

# Tips from the top

Practical hints and business building ideas from GNLD's most successful Distributors.



## Enhance the quality of peoples' lives!

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**G**NLD is more than just a business to us, it's like a ministry; we spread hope to people. We don't look at selling GNLD products as just earning money, but as saving lives. Many people seem to be "dead" from the neck down — their dreams have died, their health has died. They've given up. We bring people back to life; we extend a helping hand. We help create miracles. It's like seeing the pieces of a shattered vase fit together again.

In our training we explain that many of us have a disease called SNIOP, and it can be fatal. SNIOP means Subject to the Negative Influence of Other People. People can really dump on you, and all of that negativity is contagious; it just grows, and you have to neutralize it. Retrain yourself to look for the positive, and expect the best.

Through GNLD, we help people not only physically, but personally, spiritually and financially. We are not just physical beings; we are actually spiritual beings. We are created in the spirit and likeness of God. We look to nurture the body and the soul, which is made up of

the spirit, mind, will and our emotions. Since most people are governed by their emotions, in the sales business we usually focus on those emotions. It is our goal to reach *all* of a person, not just one aspect of them.

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When we first meet someone, we ask them about their family, occupation and recreation. What is their family like? What do they do for a living? What do they do for fun? This gives us a chance to understand what they are like inside. Then, we approach people from a product point of view, rather than a financial one. When you are in poor health, you want to know what will make you feel better. So we tell them about what the products can do for them.

We've found that selling is really a transfer of feeling. If a person feels good

about a product, they can transfer that feeling to others. People can talk all they want, but it's what they *feel* about what they are saying that counts. When you say something from the bottom of your heart, then it means something. You cannot sell a product that you don't believe in. GNLD's great products are easy to sell, and easy to believe in.

Personal goals are truly the map to success. The products and marketing plan are the same for everybody; the difference is in the individual's goals. An ancient Chinese proverb says, "Man who shoot at nothing, sure to hit it." If you don't take aim at *something*, you're not going to get *anything*. Take time to set your goals, and then follow them through. Set your goals and make reaching them a priority.

Always remember that there is more joy in giving than receiving. Whatever you give out comes back a hundredfold. Don't ever worry about giving something away, because it will always come back to you in ways larger than you ever dreamed!