



Values—Who Needs ‘Em?

I'm not really such an insensitive, selfish jerk. At least, I don't think so. What do you think?

© Russ McNeil 2021 AhaUniversity.com

You don't have to be in the networking profession for very long before you read or hear something about “values.” Whether your opportunity has roots in Network Marketing, a Party Plan, or Direct Sales, there are plenty of experts extolling, lauding, proclaiming the so-called importance of “values.” Good grief! Who do these people think they are? Can't they find something more practical to spout off about? Not that I'm complaining, mind you. Often, other people's values make them easy prey for the folks not hindered by naive ideals like outdated values.

Not only are so-called “values” utterly unnecessary, they actually get in the way of some aspects of the business. Take prospecting for example. When it's done correctly, prospecting can be easy as pie. But, if you bog it down with useless complications, like values, well . . . all bets are off. Allow me to prove my point . . .

Let's start with one of the all-time favorites: *Leadership*. Leadership is not earned or given—it is *taken*. You can't lead someone to prospecting excellence. Prospecting should be learned the hard way—by trial and error over an extended period of time. What are you going to do, take your new rep out into the real-world and demonstrate by example? What a waste of your precious time. Let them learn how to prospect by

their self. The resulting adversities will make 'em stronger. In the long run, they'll be better for it and they'll make you more money.

I'm a leader, not a follower. Unless it's dark, in which case you're goin' first.

Here's another so-called value that's overrated: *Commitment*, or as I like to call it, Stick-to-it-ness. Stick-to-it-ness is a measure of how willing a rep is to stay with the business in order to figure it out. Prospecting can be tricky for some people. Many of them won't stick around long enough to figure it out. I say, "Good riddance!" If your new rep won't stick around for the short-term, they won't stick around for the long-term. Better to find out now before you waste too much time on them, right?

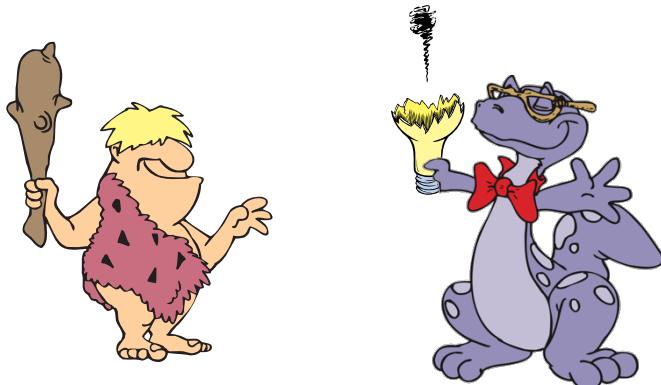
Commitment issues? Absolutely not! I've been committed to myself since birth.

How about this pet prospecting s-called value: *Flexibility*? How in the world is *it* supposed to help? What am I supposed to do, change who I am merely to prospect someone I don't know? You have got to be kidding me! GOD created me the way I am. Why should *I* be the ones to change? I'll admit that sometimes I'm a little rough around the edges. Sometimes, I could stand to be a little less opinionated, a little less forceful. But still, *I'm* the one with the opportunity. *I'm* the one bearing gifts. *I'm* the one with the cookie. The prospects should be grateful I'm even offering it. It is the prospects who should be more flexible. That would sure make it a lot easier to connect with 'em.

As long as everything is EXACTLY the way I want it, I'm totally flexible.

Here's another so-called prospecting "value": *Inspiration*. Sometimes it's called a "dream", or a "why." It really doesn't matter what you call it because it isn't going to make any difference anyway. Prospecting is about persistence, tenacity, specific one-liners, and the raw nerve to insinuate yourself into another person's life. You don't need a *why* to do that. You don't need to be inspired to step out of your comfort zone. What you need is to "gut-it up" and get it done. I say phooey on dreams!

You can't wait for inspiration. You have to go after it with a club. —Jack London



I saved *Integrity* for last because it's the value mentioned most often. Now don't get me wrong, no one ranks integrity higher than I do, but when it comes to prospecting, it tends to be counterproductive. The goal of prospecting is to get someone to look at your video link or plug into a Zoom call, so they can make up their own mind, right? If your opportunity is solid and wholesome, then you're doing the prospect a favor. If that's true, why does it matter how you get them to listen or read? Sometimes, you have to stretch the truth a little. Sometimes, you have to answer a question with a slightly misleading answer. Prospecting is one situation where the end justifies the means. Just

remember to keep your stories straight. Otherwise, you may end up with new rep that doesn't fully trust you.

Once you give up integrity, the rest is a piece o' cake.

—J.R. Ewing

And there you have 'em, five examples of how values get in the way of your prospecting endeavors. Let's recap them briefly:

Leadership requires you to teach by example, which in turn empowers your new reps to become self-sufficient.

Commitment instills in your new reps a willingness to stick around for the short-term which increases the likelihood of them sticking around for the long-term.

Flexibility requires a willingness to change in order to relate to a wider range of prospects.

Inspiration empowers you to step outside of your comfort zone.

Integrity empowers you to build the kind of trust that properly qualifies prospects according to *their* interest, or lack thereof.

So, are values important to prospecting? Consider the following questions: Who needs self-sufficient reps? Who needs reps to stick around for the long-term? Who wants to relate to more prospects? Who needs to step out of their comfort zone? Who cares about building trust?

So, what'd ya think? Are values important to prospecting? Do values belong in your prospecting efforts?

Hmmmm . . . I'm starting to think maybe they do belong after all. Perhaps I should re-evaluate my original premise.

From the author: To be perfectly clear, and to remove any lingering doubt, this article is dripping with sarcasm. In my journey, I've prospected

just about every kind of person in just about every type of situation. Make no mistake, values are vital to every aspect of team-building and when it comes to prospecting, they're positively paramount! And that's the truth.

Note: Proper prospecting is based on integrity, generosity, and respect. And make no mistake, it is possible to honor all of the virtues when you prospect.

[The Critter Lessons Series](#) is jam-packed with real-world examples explaining how to do just that.

—RM

Regarding distribution of this article: You may freely distribute and/or post this article provided the following conditions are met: • it has not been modified in any way • title, references, bio, and this notice must be included • you realize no commercial gain from its distribution (including, but not limited to, affiliate programs and inclusion in other for-sale products) • you neither claim nor imply rights to any of the content herein.

If you refer to this article in your own work, please cite the source as: McNeil, R. Critter Lessons: Values—Who Needs 'Em?. <https://www.AhaUniversity.com/blog/values-who-needs-em> (2021).

Russ McNeil writes prolifically and trains for the Network-Marketing and direct sales professions. His content—endorsed by over 50 top-earners and experts—focuses on the art & science of human connection. Russ's unique teaching approach uses traits and behaviors of animals as illustrations for communication, sales, & people skills. His trademark humor and unorthodox writing style appeal to readers on every continent except Antarctica (and if he ever manages to get an audience with one of those pesky penguins, he'll probably stake a claim there too.) Discover more at [AhaUniversity.com](https://www.AhaUniversity.com).