

# The Seven Reasons

*By Corey Citron*



If you want to build a rock solid foundation for your business, generating customers is paramount. After all, at its most fundamental level, a business is all about acquiring and keeping customers.

At the end of the day, if people fall so in love with your products that they decide to order them month after month, year after year, you've just created that holy grail of network marketing: residual income.

Fortunately, generating customers is easy for just about anyone willing to ask questions and offer their product or service as a solution. It can even be as easy as posting your results on social media. The right post can create a firestorm of likes and comments on your Facebook wall, and lead to a flood of customers.

Let's take a look at seven reasons why you want to create a culture that celebrates customers.

1. *Builds belief in the products.*

Since belief is your barometer of success, building belief in the products is critical, and there are few ways that build belief better than having a nucleus of happy, satisfied customers around you. When someone says, "Those things don't work," just share some of your customer success stories. Facts tell, stories sell.

2. *Some of your customers will become business builders.*

Most people want to experience the product themselves before they start sharing it with others. Some of your best business builders will start off as customers, and only engage in the business once they prove to themselves that it works. It's amazing what a personal product experience will do to someone's trepidations about building a business.

Also, you never know when circumstances may change in a customer's life where they may now be open to looking at the business. It's important that you never try to fit a square peg in a round hole by attempting to convince a customer to become a distributor prematurely, because if you push too hard, you can sour the relationship forever.

3. *Stacks the odds in your favor.*

In most compensation plans, you need to have ten to forty active customers in order to generate enough residual income to break even on your monthly auto-ship order, which normally ranges from \$100 to \$200 a month. Unfortunately, many people quit before they are able to accomplish this, and good people are lost to a difficult plan.

Look for a company that offers a "three for free" program whereby your monthly auto-ship is free every month as long as you maintain three active customers. That's a lot fewer people than the plans that require ten to forty people.

4. *Legitimizes your business.*

The litmus test for any real opportunity is simple: would someone buy my products if there was no compensation plan attached? Having tons of customers shows that there is a strong need for your product. Plus, having a solid customer base keeps regulators happy.

5. *Increases retention.*

Generally speaking, the more focus you place on the product rather than the business, the greater your retention. Putting more focus on the opportunity can end up backfiring in the end should distributors not earn the income they set out to reach when they launched their business.

6. *Puts immediate money in your pocket.*

There's nothing like helping your team put money in their pocket right away. Retailing product can do just that, especially as new people launch their business in that critical first thirty- or ninety-day period.

7. *Earn more money on a smaller team.*

Duplicating a culture that promotes customers allows you to earn not only a more stable income, but a much larger one as well. Imagine a team of 100 members each on a \$200 auto-ship. Now imagine that same team each having three customers on a \$100 auto-ship, in addition to their own \$200 auto-ship.

The team that promotes no customers has only \$200 volume per distributor while the latter has \$500 volume per distributor. That's a difference of 250 percent: \$20,000 in total volume for the "customer-less" team versus \$50,000 for the customer-centric team. Since we get paid on volume, your income will be that much higher as well.

In short, teaching members how to acquire, value, and retain customers should be ingrained in your company culture. Having a healthy customer-to-member ratio is great for business!

*COREY CITRON is the cofounder of a rapidly growing network marketing company, for which he is also the chief marketing officer. He enjoys traveling with his family, tennis, snowboarding, and DJ'ing.*

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