

So you want to market VPCs?

When Henry posted that we are a direct selling company I got a sickening feeling in my stomach and a shiver went down my back. Up until now I have never seen myself as a marketer or a salesperson, in fact I have preferred to let others do that while I contribute in other ways.

I started to analyse why I didn't like it and I realised two things. The first is marketing is not high pressure selling: it is making people aware of a product.

The second thing that I realised was that I do it almost everyday without thinking. If I come across a friend who has a need, say one who suffers from arthritis, I share with them how nettle tea has helped me with my arthritis. Whether they take me up on the nettle tea thing is not my problem – I've told them about it, and I think that is a kind of marketing. Except the tea company doesn't pay me!

So what are some of the things that will give us more confidence to market VPCs?

1. Product knowledge.

I don't know about you but I get really disappointed when I go into a shop and ask a question about a certain product and the salesperson cannot tell me much about it or fails to answer my questions. To be able to market our company we need to have product knowledge. We need to know everything about Compumatrix. Albert Einstein said, "If you can understand it fully then you can explain it simply."

To improve our understanding and knowledge of the company, we need to pretend we want to join, what questions would we have? Perhaps questions like how it works, who leads the company, how a person can join, what are the benefits of belonging to the company, and the list of questions goes on. Write a list

of questions and see if we can find the answers, and in that way we'll be prepared to answer the questions that come to us. The more we know about the whys and wherefores of the company the more confident we will be.

2. Sell the sizzle not the sausage.

This is an old phrase used in marketing but it's true of Compumatrix as well. When we sell VPCs are we just selling a card or is it something more? The card is the sausage but the sizzle is what the card will do for you. We sell the opportunity that it presents: to have our own work from home business. No more commuting, greater potential for a greater income and there are lots more benefits. We need to present these benefits in a realistic way.

3 Realize that not everyone will want to join.

One of the fears in marketing is being told "no thanks". The sooner we realize that not everyone will want to join, the better we will feel about ourselves. "No" does not mean we have failed. "No" does not mean we are a worthless person. "No" does not mean that we have made mistakes. "No" only means that the person does not wish to join at this time and at a later date may recall the conversation and want to find out more. There is however one way to guarantee a "No" from a person, and that is not to approach them at all.

4. Not everyone is suitable to join.

Compumatrix is a business and not everyone is suited to be in business. Just because a person wants to earn money doesn't mean he or she wants to run a business. In Compumatrix we are looking for entrepreneurs, people who have the get up and go attitude and who are willing to learn. These are the people who may be open to the Compumatrix way of business and will listen to what we have to say.

5. Be enthusiastic but don't embellish.

Compumatrix is a wonderful, friendly company and has the potential to set people free from financial stress. This is something to be joyful and enthusiastic about but we must be careful that we are honest in our message and not promise something that the company does not or cannot fulfil. People can generally tell when we are talking a lot of BS or hyping up the situation.

Let us not fall into that trap.

6. Have your own story.

People love stories. A lot of us have been with the company for many years. We've stuck with it through thick and thin. In the process we have amassed a lot of money, we've had our frustrations and our jublations, we've made a lot of friends and I guess we have learned a lot about others and ourselves. This is all part of our story and can be woven into our marketing. Let us be proud of who we are and the story we have to share about Compumatrix

7. Have an attitude of gratitude.

Why do we want to market the company? Apart from wanting to build up our own Compumatrix business, marketing is a way of saying thank you to all those who have worked so hard behind the scenes, to bring Compumatrix to where it is. In my younger years in the church we were taught that evangelism is defined as: One beggar showing another beggar where to find food. A bit of a simplification I know, but a thankful heart will want to show others how to find the riches that can be theirs. There is an old Indian proverb that goes something like, Help another person's canoe to reach the shore and lo, your own has arrived also.

Well those are a few reflections off the top of my head on marketing and it is my hope that someone may find them helpful.