Toll-Free Telephone Number 800-77-RELAX to arrange a program. Remember that every day you delay is costing you time, people, and money.

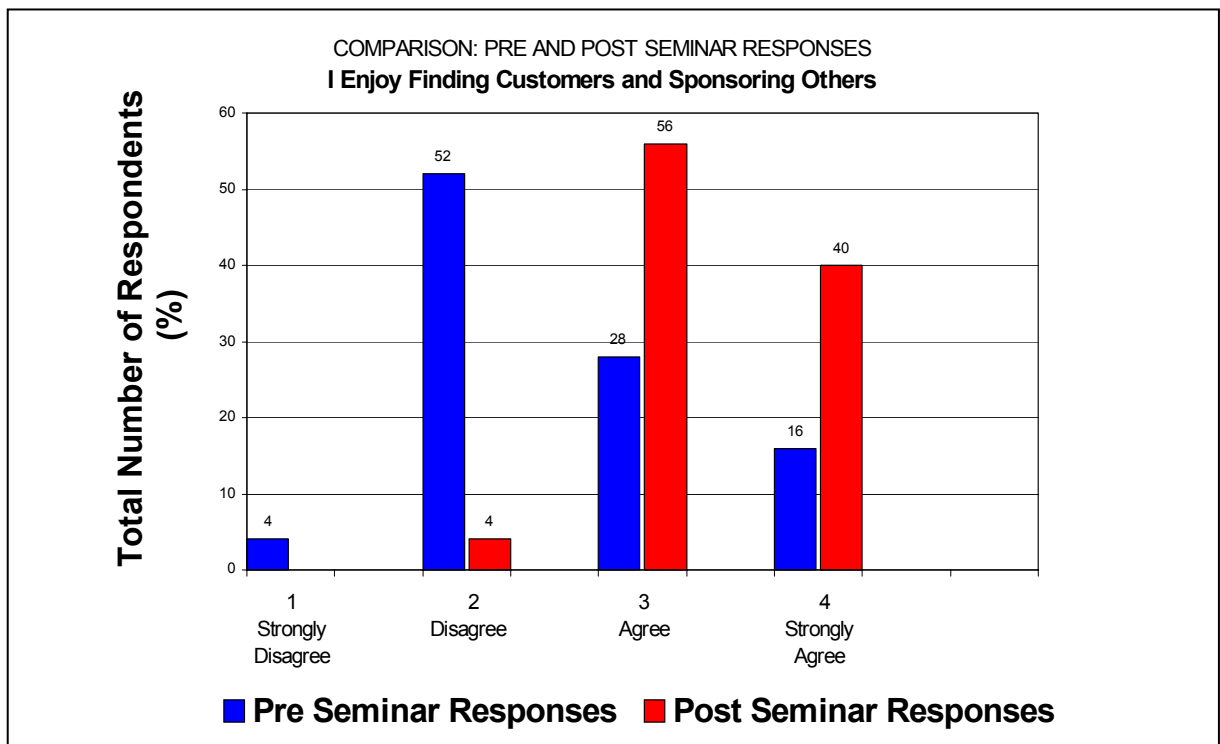
APPENDIX A
SONM Pre & Post Course Questionnaire

1. I handle rejection well.
 Strongly agree Agree Disagree Strongly Disagree
2. I feel positive, comfortable and confident about approaching others about my business.
 Strongly agree Agree Disagree Strongly Disagree
3. I enjoy finding customers and sponsoring others.
 Strongly agree Agree Disagree Strongly Disagree
4. I am committed to building a positive and successful Network Marketing Business.
 Strongly agree Agree Disagree Strongly Disagree
5. I easily fit my Network Marketing business into my life.
 Strongly agree Agree Disagree Strongly Disagree
6. I easily and effectively make calls to potential customers and associates.
 Strongly agree Agree Disagree Strongly Disagree
7. It is easy for me to talk to people individually.
 Strongly agree Agree Disagree Strongly Disagree
8. I am comfortable talking on the telephone.
 Strongly agree Agree Disagree Strongly Disagree
9. I develop a rapport quickly with a new person.
 Strongly agree Agree Disagree Strongly Disagree
10. I effectively begin my network marketing presentation.
 Strongly agree Agree Disagree Strongly Disagree
11. I effectively answer objections and questions.
 Strongly agree Agree Disagree Strongly Disagree
12. I am comfortable asking them to become a customer and/or associate.
 Strongly agree Agree Disagree Strongly Disagree
13. I easily and effectively organize and conduct meetings and events.
 Strongly agree Agree Disagree Strongly Disagree
14. I provide effective customer service and sponsor support.
 Strongly agree Agree Disagree Strongly Disagree
15. It is easy for me to ask my customers for referrals.
 Strongly agree Agree Disagree Strongly Disagree
16. I offer my customers the opportunity to be in my business.
 Strongly agree Agree Disagree Strongly Disagree
17. I view myself as prosperous in the Network Marketing business.
 Strongly agree Agree Disagree Strongly Disagree

