

A Revolution in Training: A Study of the Bottom Line Results of the Switched-On Network Marketing Seminar

by

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Executive Summary

The Switched-On Network Marketing Seminar (SONM Seminar) was designed to allow participants to overcome their fears so that they can become successful network marketers. The SONM Seminar is revolutionary because it does not teach any network marketing techniques. Instead, it focuses on using an area called Educational Kinesiology to rewire brain circuitry. As a result, participants can determine the areas of the network marketing process that cause them stress and difficulty and then they can create in minutes a new response to that part of the network marketing process.

This report presents the results of a seventeen-item self-assessment questionnaire that 95 SONM participants answered before the seminar, immediately after the seminar, and one month after the seminar. This procedure developed a baseline measurement of how the participant's viewed themselves in relationship to the network marketing process at the start of the seminar and at the end of the day. The analysis showed that participants experienced positive outcomes and dramatically altered their view of themselves in relationship to the network marketing process by the end of the seminar. The results one month later found that the changes not only held but that they actually improved even further.

Introduction

Background

People join network marketing organizations because they like the product or because they desire financial freedom to live the lifestyle that financial independence affords. People do not usually join network marketing organizations because they want to sell something; yet, that is what they will ultimately have to do if they want to be successful in the business. At some point they will have to talk to someone about buying the product or being sponsored as an associate in their downline.

Since the majority of people who join network marketing organizations have not had any sales training, they have a profound fear of selling, which leads to major levels of stress when they attempt to sell a product or sponsor someone. A significant number quit rather than attempt to overcome their fear of selling and recruiting new members. This leads to the high dropout rate all network marketing companies experience.

The Switched-On Network Marketing Seminar (SONM Seminar) was designed to allow participants to overcome their fears so that they can become successful network marketers. The process developed for SONM uses a methodology that creates new neuron firing patterns in the brain in minutes. These new patterns allow network marketers to follow their company's training to be able to do what their company has taught them and move to new levels of success in network marketing quickly and easily.

Research

Until this study, there have been four methods for evaluating the success of participants who attended the one-day SONM Seminar. The first was anecdotal evidence from the personal testimonies of an individual's success. The second method involved analyzing the results of a pilot study of 25 network marketers that was published in 2002. The third method compared the results of that pilot study with the results of a much larger study of 372 people who attended the Switched-On Selling Seminar (SOS Seminar), which is similar to the SONM Seminar. The fourth method evaluated whether seminar participants did any of the following as a result of attending the seminar:

- Changed methods or actions
- Sponsored or retained more people
- Increased retail sales

This report adds the results of a study of 95 network marketers who attended the SONM Seminar to this body of research. It presents the results of a questionnaire that participants answered before the seminar, immediately after the seminar, and one month after the seminar.

Organization of the Report

This report is divided into the following sections:

1. The first section analyzes the overview section of the original pilot study of 25 participants and compares it to the current analysis of 95 participants.
2. The second section provides a complete analysis of the survey results for the 95 participants.
3. The third section compares the results obtained by the One-Month Later respondents to the 95 participants.
4. The fourth section compares the results of the Switched-On Network Marketing Seminar study with the results of the Switched-On Sales Seminar study.
5. The fifth section reports on the results of an independent study that the South Carolina Farm Bureau conducted on the results of the SOS Seminar.
6. The last section presents the personal comments of the SONM Seminar's attendees.

Overview of the Switched-On Network Marketing Study

The SONM Seminar is revolutionary because it does not teach any network marketing techniques. Instead, the seminar focuses on rewiring the circuitry of the brain through using Brain Gym[®] movement exercises coupled with muscle checking (which is known as Kinesiology), which is "an integrated system for assessing and evaluating the effects of all stimuli, internal and external, on the body, enabling us to arrive at a new understanding and synthesis of the integrative action of the body energy system"¹. Kinesiology allows the seminar participant to determine the areas of the network marketing process that cause her stress and difficulty.

In effect fear is a very strong motivator. A person will do anything he can to avoid facing his fear. When a person is stressed, he focuses on fear and survival. When a person is functioning out of fear, he or she will attempt to avoid what is causing that fear. For example, if someone fears asking a person to sign up as a distributor because he thinks the person will reject him, he will not ask the person to join. This occurs even though the prospect may be ready to sign up. As a result, the network marketer is not successful and may eventually quit the business.

Once these areas of stress are identified, attendees are taught simple movement exercises called Brain Gyms, which come from Educational Kinesiology. These movement exercises are designed to rewire the brain from a fear/survival focus, which occurs in the back part of the brain and may be triggered by past experience, to a present-time/choice focus, which occurs in the front section of the brain. These Brain Gym movements allow the brain to be open and prepared to adapt to new opportunities and changes.

Dr. Paul Dennison, Ph.D. and Gail Dennison originally developed these movements and exercises to help children and adults with learning disabilities. Dr. Jerry V. Teplitz, JD, Ph.D. has adapted and applied these concepts to the network marketing and selling processes. The results of the research studies validating Brain Gym are available at <http://www.teplitz.com/BrainGymResearch.htm>.

¹ Definition from International Center for Nutritional Research, Inc.
<http://www.icnr.com/articles/behavioralkinesiology.html>

Procedures Used in the SONM Study

At the beginning of the Switched-On Network Marketing Seminar, each participant completed a seventeen-item self-assessment questionnaire. At the end of the seminar day, each participant completed the same questionnaire. This procedure developed a baseline measurement of how the participant's viewed themselves in relationship to the network marketing process at the start of the seminar and again at the end of the day.

To test these concepts, a study involving 95 participants was conducted. The questionnaires were analyzed for the pre- and post-seminar results (See Appendix A for the complete questionnaire). These results were then compared with the original pilot study conducted with 25 people. Finally, a small group of five people, who returned their forms one-month later, were analyzed to determine if the changes that occurred at the end of the seminar were maintained.

