Tim Sales'

Scripts You Can Use to Invite and Recruit Like a Pro

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TABLE OF CONTENTS

| Introduction | 4 |
|--|----|
| About Tim Sales | |
| What to Say | |
| Meeting for a One-on-One | |
| Warm Market - Get In Communication Again | |
| Cold Market Contact | |
| Invite to Luncheon | |
| Invite to Residential Meeting | |
| "Too Busy" Prospect | |
| Previous Bad Experience in Network Marketing | |
| Script for Rude Person | |
| Pre-recorded Message | |
| Situational | |
| Referrals | |
| How To Invite A Referral Prospect | 22 |
| Power Phrases & Questions | |
| Invite With Absolute Confidence | |
| Rave Reviews for Tim Sales | |

INTRODUCTION



i, I'm Tim Sales and I love network marketing. In fact, I've made millions of dollars in this industry. I've lead organizations of over 56,000 people. I've been interviewed by Larry King about the legitimacy of the MLM industry. I've talked to hundreds of thousands of prospects, and in doing so, have mastered communication techniques to easily and comfortably talk with prospects. I'm excited to share some of those with you in this special report.

These inviting scripts work! Contained in this report are years of perfecting conversations with prospects.

I personally didn't grow-up in a business environment so I needed to learn *everything* including a *business vocabulary*. I was attracted to what successful people "said." I recorded their words onto a tape recorder, transcribed those words to paper, and then studied the words paying close attention to the arrangement and the emphasis. I then practiced saying them into a tape recorder until I mastered how to say it in conversation perfectly. Then I learned another script. Pretty soon I had 30 or more scripts running around in my head... *which became the business vocabulary I was trying to learn*. You're now the beneficiary of that research.

INTRODUCTION

I feel it's unprofessional to read a script to a prospect especially if it's someone you know. I also feel it's wrong not to be yourself. But if what you use these scripts for is *mastery of successful "word tracks"* then I think they're extremely valuable.

You are now the lucky beneficiary of this knowledge. How effectively they work for you will depend on your posture, tone and professionalism. And don't forget practice and rehearsing. You have posture and you are professional when you've practiced something so many times you are able to do it with confidence and "inviting" is as easy as breathing.

If there's only one thing I could teach you about network marketing it is this. Get good at inviting. It's the one critical skill you must master in order to make millions in network marketing.

Have fun learning it!

Tim Sales

Founder FirstClassMLMTools.com

ABOUT TIM SALES



hen Tim started in Network Marketing, his situation probably wasn't much different from where yours is right now. He had a full-time career with the US Navy and his Network Marketing was part-time. His full-time job was as an underwater bomb squad technician for the U.S. Navy.

As you can probably imagine, he worked a demanding job, with unbelievably high stress levels. Imagine working in a position where every day you go to work knowing it could be your last. Yet, still looking ahead to your future.

When Tim started building his business there were very few resources available to help a struggling Network Marketer succeed. His training went something like this:

He was simply told to make a list of all his friends and relatives and then go sell them on the idea. Sadly, that ill-conceived and unworkable strategy is still used by nearly everyone today. In fact, it is one of the major causes of a high attrition rate in the industry overall.

Tim, on the road to earning millions, made every mistake imaginable. He did daily affirmations in an attempt to build up his emotional armor. But, he will tell you, he still felt the pain of rejection over and over again. He spent good money for training that proved useless because they didn't address the unique needs of the Network Marketer.

ABOUT TIM SALES

Despite the trials and tribulations, the lack of training, and the absence of real resources for the unique needs of this industry, he persevered and he succeeded. By the time Tim retired he was a multi-millionaire with a downline of 56,000 people spanning many countries around the world. In addition, he's made significant contributions to the MLM industry. Tim was interviewed by Larry King about the legitimacy of the industry. He taught Network Marketing at a major University. He has traveled all over the world speaking and training leaders how to achieve success.

Tim also founded First Class MLM Tools - a company designed to produce and export all that he learned and used to succeed to all the network marketers who, like Tim, have a strong desire to succeed, and only need the resources to do so.

The flagship product that Tim and First Class MLM Tools are most well known for is, Brilliant Compensation. This presentation has now been responsible for the sponsoring of more than a million people into the Network Marketing industry. It has been used in courts of law to help educate judges on the real information about Network Marketing. Every product Tim produces is just as effective as Brilliant Compensation.