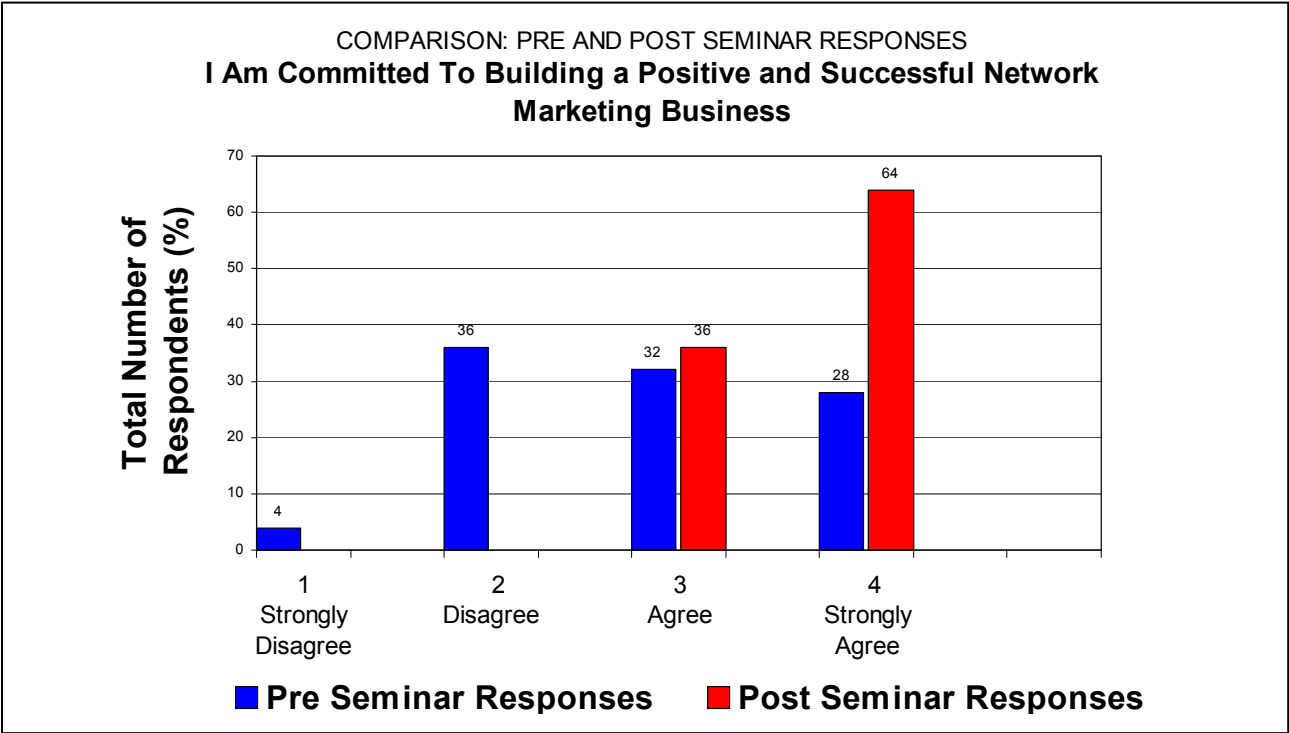
APPENDIX B



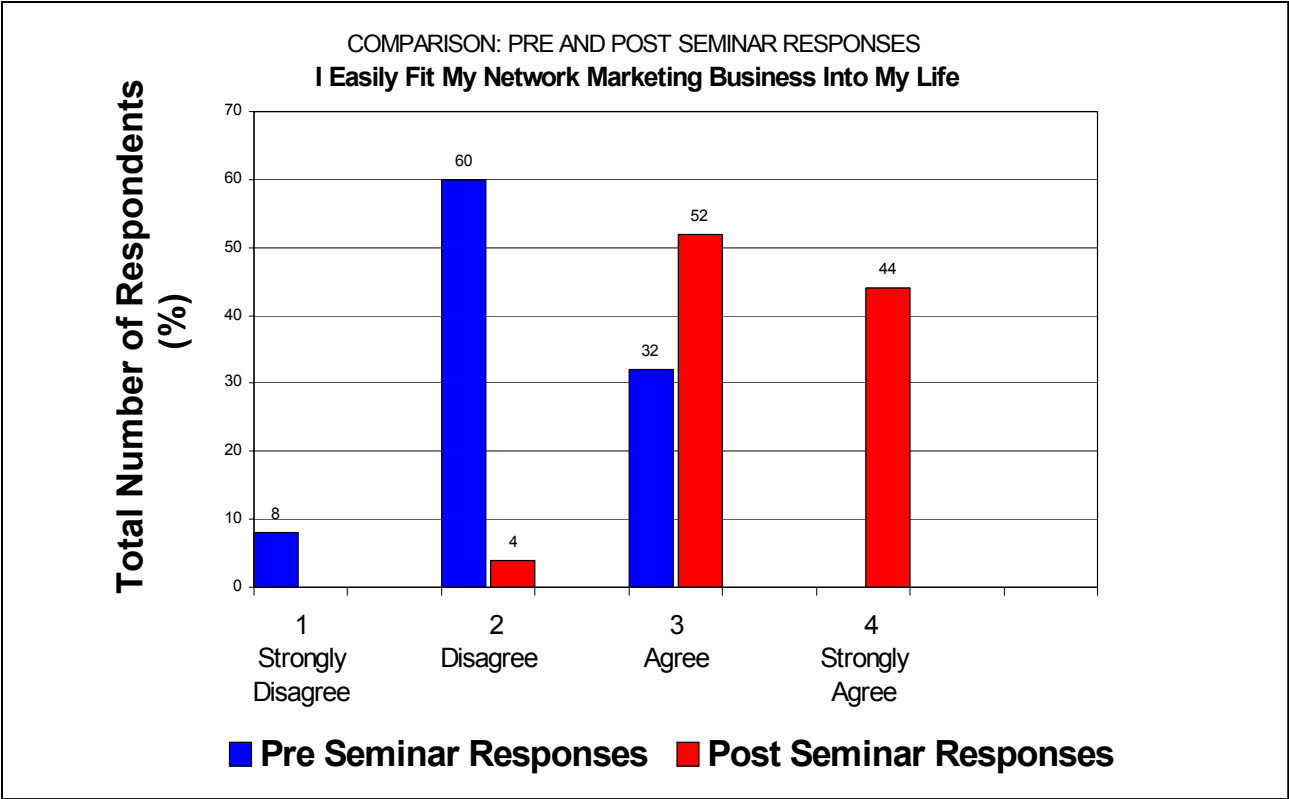
On the Pre Seminar Responses 68% started out on the disagreeing side of the graph
On the Post Seminar Responses 96% were on the agreeing side of the graph



On the Pre Seminar Responses 56% started out on the disagreeing side of the graph