The analysis shows participants all experienced very positive outcomes. This process demonstrates that participants can immediately and dramatically alter their view of themselves in relationship to the network marketing process by the end of the seminar. Although five respondents for the one month later questionnaire is not statistically significant, it does show a trend, especially when compared to the results from the Switched-On Selling Seminar (SOS), which had almost 700 participants. The SOS Seminar allows us to project that the SONM one-month results are valid even though there were only five respondents.

Analysis Approach

In order to analyze the results of the SONM Study, a graph that compares the responses by the Overall Totals of everyone responding to all 17 questions will be examined. Next, the data comparing all participants who only completed the pre- and post-questionnaires with those who also completed the one-month follow-up is reviewed. Finally, this report presents the data on the questions that resulted in the most dramatic changes. Appendix A contains the self-assessment questionnaire used in the study. Appendix B contains a brief analysis of the responses on all the other questions on the response form.

Analysis

Overall Responses: Original Study and New Study²

Figure 1 illustrates the responses of the original study of 25 participants and Figure 2 is the revised study of 95 participants. In the original study (Figure 1), 58% of respondents had negative responses to the pre-seminar questionnaire. On the post-seminar questionnaire, negative responses fell to 3%. Positive responses increased to 96%. **Error! Reference source not found.**

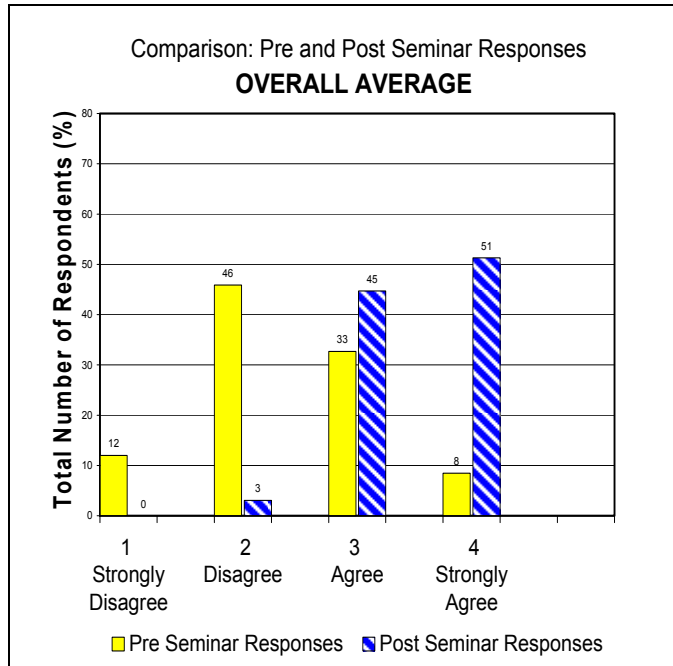


Figure 1. Overall Average for Original Study

²The totals for graphs in this report may not equal 100% because:

- All percentages are rounded off.
- Some people did not complete the post-seminar or one-month questionnaire.

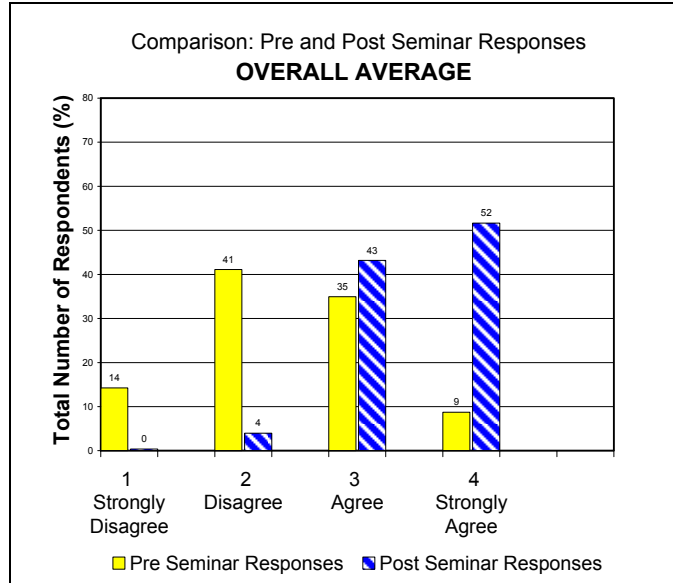


Figure 2. Comparison: Pre- and Post-Seminar Responses Overall Average

Therefore, 95% of the participants had positive perceptions of themselves as network marketers when the seminar concluded. Keep in mind that this change was not the result of learning techniques during the seminar; it is only attributable to performing the Brain Gym™ movements and exercises.

Pre- and Post-Seminar Questionnaire and One Month Follow Up

Figure 3 provides the average of questionnaire responses before the seminar, immediately following the seminar, and one month after the seminar. The Disagree and Strongly Agree responses show the most significant changes. The Disagree response is 50% before the seminar. One month after the seminar, however, only 4% of respondents select the Disagree response. The trend is reversed for the Strongly Agree response with the results showing only 8% respond Strongly Agree at the beginning of the seminar. At the end of the seminar, the number increase to 35% and one month later 45% respond Strongly Agree. This response shows a sharp increase immediately after the seminar and increases again one month after the one month response.