It's just Tim's way. As you will see in anything you learn from Tim, he is thorough, fundamental, effective and successful. He teaches you the same things he had to learn the hard way. His goal is to make your route to success easier, faster and even more profitable than his route. But he will be the first to tell you. You have to use his materials and resources and you have to practice to master the skill.

ABOUT TIM SALES

Tim will also remind you it is ultimately your attitude that propels your success. Those who know and work with Tim or have purchased his training products will tell you that he is an exacting task master who strives for perfection, but always respects and admires those whom are in his life, just as they respect and admire him.



"I love Network Marketing, both as an industry and as a way of making an honest living through multiple streams of passive income. FirstClassMLMTools. com is yours. Use it to your advantage. I have developed tools such as Brilliant Compensation and Professional Inviter that you can use to successfully invite prospects to learn more about your business and to quickly build your downline. Both are a product of my own personal triumphs.

"My crusade to increase the professionalism of the entire network marketing industry marches on, and I believe it begins at the most basic level – teaching network marketers how to be a professional in every aspect of their business."

- Tim Sales



Scripts You Can Use to Invite and Recruit Like a Pro

What to Say...

I can't even being to tell you how valuable the content is on the next page!

Through the years I've had thousands and thousands of conversations with prospects. And when I was in the process of developing the "scripts" I would use I would keep track of every word I would say. I would test a script, keep track of the results, and then change ONE word and test again. And most of the time I would find that a few words would make a difference in the outcome of my conversation. I learned that some words, or groups of words, would trigger objections with my prospects.

What you have access to here are the best phrases to use, and also ones I would suggest you avoid!

Avoid these phrases

- I recently became involved.
- I'd like to get you involved.
- Are you looking for a business opportunity?
 - I think you would love this.
 - You would be good at this.
 - New business opportunity.
 - Are you interested?
 - I want you to . . .
 - I want . . .
 - You should . . .
 - You need . . .
 - What if I told you . . .
 - Come to a meeting.

Instead use these

- I'm working on a project.
- I'm looking for the right person.
- Do you keep your eyes open for expansion/diversification?
 - It may or may not be for you.
 - This might be lucrative for us.
 - Business idea or project.
 - You might want to see this.
 - You might want to . . .You might benefit from . . .
- I thought you might want to know . . .
- Is there any reason you would want...
 - I don't suppose you'd . . .
 - What if you knew...
 - Meet some other members of the team.

Meeting for a One-on-One

This script is the most effective (not efficient) method of doing network marketing that l've ever seen.

You: Jeff, this is Mark, it's been a long time. Let's catch up. Let's meet for breakfast...

How does (7:00) at (restaurant) work for you? John: Sure.

This is not the meeting to give them a presentation. This meeting is to **catch up**. Talk about what friends talk about ("what have you been up to, where are you working these days, how old are your kids now, what are they up to, do you love your boss, what ever happened to old so-n-so, how's your golf game, how's your mom"). Somewhere in that conversation you may hear a need or a want that your business or your company's products can fill. He may also see a need you have.

This is not the place to be aggressive. Don't jump on solving their problems too quickly. I recommend you maintain your purpose for being there. **Catch up**. The first couple of times you do this you will be so shocked at how well it works! It will be difficult to resist the temptation to jump in and help at this point, which is why most people blow this most effective form of doing network marketing. If someone just bluntly asks you for a solution, you might be able to suggest another meeting or to view some materials at another time.

Example:

John: I'm just plain worn out. Working 14-15 hour days. I very rarely take a vacation.

Here's the way I might handle it.

You: Why don't you change? John: What would I do? You: Well, what do you want to do? What would be the ideal scene for you? John: Well, –to start, \$10K more per year, less time at the office, something I could call my own.

Really listen to his answers and ask questions about them. Then (if it looks like a fit) offer this suggestion:

You: I've got a video I think will solve this situation. At the very least it will give you some education about it. I can send you an email with a link to the video. Think you'll be able to watch it in the next day or so. Could you do that?

Tim Sales Expert Advice:

Obviously, I recommend that you have them watch **Brilliant Compensation** because it comes from an educational stance, not a "get involved in my company" standpoint. Prospects get to start their due diligence based on a solid understanding of this industry. Once they believe in network marketing as a concept then you just share with them why you chose the company you're with.