On the Post Seminar Responses 96% were on the agreeing side of the graph

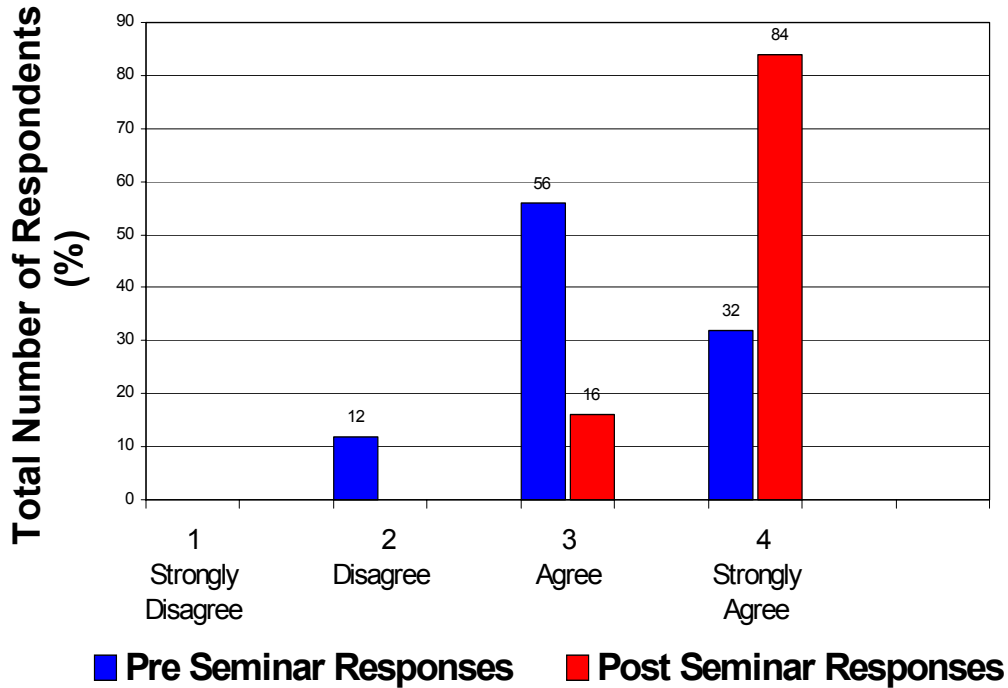


On the Pre Seminar Responses 40% started out on the disagreeing side of the graph
 On the Post Seminar Responses 100% were on the agreeing side of the graph



