

**Highly Visible or
Barely There –
Which Are You?**

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About the Author

After being orphaned at the age of six, spending his childhood living in 19 different foster homes and attending 11 different schools, C. Richard Weylman overcame his circumstances, instead of becoming a victim of them, to enjoy remarkable business success.

Beginning by selling cookware, Richard went on to become the head of Sales and Marketing for the Robb Report, a world-renowned magazine for the affluent and wealthy, and an executive at an award-winning Rolls-Royce dealership. Although no longer affiliated with those enterprises, Richard's experience in marketing, selling, and communicating with affluent and wealthy people is unparalleled.

Today, he draws from his lifetime of experience to help others understand this unique marketplace and grow a profitable business. He is the author of the best selling book, *Opening Closed Doors -- Keys to Reaching Hard to Reach People*.

In addition, Richard has earned the designation of Certified Speaking Professional (CSP) from the National Speakers Association (NSA), and has been inducted into the Professional Speakers Hall of Fame. This lifetime achievement award is given to experts who speak and who have reached the top echelon of platform excellence. Further, he is also the recipient of the Council of Peers Award of Excellence (CPAE). Richard has also received the Direct Selling Association's Partnership Award for having measurable impact on the growth and profitability of member companies.

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High Visibility

To be a highly visible person requires making a commitment to becoming well known. This takes time and effort, but the end result is well worth the commitment. Truly successful professionals in the affluent marketplace have five major characteristics:

1. They are leaders. They are not afraid to seize the opportunity and step forward. They are always aware of opportunities that present themselves in the day-to-day routine. They are also not afraid of creating the opportunities, if necessary.

2. They are rapport-builders. High-visibility people have the desire and ability to develop rapport with almost every individual with whom they come in contact. Rapport is defined as “a relation of mutual understanding or trust and agreement between people.” Highly visible people look for opportunities to connect with others.

3. They are contributors. They give, not for the opportunity to get, but because they recognize that ultimately it will result in more opportunities to give. They are more interested in receiving the personal benefit gained from unselfish giving. They realize if they give only to get, it won't be long before their giving will deliver very little "get."

4. They are idea generators. They are seen as valuable resources – people who can really help move the organization or individual, and their ideas, forward.

5. They become involved in the whole process. People can really appreciate what they do, not because they talk about their intentions, but because highly-visible professionals demonstrate their intentions with action.



Low Visibility

By contrast, individuals in the affluent marketplace who have low visibility have usually not committed to becoming well known to their prospects before access begins. They sometimes are still operating under the archaic concept that they can manipulate a prospect to gain access. These sales professionals and business owners also have five definable characteristics:

1. They confine their activity primarily to joining a network and acquiring the membership list. They may attend one meeting a year, but only to sell something.

2. They are not actively involved in the organization. They tend to stay in the background. Low-visibility people are not really woven into the fabric of the network. They are not seen as individuals on whom other members can depend or call.

3. They do not reach out to prospects, instead they expect prospects to come to them. Sometimes their reluctance to connect with others comes from fear, uncertainty, or doubt. In real terms, they do little to initiate contact.

4. They actually meet only a few people in the course of their business. The influence they exert is limited to a small group of prospects who they have actually met.

5. They gain only a few contacts through each networking opportunity. They meet a limited number of people, and they tend not to have much dynamic energy or enthusiasm when it comes to meeting and interacting with their niche market prospects.



On the basis of these two profiles, clearly one of the most effective ways to become well known and to achieve high visibility is by meeting your prospects face-to-face at their clubs, association meetings, and social functions. That means you have to join and have a presence in your niche or vertical market organizations.

You know “people buy people” before they buy products or services. For this reason, it is important to make the network work for you by working the network. Becoming well known helps you differentiate yourself from the pricing, product, and service issues. There is no substitute for making that personal contact by continuing to meet your prospects face-to-face. This helps establish you as a valuable resource. It creates unique relational opportunity

from the first point of contact. In addition, it allows you to continually demonstrate a positive, caring attitude to your prospects while also building a sense of trustworthiness.