

Edification

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One of the most attended events in the network marketing industry is the business opportunity meetings or training seminars, which expose prospects to the qualities of the company and the business. Teaching your downlines to properly promote and edify these meetings is paramount to keep the network growing. Edification, just like duplication, is the key.

Webster defines edification as the act of edifying, or the state of being edified; a building up, especially in a moral or spiritual sense; moral, intellectual, or spiritual improvement; instruction. In networking context, edification can be deemed as simply uplifting or giving recognition to a person or event of importance in order to transfer, establish, or lend credibility to the person/event/company. It can also increase the receptivity of prospects to the business. If you learn and practise the proper techniques, it is only a matter of time before your downlines begin to duplicate the edification process.

Here are some ways to promote the training events so that attendees will respect the speakers or leaders and be open to the opportunity that awaits them:

Emphasise the achievements
and experience of the speakers or leaders and their leadership abilities

Point out the organisations success in other business areas apart from the network marketing industry (e.g. high profile sponsorships in sports and the global business community)

Mention efforts and contributions of the organisation in line with corporate social responsibility (CSR)

Identify specific individuals whose lives were uplifted because of the business (success stories or testimonials)

Share the personal benefits you received from attending prior training events

Point out the need to be part of a winning organisation

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