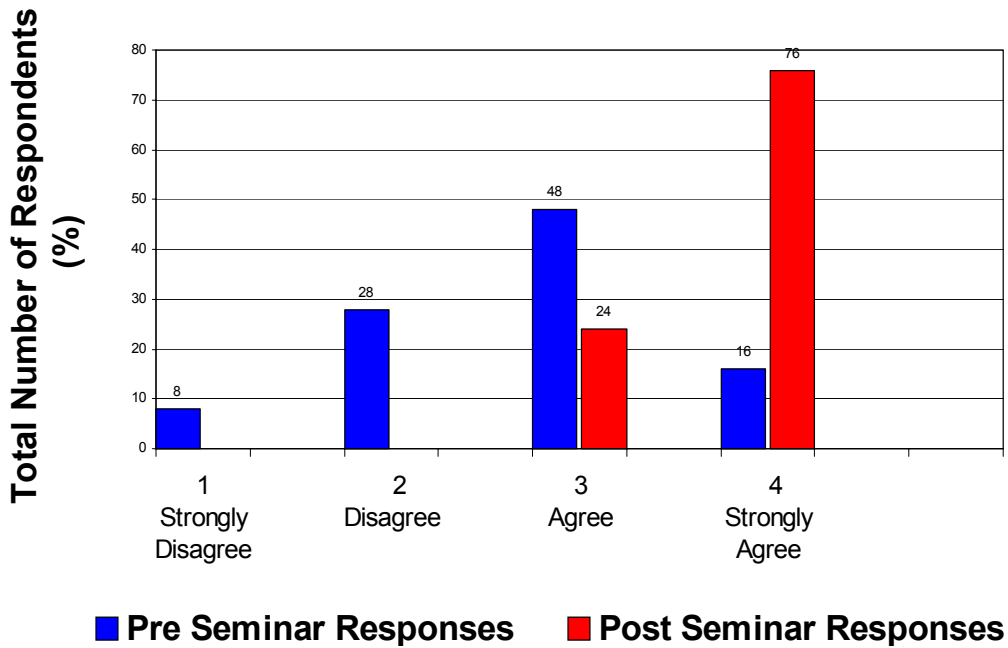
On the Pre Seminar Responses 68% started out on the disagreeing side of the graph
 On the Post Seminar Responses 96% were on the agreeing side of the graph

COMPARISON: PRE AND POST SEMINAR RESPONSES
It Is Easy For Me To Talk To People Individually

