

# THE KEY



*...now it's your turn!*

BY DAVID H. HOOKER



The world of Network Marketing and Direct Sales has changed,  
is changing and will continue to change...

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**It has been a subtle change; so subtle in fact  
that very few have actually noticed it.**

**I am referring here of course to Distributors' and Field Personnel's insatiable  
demand for facts, knowledge, information, and...**

## **TRAINING!!**

Can one credit this trend to the emergence of the Internet or to our increased interest in guidance and the quest for answers, or is it just the natural development of the human mind? Whatever the reasons, the fact remains that there is a greater demand by Distributors today for "directional training" than at any other time in our history.

Of course, corporate leaders see the need for regular training within their management structure, but **not** with their Distributors!

**A**s Facilitators, Trainers, and Industry Keynote Speakers, with 34 years Direct Sales and MLM experience at Senior Management levels with a wide variety of industrial giants, we have earned the unique position of being aware of the steady, sometimes nearly imperceptible, impact of change.

Because corporate needs have changed, no longer is it adequate to merely talk about the company, the products, and or the incomes to be made. The new focus is *people*. The company that directs its interest to its people will *keep* its people. The 'Upline' that *develops their* 'downline' will build an empire. The party Planner that "develops" their team will conquer the world. Product loyalty is becoming second place to "mentor" loyalty.

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***"As long as you hold my hand and lead me to riches  
so I will follow and bring others with me"***

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Most companies do offer “support” to their sales people, but very few actually deliver it. “Support” is generally left in the hands of those that have gone before, been there, done that, and got the T-shirt. Unfortunately, if untrained personnel become the trainers, then the corporate management team has a growth management problem.

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**RETENTION AND GROWTH GO HAND IN HAND...  
ONE WITHOUT THE OTHER EQUALS STAGNATION**

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Over the years, some of the world’s best speakers and trainers have developed unique programs geared to supporting and developing field sales people, distributors, *and all those responsible for moving goods*. They have shaped them into proud ambassadors for the company and effective management executives within their own operation – be it large or small.

Having been in the field as Direct Sales Personnel we *understand* the language, motivation, and driving forces behind a company’s sales personnel and work our programs accordingly.

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WE LEAVE PRODUCT TRAINING AND CORPORATE PHILOSOPHY IN THE  
HANDS OF THE CORPORATION: **PERSONAL DEVELOPMENT** WILL BE  
SAFE IN *OURS!*

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**Our program can be divided into 3 parts;**

- ① Keynoting**
- ② Training**
- ③ Facilitation**

*How do they differ?*

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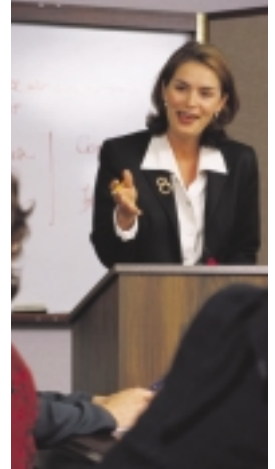
## 1 KEYNOTING

### **Gives Motivation!**

To provide context and meaning to a set theme with high energy that leaves your audience with a zestful call to action.

Keynote Speakers expend as much energy in a 60-minute presentation as do Trainers and Facilitators in a complete day. A Keynote speaker takes your seminar and/or conference to new heights by either setting the tone for the day, or bringing the event to a climax.

As Keynoters, we study, learn, and come to understand your corporate philosophy and then deliver that message with power and punch. *The impact of an outside speaker on YOUR audience, speaking about YOUR company, with emotion and feeling, is amazingly productive for no-one can drive home YOUR message better than a third party endorsement.*



## 2 TRAINING

### **Provides Skills!**

To build skills through a two-way interaction between trainer and participants. To teach new behavioral skills that can be applied at home of fice and in the field.

We deal with audiences with whom we have tremendous empathy and we celebrate their achievements set through our training programs. Because we have “been there,” we understand the complexities of their goal processes. Our Distributor and Direct Sales audiences are energized by the following topics:

- ◆ **Developing** and maintaining an active organization.
- ◆ **Entrepreneurship** skills to build towards and handle success
- ◆ **Presentation Skills** that will turn every Presentation into a Showcase
- ◆ **Verbal Communication** perfected to tell your story with ease
- ◆ **Negotiating** your way to the top
- ◆ **Handling Negativity** from within and outside your group
- ◆ **Telephone Skills** to turn every call into an appointment
- ◆ **Being A Management Coach** to deal with and work your organization



- ◆ **Training the Trainer** so that your organization can duplicate you
- ◆ **Becoming A Facilitator** to work your organization
- ◆ **Sponsoring to Retain** and helping others duplicate
- ◆ **Turning Desire into Goals** through motivation and leadership
- ◆ **The Power of Mind Mapping** and how it turns goals into reality
- ◆ **Building with Time Management** to avoid wasting valuable leisure time
- ◆ **Managing People** and yourself to ensure success every time

These are just a few of the many management topics that when passed on to your Distributors, transforms them into dedicated, proud-to-belong representatives, affecting your bottom-line in a way that no other corporate promotion or incentive could ever achieve.

### ③ FACILITATION

#### **Gets Results!**

To lead a group of Distributors to a position whereby it can manage its own destiny .

No matter one's role or position within the Distributor structure each participant, at one time or another is going to be responsible for the training, guidance or mentoring of their organization. In addition, they will eventually all have the added responsibility for the successful mentoring of *others'* organizations – be that building an organization, developing an organization or inspiring others.

Those trained in the art of Facilitation get the job done, on time – effectively, and efficiently.

If all your Key Distributors had the experience of Facilitators, can you imagine the impact it would have on volumes and/or incomes? Our Facilitation Program includes:

- ◆ **Understanding the Group Process** so that you can train your downlines with empathy.
- ◆ **Mastering Your Communication Skills** to get your message across succinctly



- ◆ **Understanding Others' Communication Skills** which avoids group confrontation
  - ◆ **Developing Observation Skills** knowing when and how to apply guidance
  - ◆ **Becoming a Role Model** for others to emulate
  - ◆ **Developing the Skill to Challenge** so that you can stretch your organizations to achieve more
  - ◆ **How to become Flexible** to understand the needs and wants of others
  - ◆ **Learning the Principles of Effective Facilitation** to work with both large and small groups
  - ◆ **Team Building** so that all are working toward mutual goals
  - ◆ **Focused Discussion** develops the skills for staying on track and on target
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**W**e have now set before you the first fully integrated Network Marketing, Direct Sales and Distributor Development Training Program, developed by and implemented by some of the worlds' leading Keynote Speakers, Trainers, and Facilitators.



From 1 day in-house to 5 day location training, we are dedicated to helping you build the organization that you seek. We will work for you, with you, and along with you.



Please note: We own a fully integrated Audio and Film Recording Studio based in Toronto, Canada and run classes on Media presentations focussed on how to work in front of the camera and conduct media interviews.

More detailed information is available on request.



USE  
**THE KEY**

TO UNLOCK  
YOUR WORLD

OF  
OPPORTUNITIES