Don't do this wrong. If you've placed an "I'm going to sell him" bull's eye on his forehead it will show in everything you say and everything you do. Conversely, if you go to this meeting with the pure intention of catching up and caring about your friend and really listen to his needs then things will "fall" right. Whatever right is. This is the most effective method I know of succeeding in network marketing. **Master this one**.

Warm Market - Get In Communication Again

You typically greet someone you know by starting off with simple questions, like "How are you?", and then lead into slightly more in-depth questions based on the prospect's response, then to more in-depth questions.

You: Hey (First Name), how are you?

Are you still working at (Name of Workplace)?

How do you like it there?

If the response from your friend indicates they would be open to something else based on how things are going at their current place of work, choose one of these Invite questions:

You: I'm calling to talk business, but first, how are you?

We've been friends for a while and we've never really discussed business. Would you be opposed if we did?

Have you ever thought of a business outside of (friend's current profession: accounting, law, insurance, real estate, etc.)

I've got a business idea. Would you be open to seeing something on it....or are you completely satisfied now?

Well, I need your help. A very intriguing business has come across my desk recently. Quite honestly it's gotten me excited. (First Name), I'd like to send you some of the information and get your feedback and hopefully your help.

If they ask for more information right then say:

You: I'm sure you've got questions and I definitely want to give you answers, but it's the big picture that I want you to see first. Not bits and pieces. That's what's in the webinar I'm sending you; so watch for an email from me.

(First Name), promise me this webinar link I'm emailing you is not going to sit in your inbox...that you'll watch it right away. Will you? Great. So let's talk _____ (set up a specific date and time).

Cold Market Contact

Ideal for starting a conversation with a purchased lead or leads generated online

Tim Sales Expert Advice:

When I get on the phone with somebody, what I'm basically doing, my ultimate goal is to get to know them – genuinely, honestly, get to know them. I call that "You have to make somebody's life better." Otherwise, there is no exchange of money anywhere. Show me someone who is trying to get rich and I'll show you a very tired, broke person. But you show me somebody who is spending their life committed to making people's lives better and I'll show you a wealthy and happy person who has an abundance of time on their hands. It's a difference in the intention. What I recommend that you do is that you get on the phone and you find out about that person.

You: Hello, (First Name), you recently submitted a form online, indicating an interest in a business you can work at from home and I was calling to see if you've found what you're looking for.

If the answer is "No" then ask:

You: What is it the business would have to have, for you to be interested in it?

Other possible qualifying questions:

- Do you have a particular business in mind?
- What do you want to achieve by owning your own business?
- What things would you want in your business?
- What...if you heard it...would you go that's what I'M LOOKING FOR!

Then, write down everything they say, because that person will tell you exactly how and what they will buy, or what it will take for them to sign up.

You: Okay, (First Name), I'm committed to your success and how I want to start things off is I want to get you an explanation of how we take our products into the marketplace.

And after you've watched this, then you and I can have a more intelligent conversation about the specific products.

(Have them watch Brilliant Compensation.)

You: I want you to look especially at two things. The basketball going through the garden hose is one area I want you to pay special attention to because when I start speaking specifics to you about the business I am in, then that concept is going to come into play a lot. And the other thing that I want you to pay special notice to is the conversation right near the end, when the guy is talking about leverage.

Okay we will talk in 45 minutes (or tomorrow or whenever it is this person agrees to watch the webinar) and that's what we are going to talk about.



INVITING SCRIPTS

Invite to Luncheon

You: (First Name), an interesting business has come across my desk. How long is your lunch break?

If over an hour then continue the invite for the luncheon. If less than an hour, move to some other method i.e., webinar, hotel, conference call, etc.)

You: What are you doing for lunch tomorrow? A couple of business colleagues are getting together to talk about business. Come to lunch with me- here take down this address. (Give address). Dress is business attire and the cost is normally about \$15.00 a plate. I think you'll enjoy it.

* Note: The end of that script is optional. Traditionally if you invite someone to lunch then it's "on you". However, some people can't afford for it to be "on them". Use that script to make this situation less awkward.

Invite to Residential Meeting

You: (First Name), can we put our friendship on hold for a second and talk business? I was doing bills the other day and a thought occurred to me. Is this all there is? I don't know about you, but financially I'm living month to month. I also figured out that at the rate my savings are growing, I'd retire when I'm 150 years old! Well that thought got me looking. And (First Name) I found something (this statement has to come with absolute conviction). I'm inviting you and spouse/ partner (and a couple of other people we know) to come over to the house ________ night. 7:15- I want you in on this. You'll be here right?