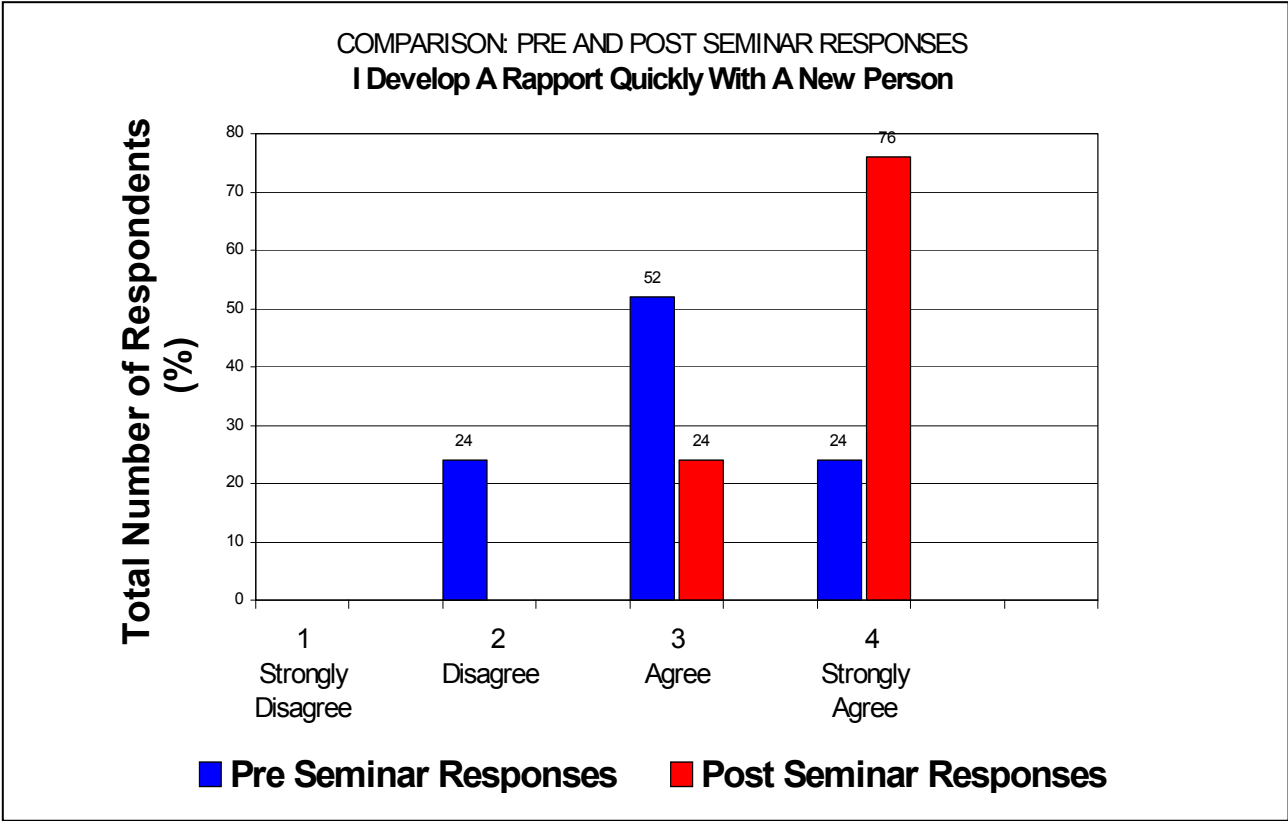


On the Pre Seminar Responses 12% started out on the disagreeing side of the graph
 On the Post Seminar Responses 100% were on the agreeing side of the graph

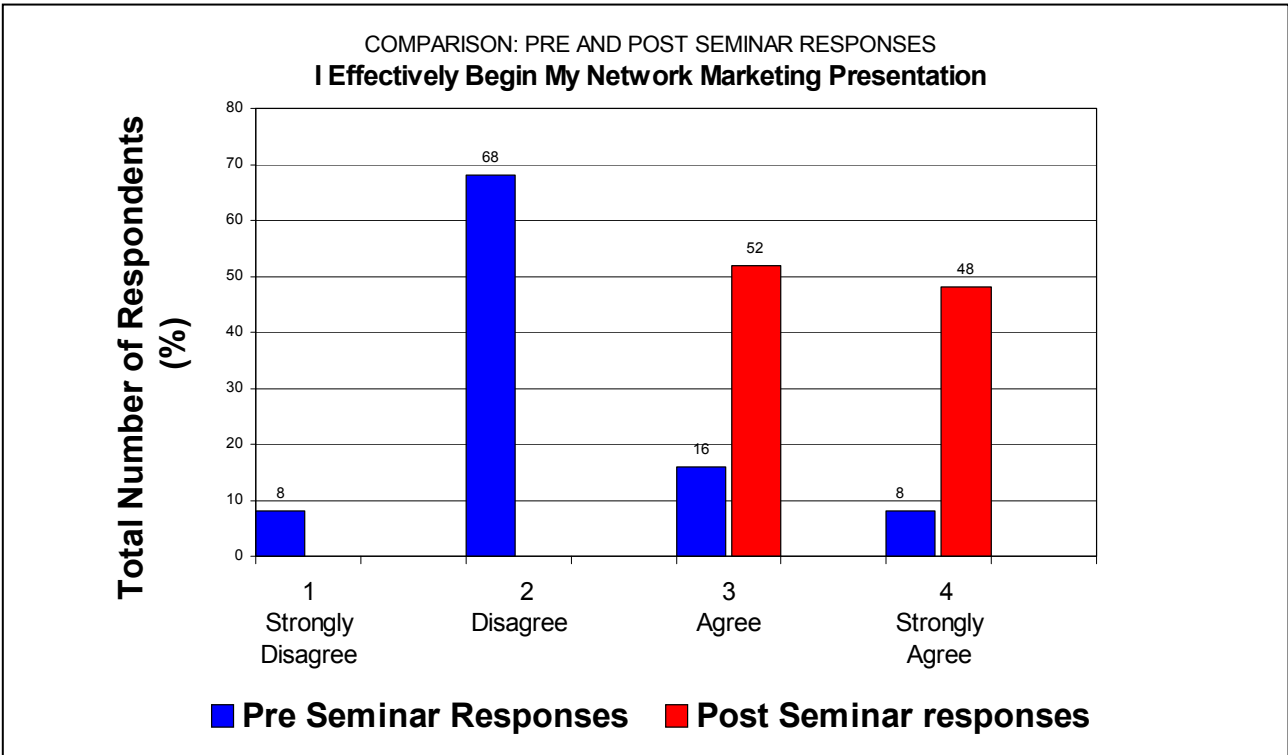
COMPARISON: PRE AND POST SEMINAR RESPONSES
I Am Comfortable Talking On The Telephone