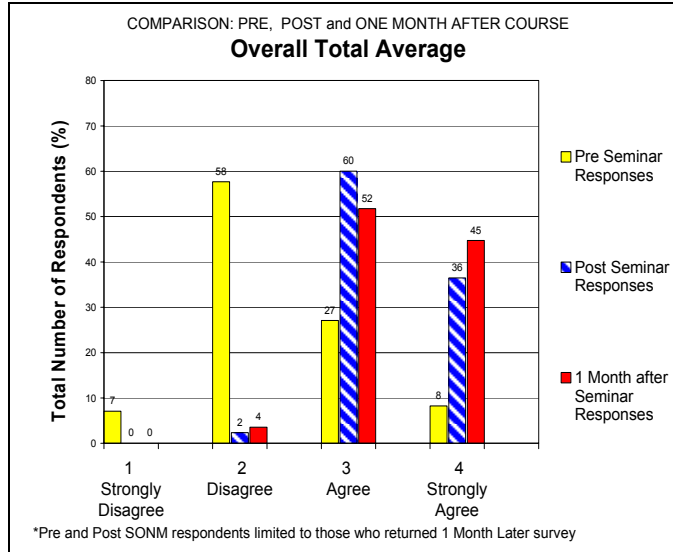


Figure 3. Overall Average Pre- and Post-Seminar and One Month After Responses to Select Questions Reveal Significant Changes

The responses to the following questions revealed the most significant changes in the participants' attitudes.

Question:

- *I handle rejection well.*

Figure 4 illustrates that 73% of participants replied either Strongly Disagree or Disagree on the Pre-Seminar Questionnaire while only 27% responded Agree or Strongly Agree. On the Post-Seminar Questionnaire, 94% of participants indicated Agree or Strongly Agree. Conversely, the number of attendees who responded Disagree or Strongly Disagree dropped from 73% to 6%.

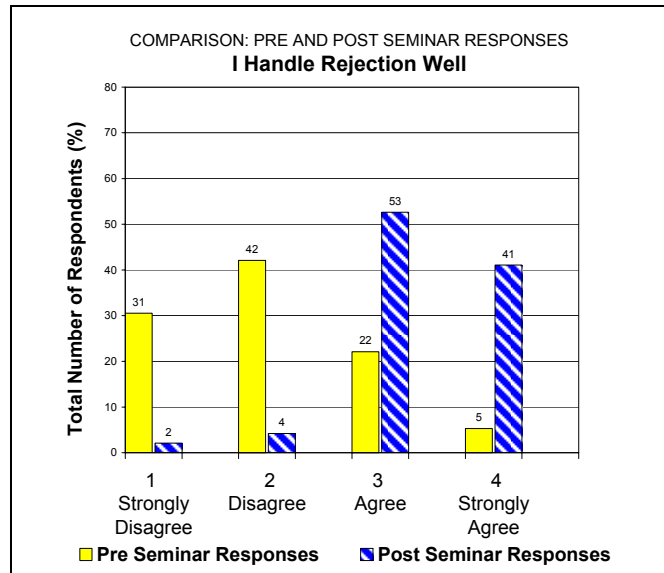


Figure 4. I Handle Rejection Well

Question:

- *I easily and effectively make calls to potential customers.*

On the Pre-Seminar Questionnaire, only 16% of participants responded Agree and 1% answered Strongly Agree to this question. On the Post-Seminar Questionnaire, 51% responded Agree and 40% responded Strongly Agree. The number of network marketers responding Disagree or Strongly Disagree dropped from 82% to only 8% by the end of the seminar.

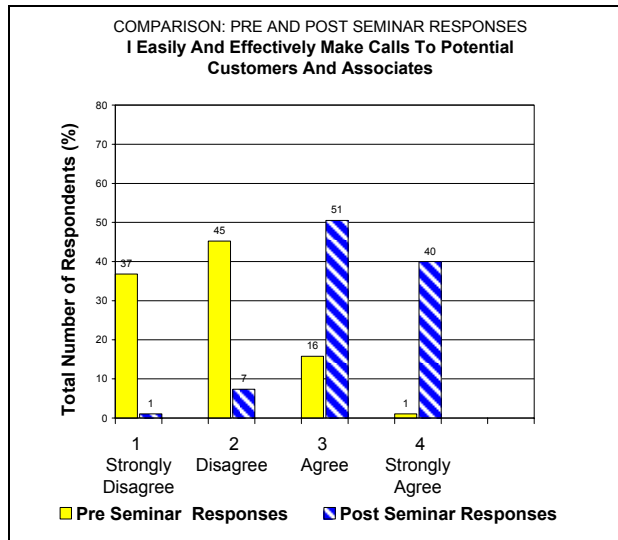


Figure 5. I Easily and Effectively Make Calls to Potential Customers and Associates

Question:

- *I am comfortable asking them to become a customer and/or associate*

On the Pre-Seminar Questionnaire, 70% responded Disagree or Strongly Disagree while 29% responded Agree or Strongly Agree. On the Post-Seminar Questionnaire, 94% responded Agree or Strongly Agree while only 5% were on the Disagree and Strongly Disagree side.

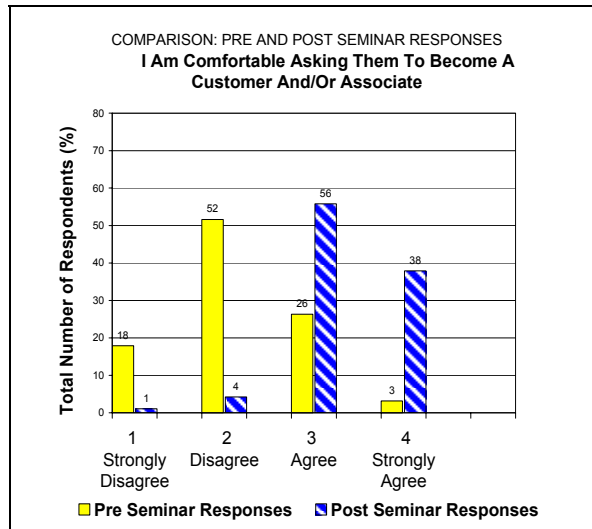


Figure 6. I Am Comfortable Asking Them to Become a Customer and/or Associate

Question:

- *It is easy for me to ask my customers for referrals.*

On the Pre-Seminar Questionnaire, 70% of participants responded Disagree or Strongly Disagree. By the end of the seminar this total had dropped to only 4% and those responding Agree or Strongly Agree increased from 30% to 96% with those responding Strongly Agree increasing from 1% to 52%.