"Too Busy" Prospect

You: Let's get together tomorrow; I want to run something by you...

Prospect Response: I'm swamped, I don't have any time, I'm too busy.

You: (First Name), have you ever noticed that there are people who make 10 thousand a year and there are people who make 10 million a year... They both have 24 hours a day to work with. Are you interested in finding out the difference?

Prospect Response: Yes!

You: I'm going to fire over a webinar that really explains it. Then, let's get together to discuss the details.

Previous Bad Experience in Network Marketing

You: So you really had a bad experience? What specifically was it that made it a bad experience?

Listen closely to what they say and what they don't say. Your tone of voice should show concern, not "fix-it". Listen for "who" they are blaming. Did the company fail them? Did the upline fail them? Did they fail themselves?

You: Do you believe that time makes a difference?

Prospect Response: What are you talking about?

You: Have you ever witnessed an entire industry change because of a single item like the Internet or a new kind of steel or Desktop Publishing?

Prospect Response: Yes of course.

You: Well, I've seen this same kind of large change/paradigm shift happen to the network marketing industry. Just because someone has a bad relationship with his or her husband or wife, doesn't mean the entire male or female race is bad. Make sure the object of what you're choosing to dislike is the right object. The industry of Network Marketing is really good and effective.

Do me a favor, can you forget for 20 minutes that you ever knew anything about it? I want to send you a non-hype webinar that's solely done on the industry. The video is produced by a gentleman who interviews a professor of marketing at the University of Illinois. His name is Dr. King. He received his doctorate in business administration from Harvard University. I want you to watch this webinar very closely because I know how sharp you are... and I know you like to stay on the cutting edge of business. I also know you aren't the type to make judgments on out-of-date information- you make decisions based on facts. If I send it to you, will you watch it?

Script for Rude Person

Occasionally, people will act condescendingly towards you. Especially if you're working within the cold market. Posture is critical, however it does not mean that you act like a jerk. There's a thin fine line between posture and jerk. Learn it. It's in your interest to be good at it.

You: I get the feeling you think I'm selling you something? Look, I'm not trying to be a wise guy, but we need to meet so you can check me out, and I can check you out and see if we want to work together. I'm about to invest an enormous amount of time into training someone. I've got just as much at risk as you. Let's just mutually respect one another's position, meet and see if we want to take it to the next level. Is that fair?

This is very effective at flushing out the tire kickers.

Pre-recorded Message

You: Hi, I'm (your name).

If I could show you a way that you could earn extra income in a part-time business of your own, would you be interested in getting a little more information so you could make an educated decision?

If they are interested, exchange business cards and have them call a 24 hour recorded message to listen to a brief description of the opportunity.

Situational

This is when you put or find yourself in conversational situations: work, golf, health club, grocery store, lunch with friends, tennis, business luncheons, etc.

You: Hi, I know this is a little different, but you strike me as someone who's motivated. Are you? I'm searching for top producers. Traditionally, we go through newspapers, executive search firms, and referrals. But we've found that we're most effective at finding the top talent by going straight to people who look like

they're on the ball. However, looking like a motivated person is entirely different than being a motivated person. I'd like to send you some information that gives an overview of how we take our products to the market. Do you have a card so that I can send this to you?

Hand them one of yours (I recommend it be generic.) Thank them and confirm email address. Send them access to watch **Brilliant Compensation**.

You: I'll email this to you right away. Perhaps we should plan to speak in a couple of days?

Nail down a specific time that you will follow up. Then point to the phone number on the card and ask:

Is this the best number to reach you on (Thursday?) Get confirmation.

What hours are you there?

Note: Pay close attention to what your prospect is doing. If they seem bothered let them go. It's not worth the icky feeling. This script works the very best on an airplane. Somewhere that you both have to be there for a certain amount of time.

OR

You: Have you ever thought about going into business for yourself? (Choose one of the below):

- with the kind of business you do (or you're in) ...
- with your contacts...
- your training skills...
- with your personality ...

You would be terrific at the business I'm in. I'd love to give you a call (or leave this CD/DVD) or send you a video explanation so you can look (or listen) to it at home.

OR

The object of this upcoming approach is to exchange business cards. No selling!

