Article published on April 5th 2012 | Book Marketing

Network Marketing can be very difficult at times without a marketing and advertising strategy that gets people to your business opportunity. There are a variety of things one needs to do in order to make sure that there is a constant flow of traffic to your business opportunty or to your storefront, in the case of a small business. The competition in various sectors of the industry makes recruiting difficult and also makes building an organization difficult.

As internet marketers, we all basically have one thing in common, and that is our desire to have extra income. We all want the same thing, but we are in fact competing against each other. While competition is good, too much competion can be detrimental to the industry. Stiff competion causes many aspiring to make money online to drop out entirely. Those that choose to remain in the industry and work towards building a strong, reliable, residual income have to be smart in how we work our business.

The marketing strategy that generates constant interest in potential prospects, capture their interest and causes a sense of urgency on the part of the prospects to sign up, is the best strategy. But, to build a residual income base in a business opportunity, you need three things. First you need to have a strong company that is financially secure and that has a great business model, a company that is global and is operationg in many countries, and a company with a variety of products that people use on a daily basis.. You also neeed to have an excellent marketing system that is effective, and easy to replicate by the distriutors in the company.

Sisel International have come up with a Marketing System that makes recruiting people into the Sisel business easy. It is a Sales Funnel System that takes the convincing out of recruiting. You don't have to spend time with propects and explain to them the products, the video does that . The Sales Funnel System consists of a lead capture page, a landing page and a direct link to the distributor's website where prospects can join the business. It gets prospects excited about joining the business.

The best part about the Sales Funnel System is that it is duplicatable by everyone in your downline. The people that you bring into the business will not feel alone and abandaned in terms of being taught how to build the business. It gives new distributors full access to the back office where they can set up their marketing materials. A duplicatable system is very critical in order to build a business online. Sisel has made it possible to build a business online with a goup of people who are successful and excited to work the business.

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Article Source:
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Article Keywords:
marketing strategy,build a business online,sales funnel system

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