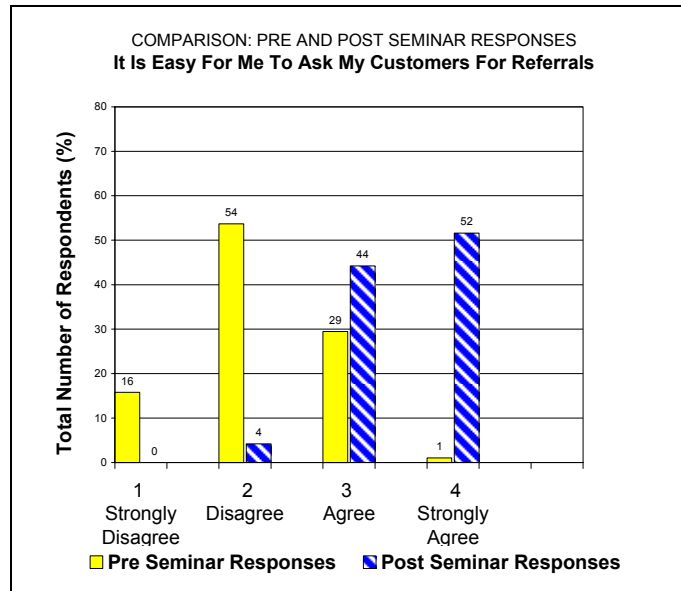


Figure 7. It Is Easy for Me to Ask My Customers for Referrals

Statistical Analysis of the SONM Seminar

A statistical analysis was performed on the results from the Pre- and Post-Seminar Questionnaires. The analysis of variance of the two levels yielded an F-ratio of 122.76 (df=2, 120). Since this is significant beyond the .0001 level, it indicates that there is a significant difference in the results between the two test periods. A subsequent test, the Newman-Keuls Analysis, reveals that the Pre- and Post-Questionnaire results were very different from each other. In other words, the Switched-On Network Marketing Seminar affected participants to the .0001 level between the first and second time they completed the form.

Comparing the SONM Study to the Switched-On Selling Study

The results of this study indicate that network marketers experienced measurable changes in their attitudes as a result of taking the Switched-On Network Marketing seminar. To determine the validity of the results, the following questions need to be addressed:

- Can these changes hold or are they just temporary?
- How do these changes correlate to a bottom line increase in retail sales and sponsorships?"

In order to determine whether the changes are temporary, one needs to examine the new study of 695 Switched-On Selling Seminar participants. Each participant completed a pre- and post-seminar self-assessment questionnaire. One hundred and twenty-four participants also completed a questionnaire one month after the seminar. This eliminated the possibility that the changes were the result of a seminar high or placebo effect.

This analysis showed that the outcomes were similar in scope and in the level of change to those that occurred in this SONM study. As a matter of fact, on many questions that were similarly worded, the degree of change from the Pre- to the Post- forms was even more dramatic for those persons attending SONM. Therefore, based on this companion study, it can be projected that the SONM seminar will have a similar long-term effect on the participants' success at retail sales and at sponsoring people. For the complete Switched-On Selling Seminar Research Report, visit <http://www.teplitz.com/research.htm>.

In order to determine how participants' changed attitudes correlate to bottom line dollars, let us review the results of a study conducted by an insurance company, the South Carolina Farm Bureau, on the effect of the Switched-On Selling Seminar on its sales force. Part of the South Carolina Farm Bureau's sales force attended the Switched-On Selling Seminar. For comparison a control group was composed of salespeople who did not attend the seminar. The company tracked everyone for four months after the completion of the seminar and compared the figures from the previous year against those from the current year for both groups. Salespeople who attended the Switched-On Selling Seminar increased sales 39% and increased premiums 71% over those who did not attend the seminar. Based on these results, one can extrapolate that the participants in the SONM seminar will experience similar increases in their bottom line.

Comments from Seminar Attendees

"When I attended the Switched-On Network Marketing (SONM) training, I had 5 people in my MLM downline. Less than one year later, I now have 37. The amazing thing is that I had virtually NO time for marketing, and I feel like I didn't DO anything! I attribute that experience of effortlessness to the SONM training."

Linda Clark, Toronto, Ontario

"This seminar has changed my entire way of focusing on the people I talk to daily as well as my decisions on planning my days. I am confident and committed to continue building my Network Marketing Business."

**Bobbi Greenstreet, Enrich Distributor
Virginia Beach, VA**

"This seminar has changed my entire way of focusing on the people I talk to daily as well as my decisions on planning my days. I am confident and committed to continue building my Network Marketing Business!"

Julia Williams

"I felt the Switched-On Network Marketing program was quite powerful, uplifting and very interesting."

Michael Burke, Ireland

"I have more confidence in myself and a renewed sense of direction. I know what I want to do and have the tools to get there. Thanks!"

Carol Bowkowsky

"I got a new insight into where my strengths and weaknesses really are. I am much stronger in a lot of areas than I gave myself credit for."

Kassandra Tanner

"My attitudes were adjusted, my confidence rose and all with little effort - and while having some fun. I got amazing results with little effort!"

Valerie Adrian, Usana Health Sciences

"If I notice I feel some fear and hesitancy about making a call, I do a few of the exercises I learned in class. Immediately I'm able to make the call with confidence, energy, and clarity!"

Frieda Fox, Houston, TX

"Two days after the seminar, I've already signed up a new member and am 2 days ahead on my "order-a-day" program."