You: Hi, how are you? (talk socially)

Then ask what they do. A few sentences afterwards they'll ask you what you do. This is what you could say:

I'm a recruiter interviewing entrepreneurs who have the ability to develop and train marketing teams. It's a great profession and it pays very well, but it's difficult to find motivated people who want to work.

Then go back to asking them about themselves.

How long have you been at your job?

Do not continue to discuss what you do. If they ask for more info, tell them now is not the right time. Exchange business cards and tell them you'll call them.

Referrals

Most people blow getting referrals because they say way too much. The best way to get referrals is to not go into any details about it. Just use something simple like:

- I'm working on a project in the fitness industry. Who do you know who's into fitness? ...into health?
- Who do you know who hates their love handles?... is into eating right?
 ... is into working out?
- Who do you know that is into computers? Not necessarily their profession, although it could be, but also people who play with computers as a hobby?
- Who do you know who is a computer consultant?
- Who is your computer consultant?
- I'm looking for someone who deals with the Internet, who do you know?
- I need your help. You know a lot of people. I'm currently working on a large project and need to find one or two people to help me. Can I give you a 30 second overview about this project and the profile of the person I'm

looking for to see if you can help me locate the right people?

- John, I need your help. Who's talked to you that's looking for an alternative income stream?
- Who comes to mind that's looking for a career move?
- Who's tired of being in traffic?
- Who do you know who hates their boss?
- Who do you know that likes to work real hard, and get the job done so they can go play?
- How about someone really motivated by money and willing to do whatever it takes to succeed?
- Quick question: Have you ever thought of doing anything else?

This last question is very important. Sometimes when I ask for referrals they say "Hey, how about me?" It is very important how you handle this! Don't do what most everyone does. Don't fall for it!

If they throw it out to you that they're interested don't get derailed. Keep asking for referrals.

Example:

Referrer: What about me, I might be interested?

You: You! No way, you're too busy. Who else do you know that's interested in (fitness)?

If they try to bring it back to themselves again, deflect again.

You: Why would you be interested in doing this? You love your job!

Them: No I don't.

You: Well I'd love to work with you, but it's straight commission. I didn't think

you'd do that? How much time could you put in to a new project, it will probably take a couple of hours a day. Can you do that?

Praise a character trait that they have.

You: Well _____, with how hard you're willing to work on something you've certainly got an advantage.

You: When would you like to get together and discuss this in more detail?

Note: Normally when I meet someone I will decide whether I would rather get referrals or ask him/her to do the business. If I decide that I want referrals, I'll use what I described above and I'll work the referrals. If I'm able to sponsor/recruit someone from his referrals I will call the person who gave me the referrals and say something like this.

You: Mark, I wanted to thank you for the referrals you gave me. One of the names you gave me was Nick. It looks like Nick and I may be working together. To show thanks, I can do one of two things. A) I can take you to dinner- on me. B) I can cut you in on a residual income. You decide.

Obviously a whole bunch of questions are about to hit you. I will normally tack on the back of one of their questions:

You: Mark, you're on chapter 5 and we need to be on the table of contents. Here's what I'll do. I'm going to send you a video that will explain, from a "broad view," how we take our products to the market. Then we can meet and discuss how you can be compensated. Just so you know- this can be a lot of money.

How To Invite A Referral Prospect

You: Yes, is (Prospect Name) in please?

You: Hello (Prospect Name), this is (your name). I don't believe you and I have ever met, but (Referral Name) said I should talk to you.

(Referral name) said you have an interest in the (_____) industry. Is that correct? What kind of experience do you have?

Listen to them.

You: Much of my business focus is in the area of _____, if I could show you a business model that wouldn't' jeopardize your current situation, would you be open to hearing about it?"

If the answer is no, (I doubt it, this script is effective) ask:

You: Who do you know that is looking?

If the answer is yes, then say:

You: I would like to email you a video that explains the broad view. If I send it, do I have your word that you will look at it right away? Great - what's your email address?

If they say yes - But what is it?

You: Rather than take up your time on the phone, I would like to send you all the details on video. Then if you have questions, we can talk.

OR

You: Hello (Prospect Name), this is (your name). (Referral person) recommend I call you. (Referral person) said you're a good person to talk to about the ______ (fitness industry). I have something you might have an interest in. Let me ask you a question, if I could show you a way to profit from your knowledge in the fitness industry, that wouldn't interfere with your current situation would you say the timing is good or bad for you? Or is your mindset one that says, "True opportunity waits on no one?

