

COLUMN | COACHING

3 Ways to Be An Effective Coach

Developing the skill set of becoming a great coach will show you the truth of the old adage, the teacher learns more than the student.

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The network marketing industry is one of the few industries that is built upon helping its members to succeed. There are many resources to help a member to do just that.

TheNetworkMarketingMagazine.com is dedicated to assisting networkers of all skill levels to become proficient at their business. Of the over 200 contributors that write for our magazine each year, many of them are coaches.

To become the best you can be in your business, being guided by one or more coaches will develop the skill sets for your success and the success of your team.

Developing the skill set of becoming a great coach, will show you the truth of the old adage, the teacher learns more than the student. Putting what you learn into practice will help you become a great coach.

There are 3 things you can do to be an effective coach.

1. Be a great student

2. Be a great listener

3. Be a great teacher

Be a great student.

If you're going to be a great coach you need to be proficient at what you are coaching. To be great at something you need to be a great student and learn from the best. The first step is to follow the example of the most successful distributors in your company. Be totally open to being taught and coached by them. What is better, to be taught by a person that has 1 person in their group who earned \$40 last month, or to be taught by a successful distributor with 1000's of distributors in their group and who earned tens of thousands of dollars last month?

You want to duplicate the actions and activities of the people who are already doing what you want to accomplish.

There are other skill sets that you will want to become proficient in. This is where TheNetworkMarketingMagazine.com can come in. The magazine has thousands of articles written by hundreds of experts on dozens of subjects. If you want to become better at Leadership, Sales, Prospecting and so much more you can sort by subject and learn from the best, on the subject you want to get better at. You can also contact the author you like best and see if they offer coaching services to reach a higher level of expertise.

Be a great listener.

One of the best ways to become a great coach is to master the skill of listening. The skill of listening will enable you to understand where the person is at, in their journey and skill level. Listening takes the guess work out of where your student is.

One of the most important things you will want to listen for is WHY they are doing their business.

One of the best coaches on the subject of listening is Dr. Carol McCall. Look up her articles and contact her. You'll be glad you did!

Be a great teacher.

A great coach is a great teacher. To be a great teacher you must be a great student. The more you learn about your industry, your company, your products and services and the things that have made others extremely successful, the better you will be able to teach others.

Remember to listen to those you are teaching to find out what they know and understand.

You don't want to assume they know something that they don't know. Ask a lot of questions and listen for the answers. You will have the opportunity to clarify things that are incorrect. This may seem the long way at first but it will develop competent and confident distributors that you are teaching and coaching.

Remember if you want to be an effective coach be a great student, listener and teacher!

George Madiou

Publisher and Co-founder

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George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 30 businesses, and says they varied from wildly successful to outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground. George partnered with his good friend John Milton Fogg and here we all (and we includes you the reader) are, making history happen.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie are celebrating their 30th anniversary this year. They have two great young adult children, Sara and David.