Debra Mundy, Chesapeake, VA

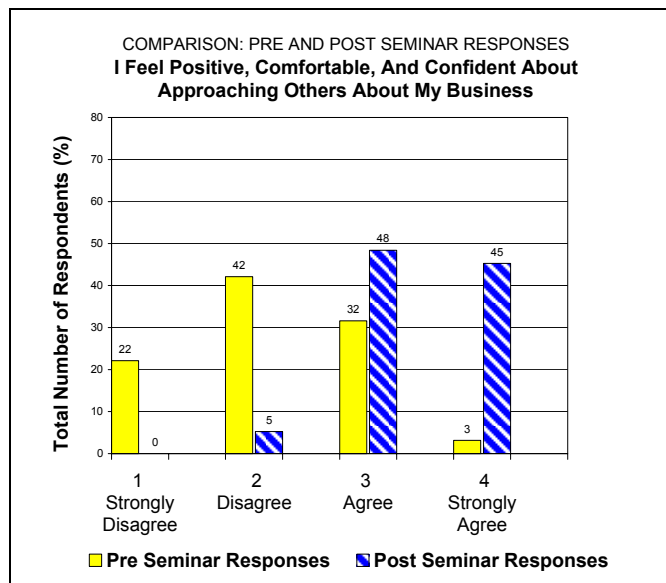
Appendix A. Switched-On Network Marketing Pre- and Post-Seminar Questionnaire

1. I handle rejection well.
 Strongly agree Agree Disagree Strongly Disagree
2. I feel positive, comfortable and confident about approaching others about my business.
 Strongly agree Agree Disagree Strongly Disagree
3. I enjoy finding customers and sponsoring others.
 Strongly agree Agree Disagree Strongly Disagree
4. I am committed to building a positive and successful Network Marketing Business.
 Strongly agree Agree Disagree Strongly Disagree
5. I easily fit my Network Marketing business into my life.
 Strongly agree Agree Disagree Strongly Disagree
6. I easily and effectively make calls to potential customers and associates.
 Strongly agree Agree Disagree Strongly Disagree
7. It is easy for me to talk to people individually.
 Strongly agree Agree Disagree Strongly Disagree
8. I am comfortable talking on the telephone.
 Strongly agree Agree Disagree Strongly Disagree
9. I develop a rapport quickly with a new person.
 Strongly agree Agree Disagree Strongly Disagree
10. I effectively begin my network marketing presentation.
 Strongly agree Agree Disagree Strongly Disagree
11. I effectively answer objections and questions.
 Strongly agree Agree Disagree Strongly Disagree
12. I am comfortable asking them to become a customer and/or associate.
 Strongly agree Agree Disagree Strongly Disagree
13. I easily and effectively organize and conduct meetings and events.
 Strongly agree Agree Disagree Strongly Disagree
14. I provide effective customer service and sponsor support.
 Strongly agree Agree Disagree Strongly Disagree

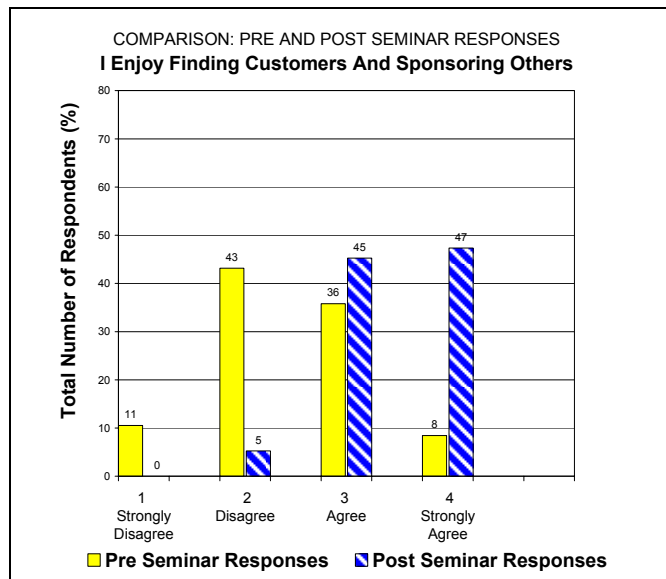
15. It is easy for me to ask my customers for referrals.
___ Strongly agree ___ Agree ___ Disagree ___ Strongly Disagree
16. I offer my customers the opportunity to be in my business.
___ Strongly agree ___ Agree ___ Disagree ___ Strongly Disagree
17. I view myself as prosperous in the Network Marketing business.
___ Strongly agree ___ Agree ___ Disagree ___ Strongly Disagree

Appendix B. Pre- and Post-Questionnaire Results

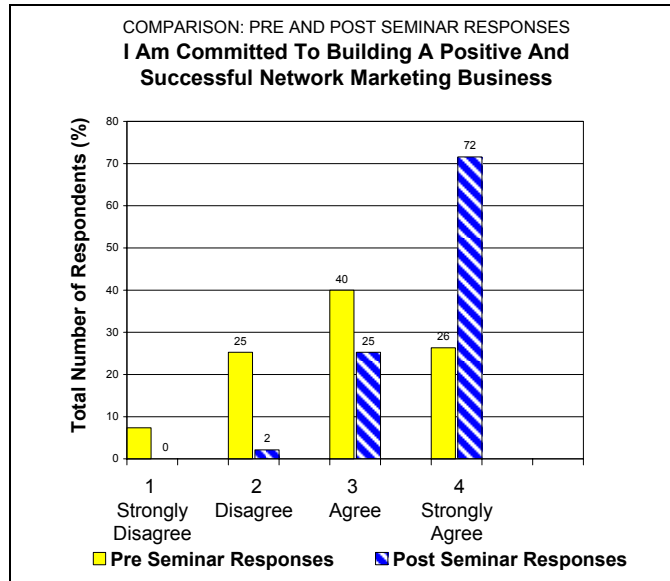
The following graphs illustrate the pre-seminar and post-seminar responses to the questionnaire.