Power Phrases & Questions

- Do you keep your eyes open to making money in areas outside of _____?
 (Law, education, medicine, etc.)
- Is this the right time in your life that you could take action if presented with something that had enormous financial potential?
- I'm working with a company that is perfectly positioned to capitalize...
- I can't make you any promises, but there is a possibility for a huge financial home run!
- I need to get some information in front of you...
- For the right amount of money, would you be interested in sitting down and discussing...?
- Is there any reason you'd ever consider a business outside of...?
- John, we've never really talked business together, can we put our friendship aside for a couple of minutes to discuss business? Would you be open to...?
- On a scale from one to ten, how open minded are you?
- This thing is going to happen with or without you, the only question is who will participate and profit?
- You can either watch us make money or join us in making money- your call, we're friends either way
- I'm not sure if there's a fit here, but...
- Would you be open minded to hearing about a business if it could potentially add substantially to your income, without jeopardizing what you do now?

- Do you keep your eyes open for expansion and diversification?
- Do you keep your eyes open to making money in areas outside of what you currently do?
- I can't make you any promises, but from my vantage point the financials look good on this project I'm working on. Perhaps we should make the time to bring you up to speed on it. Are you available...?
- For the right amount of money, will you take control of your time and carve out 30 minutes to learn how to...?
- Is there any reason you'd ever consider a business outside of...?
- I need to get some educational materials in front of you... what's your address?
- I'm working with a business venture...
- This is in your interest to learn more about.
- Ever think of owning your own business? What stopped you? What if...?
- I'm working with a company that is actually (not theoretically) retiring busy people 15 to 20 years early. Does that sound like something that interests you, or not really?
- I want you to get on a conference call tonight to listen to some quick details. It starts at 8PM. Does that work for you? Them: Yes. You: Great, I'll call you just before 8:00 so I can hook you up to the call.

What number should I call at 7:57? Thanks. Talk to you then. Bye.

- We've got to meet so I can show this/something to you.
- I've finally found something that we can work together on! What are you doing right now?
- I'd like you to meet a business colleague of mine. Let me pull her in on the call.

- Does it make sense to sit down and discuss this?
- Let me get some information to you, I'm going to email a video to you that explains how we take our products into the market. What's your address?
- I'd like to put you on the phone with my business partner who can talk to you about this in a little more detail. What's a good time for us to talk in the next 24 hours or so?

Invite With Absolute Confidence

If you would like a more in-depth training on how to confidently talk with your prospects and get them to speak openly and freely with you, I recommend you learn and study this communication course: **Professional Inviter**. This course teaches you how to effectively communicate with any prospect. Learning the scripts is the first step. You can use these scripts as a general guide, but for the complete training you'll want to check out **Professional Inviter**.



RAVE REVIEWS FOR TIM SALES

William "Buck" Cox

Your invaluable tools for building a successful home business have made a dramatic difference for me. As you suggested, it has changed the playing field. Thank you so much for helping both me and those I love to help!



Mark Alberstein

The knowledge and information that I have learned in just a few short hours is priceless. Thank you so much for your help and info

Amber Wick

Thank you very much for all the great stuff that you kindly, generously, and willingly share with me and thousands of other people. May God bless you richly and I wish you the very best for all your awesome works!

Marty L Ward

Tim Sales is truly a revolutionary when it comes to MLM marketing and is one of my Go-to-guys for products and advice on generating leads and customers. Whenever I think my marketing strategy needs an adjustment I go to his blog for inspiration and I usually find the niche or thing to read just my marketing strategy.

RAVE REVIEWS FOR TIM SALES

Rye

I've learned almost everything about network marketing from Tim Sales and his tools. His instruction covers from the basic know how to much more complicated things, but made simplified. Even a newbie like me can follow the steps and can easily understand each level.



Robe Fore

Tim Sales is the epitome of what it means to "build a business, not just a downline" in the network marketing arena. Not only has Tim made millions as a MLM distributor, he went on to create the best-selling "Brilliant Compensation" online presentation as well as a number of other mlm training tools and resources.

Dr. David Colburn

What I like best about Tim's approach is that he puts things in simple terms for the common person to understand. Understanding his background and how quickly he was able to build his business also gave us hope and encouragement to get our business going. His methods are proven and easy to follow.