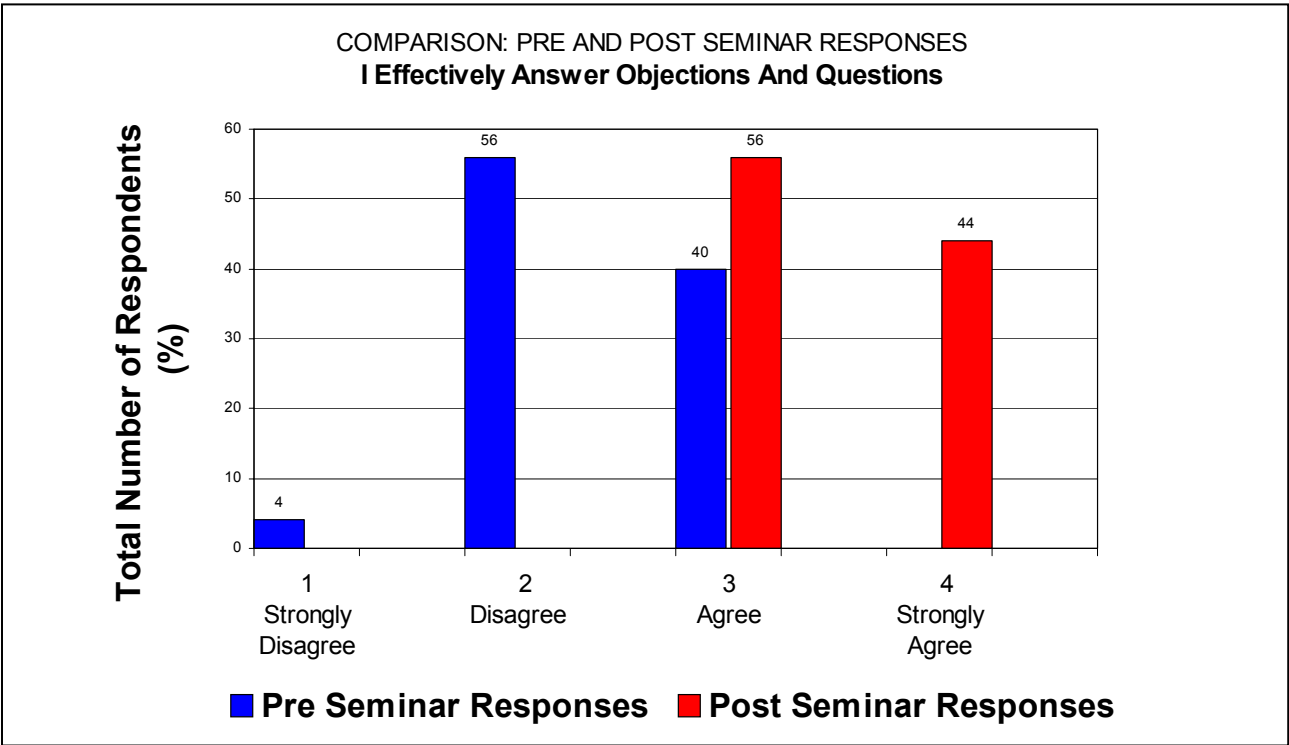
On the Pre Seminar Responses 36% started out on the disagreeing side of the graph
 On the Post Seminar Responses 100% were on the agreeing side of the graph



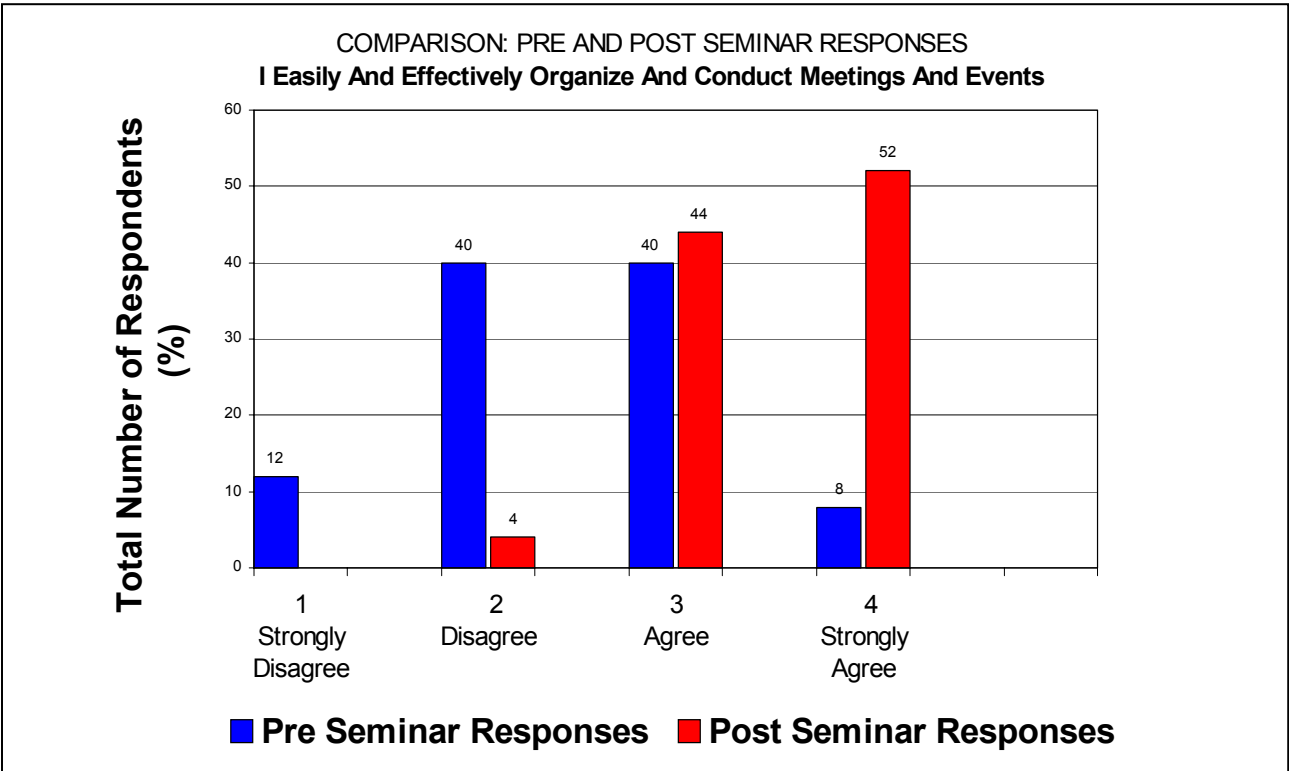
On the Pre Seminar Responses 24% started out on the disagreeing side of the graph
 On the Post Seminar Responses 100% were on the agreeing side of the graph