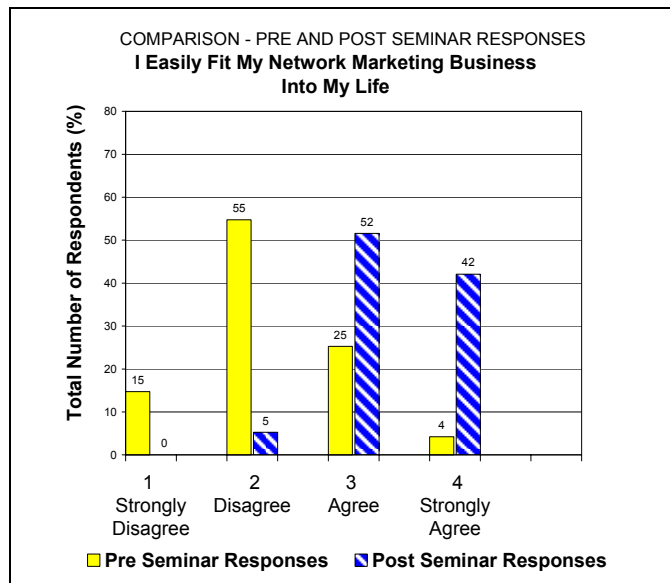
In the pre-seminar responses, 64% responded Disagree or Strongly Disagree. In the post-seminar responses, 93% responded Agree or Strongly Agree. The number of Strongly Agree responses increased from 3% at the beginning of the seminar to 45% at the end of the seminar.



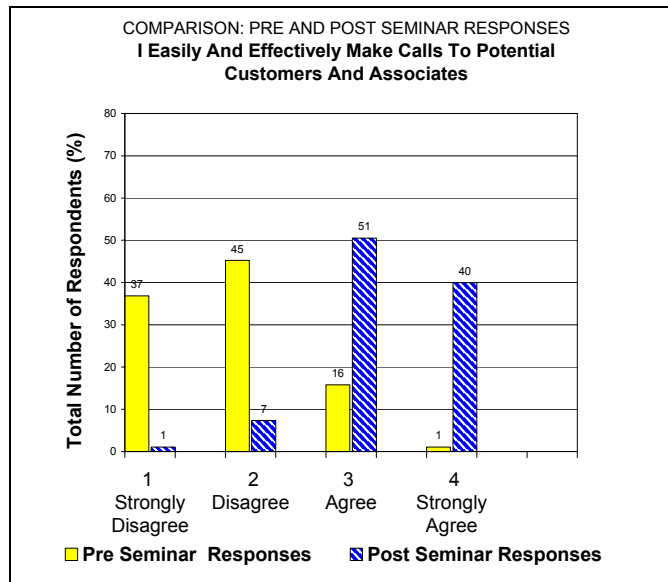
In the pre-seminar responses, 54% responded Disagree or Strongly Disagree. In the post-seminar responses, 92% responded Agree or Strongly Agree. The number of Strongly Agree responses increased from 8% at the beginning of the seminar to 47% at the end of the seminar.



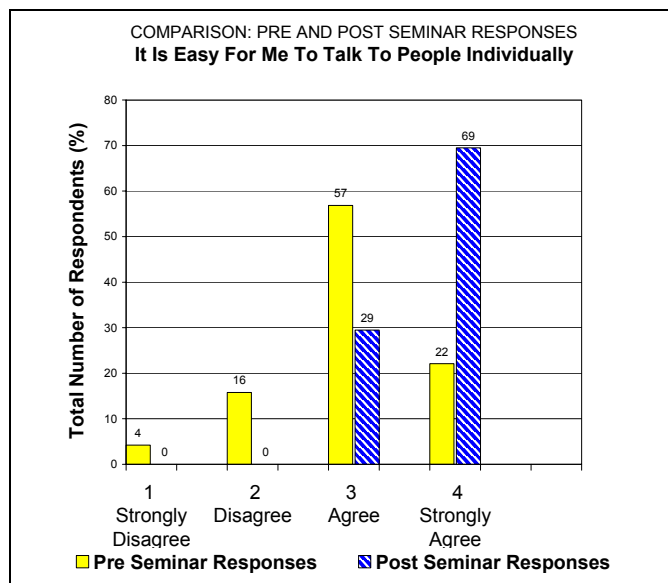
In the pre-seminar responses, 34% responded Disagree or Strongly Disagree. In the post-seminar responses, 97% responded Agree or Strongly Agree. The number of Strongly Agree responses increased from 26% at the beginning of the seminar to 72% at the end of the seminar.



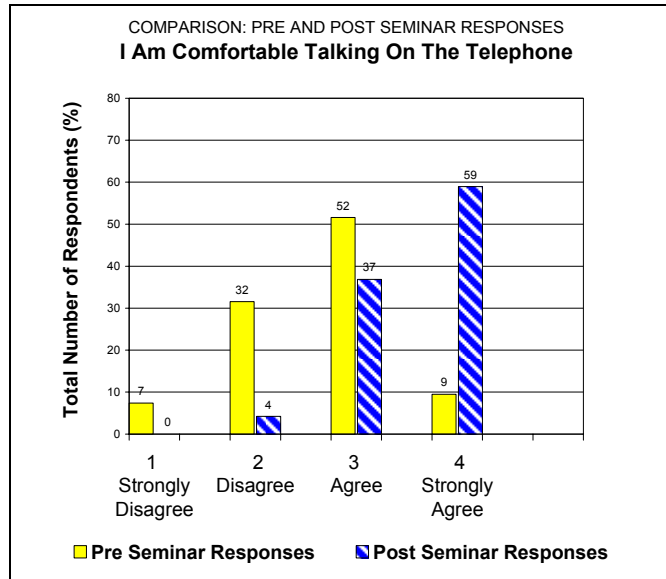
In the pre-seminar responses, 70% responded Disagree or Strongly Disagree. In the post-seminar responses, 94% responded Agree or Strongly Agree. The number of Strongly Agree responses increased from 4% at the beginning of the seminar to 42% at the end of the seminar.



