



*Lotto Magic is a subsidiary of Peppercorn Marketing Inc.*

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# Is Company Training Better Than Distributor Training?

A while ago, I listened to a 6-cd training course from a successful Mary Kay distributor. The five steps involved in signing up a new distributor with this type of network marketing is very complex. It involves a series of steps of qualifying prospects through one-on-one presentations, 3-way phone calls, home meetings and hotel meetings.

Whew!

There was never a "close" attempted at any time during her 5-step process of recruiting. Only at the hotel meeting was the close attempted and the suggested close was to mention New Distributor Training to get them to sign up now.

"If we get your application submitted today, we can get your New Distributor Training started at our next training session on Saturday!"

Well, it all sounds good, however, I have learned several things after many years in network marketing:

1. Less than 5% of network marketing distributors will ever present their company to anyone in person.
2. Less than 20% will ever mention their opportunity to anyone over the phone.
3. Nobody likes to invite people to meetings (especially when they don't show up).
4. Not everyone is suitable to be a trainer, yet many companies stress this is the system to use.

**So, that brings me to this question: Why do network marketing companies always stress distributor training when company training would be better?**

Why is it better? For one thing, a consistent presentation is always made. Maybe your sponsor is not really qualified to be a trainer. Maybe they change companies after 3 months and then you don't have a trainer at all!

With company training, you don't have to worry about this problem. After all, if the company stops training, there probably isn't a company any more, so you wouldn't need the training anyway! Plus, company training gives you the latest, up-to-date information every week.

So, that's why company training is better than personal training. And you should be taking advantage of this training by attending our...

## Weekly Conference Calls

Every Wednesday Evening at 8PM EST/5PM PST we have an opportunity call in which a live presentation is done. This lasts about 15 minutes and after that, your prospects can ask any questions they may have. If you have prospects sitting on the fence, or prospects that have questions you can't answer, the opportunity call is the perfect place to send them. Sometimes, all it may take is a third party to tell the story to get them to join!

At 9PM EST we host a members only training call. Sometimes these calls cover a specific topic. When they don't, we discuss the General Principles for Building Your Business.

There are three ways to access the calls:

**By telephone:** Dial 818-742-0029 then enter pin code 406159#.

**Online:** For the opportunity call, check the Facebook Lotto Magic Fan page for call links a few hours before the call. Training call links are posted in your back office.

**Skype:** log into your Skype account, then on the dial pad type "joinconference". After you are connected, click the "Show Dial Pad" button and enter pin code 406159#.

You should send your prospects access information to the Opportunity Call, but please do not share access for the Training Call, it is for members only.

## Our Training Call Schedule for May:

5/9/2012: Review of Basic Principles, Recruiting Tools and Systems to build your business.

5/16/2012: Techniques & Importance of Follow-up

5/23/2012: Techniques & Importance of Follow-up II

5/30/2012: Review of Basic Principles, Recruiting Tools and Systems to build your business.

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## Lotto Magic is a Member Benefits Club

Lotto Magic offers you a unique way of playing in every single Florida Lotto and/or Powerball drawing from anywhere in the world. Their turn-key marketing system ensures your complete success...

- ✓ Rated "A" with the Better Business Bureau, worldwide **since 1996**.
- ✓ You earn \$60 per referral **monthly** as a Power Captain.
- ✓ Also earn \$4 monthly per down line member in **levels 2 through 5**.
- ✓ Top earners are receiving **over \$5,000 monthly** in commissions.
- ✓ Your tickets are played in the twice-weekly 42 state **Powerball** plus the **Florida Lottery**.
- ✓ Get 50% from your own **winning tickets** and 10% from your down line for 5 levels.
- ✓ **100% Free** team advertising, marketing and support. Yea, we really do work for YOU.



**Not a Lotto Magic member yet?** Then join one of our team members now and get started immediately!

**Already a Lotto Magic member?** Then grab your second position with us today and finally start winning!

➔ For the inside scoop on the Lotto Magic Team... [visit the team site now](#) - Don't you miss out!



**Whitney**

**Team Leader** - Florida Lotto Magic

*"You can't win if you don't play!"*

**P.S.** I joined Lotto Magic back in 2005 and I've worked "for the team" ever since!

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- ~ Lottery Wheels
- ~ Lottery Facts
- ~ Lottery Statistics

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*"When everyone is moving forward together, then team success takes care of itself"*