On the Pre Seminar Responses 76% started out on the disagreeing side of the graph
 On the Post Seminar Responses 100% were on the agreeing side of the graph

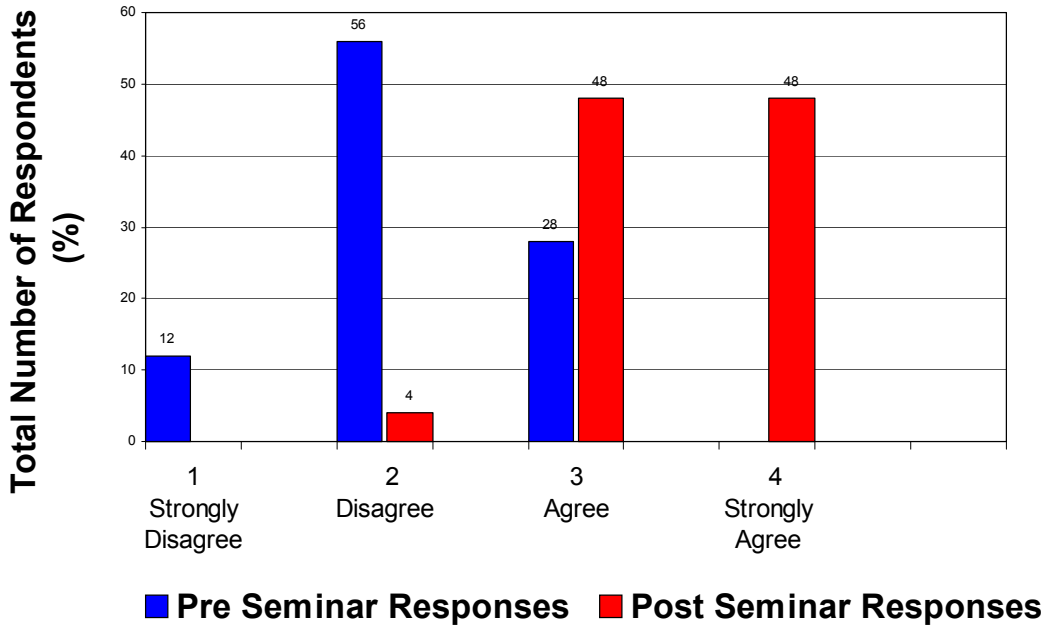


On the Pre Seminar Responses 60% started out on the disagreeing side of the graph
 On the Post Seminar Responses 100% were on the agreeing side of the graph



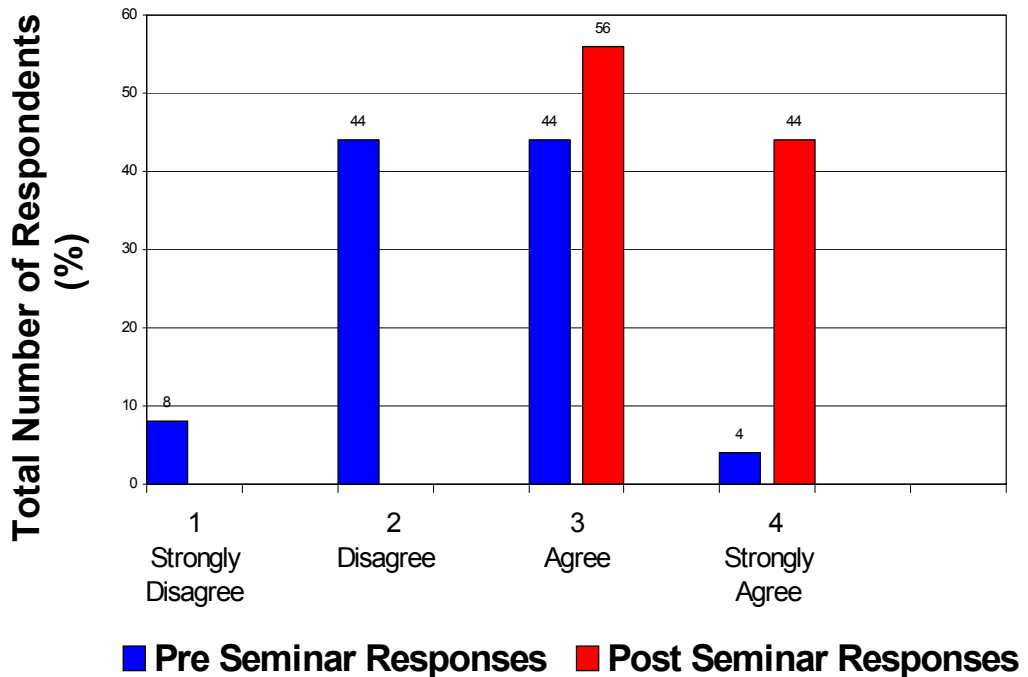
On the Pre Seminar Responses 52% started out on the disagreeing side of the graph
 On the Post Seminar Responses 96% were on the agreeing side of the graph