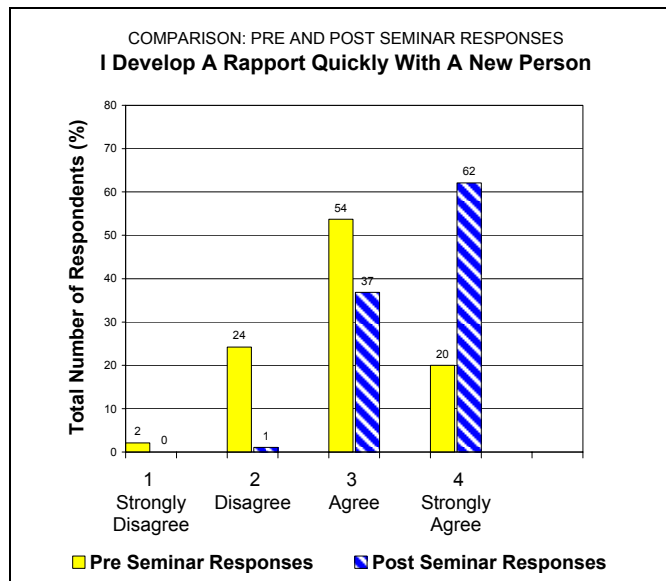
In the pre-seminar responses, 82% responded Disagree or Strongly Disagree. In the post-seminar responses, 91% responded Agree or Strongly Agree. The number of Strongly Agree responses increased from 1% at the beginning of the seminar to 40% at the end of the seminar.



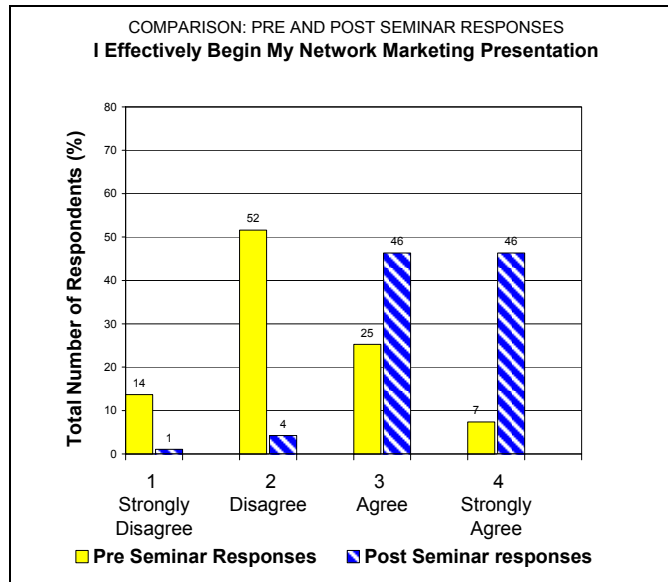
In the pre-seminar responses, 20% responded Disagree or Strongly Disagree. In the post-seminar responses, 98% responded Agree or Strongly Agree. The number of Strongly Agree responses increased from 22% at the beginning of the seminar to 69% at the end of the seminar.



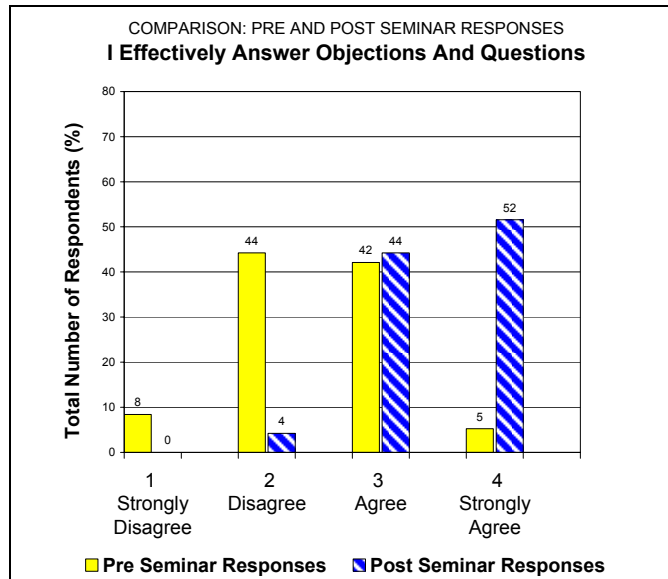
In the pre-seminar responses, 39% responded Disagree or Strongly Disagree. In the post-seminar responses, 96% responded Agree or Strongly Agree. The number of Strongly Agree responses increased from 9% at the beginning of the seminar to 59% at the end of the seminar.



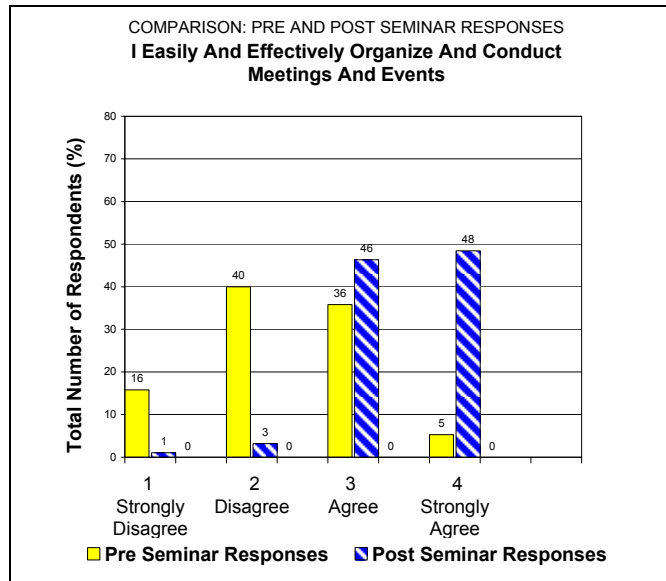
In the pre-seminar responses, 26% responded Disagree or Strongly Disagree. In the post-seminar responses, 99% responded Agree or Strongly Agree. The number of Strongly Agree responses increased from 20% at the beginning of the seminar to 62% at the end of the seminar.



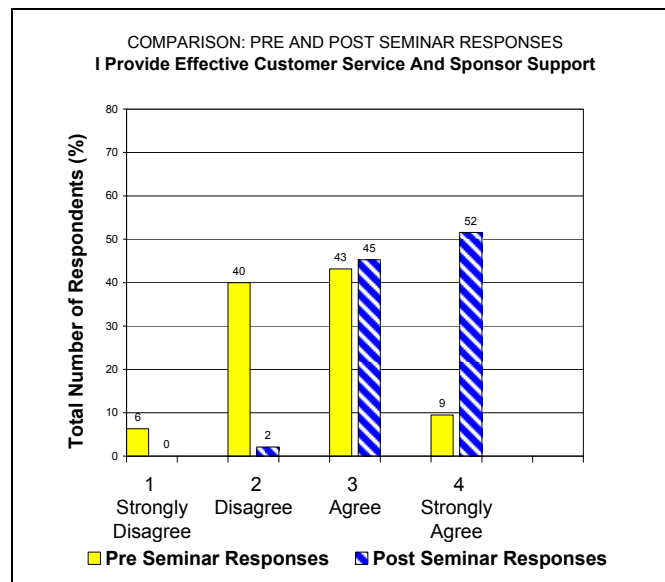
In the pre-seminar responses, 66% responded Disagree or Strongly Disagree. In the post-seminar responses, 92% responded Agree or Strongly Agree. The number of Strongly Agree increased from 7% at the beginning of the seminar to 46% at the end of the seminar.



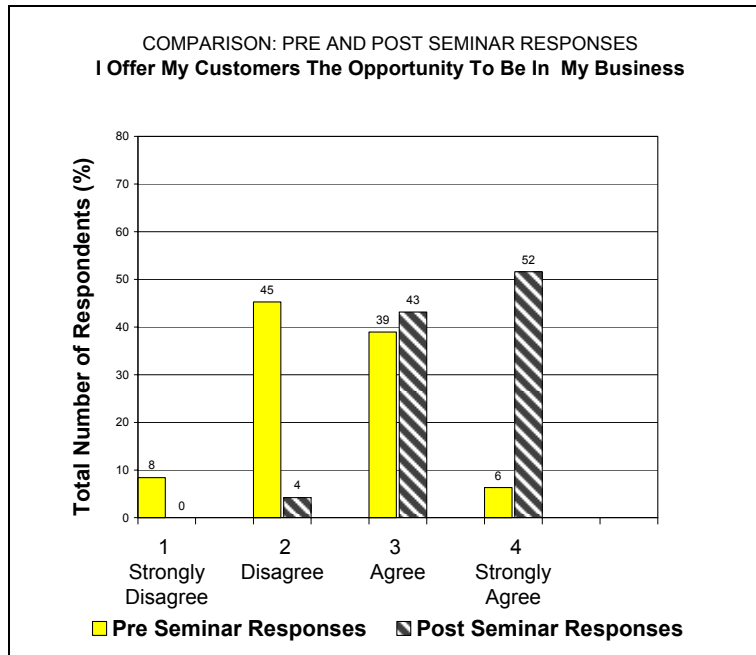
In the pre-seminar responses, 52% responded Disagree or Strongly Disagree. In the post-seminar responses, 98% responded Agree or Strongly Agree. The number of Strongly Agree increased from 5% at the beginning of the seminar to 52% at the end of the seminar.



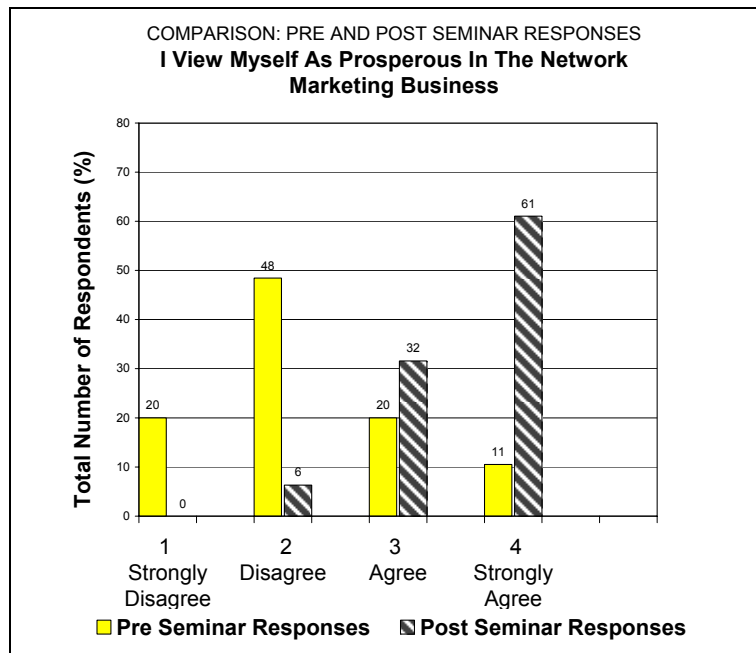
In the pre-seminar responses, 56% responded Disagree or Strongly Disagree. In the post-seminar responses, 94% responded Agree or Strongly Agree. The number of Strongly Agree responses increased from 5% at the beginning of the seminar to 48% at the end of the seminar.



In the pre-seminar responses, 46% responded Disagree or Strongly Disagree. In the post-seminar responses, 97% agree with the statement. The number of Strongly Agree responses increased from 9% at the beginning of the seminar to 52% at the end of the seminar.



In the pre-seminar responses, 53% responded Disagree or Strongly Disagree. In the post-seminar responses, 95% responded Agree or Strongly Agree. The number of Strongly Agree responses increased from 6% at the beginning of the seminar to 52% at the end of the seminar.



In the pre-seminar responses, 100% responded Disagree or Strongly Disagree. In the post-seminar responses, 93% responded Agree or Strongly Agree. The number of Strongly Agree responses increased from 11% at the beginning of the seminar to 61% at the end of the seminar.