COMPARISON: PRE AND POST SEMINAR RESPONSES
It Is Easy For Me To Ask My Customers For Referrals

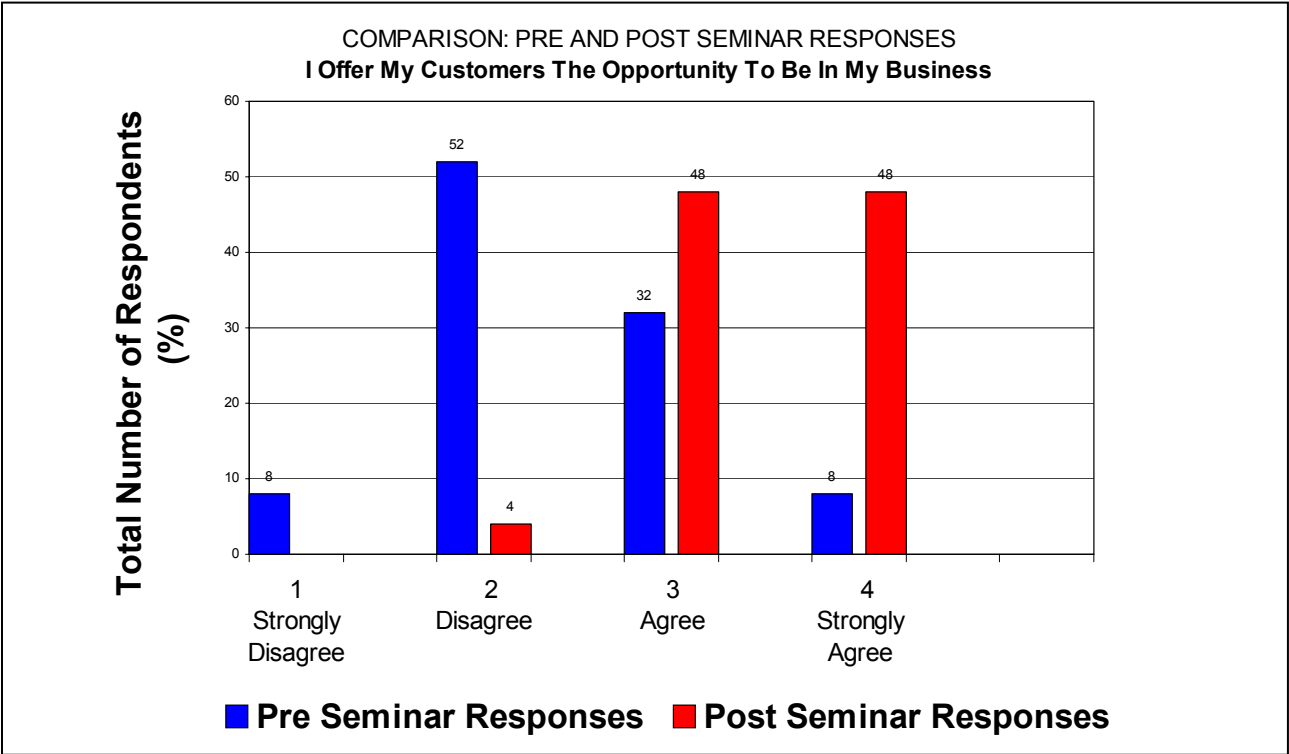


On the Pre Seminar Responses 68% started out on the disagreeing side of the graph
 On the Post Seminar Responses 96% were on the agreeing side of the graph

COMPARISON: PRE AND POST SEMINAR RESPONSES
I Provide Effective Customer Service And Sponsor Support



On the Pre Seminar Responses 52% started out on the disagreeing side of the graph
 On the Post Seminar Responses 100% were on the agreeing side of the graph



On the Pre Seminar Responses 60% started out on the disagreeing side of the graph
 On the Post Seminar Responses 96% were on the agreeing side of the graph