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with Daniela Claudia Szasz



Column by **Dany Szasz**

Classical networkers threatened by extinction?

For some time a new trend has been visible here among us in Europe? A trend that proves to be highly debatable and justifiably raises the question of where it's leading to. I wouldn't have noticed it so drastically if I hadn't again and again had discussions with friends and acquaintances, who are either No. 1 or at least in a top position with another company or are even themselves owners of companies. In discussions about what's happening on the market, what's going on currently and what's coming one thing has made an extremely strong impression on us:

It appears as if some networkers in our business have forgotten what a network actually is and how you work it.

They no longer do the work of bringing somebody into this business, training them and accompanying them step for step on the career ladder to the top. Instead of this they attempt with all their might to poach other networkers from their networking company – in other words, networkers who've already been trained, self-starters that nobody has to worry about, people they believe they'll be able to use to quickly build up their own success. Is it the case perhaps that nobody wants to do the work anymore? Is the trend moving towards "quick consumption" and investing nothing? No energy, no money, no

work and no time? In line with the motto: "Come to me, here the grass is soooo green, greener than anywhere else and you'll get rich even without having to move a finger? With me you'll become a millionaire before you get something wrong. Nothing against your company, but, you know, with me... blah blah... We're zero hour... blah blah... we're still at the start... blah blah blah... with us YOU'll be the superhero... blah blah... we've been waiting just for you... blah blah blah... and we're only looking for 3 more for my team to give them this opportunity... blah blah blah blah... be smart and leave your company NOW, it isn't so great anyway and come to me!"

So, who is familiar with such remarks?

What a load of rubbish is all I can say to that! I wouldn't like to change places with some leaders who've built up a company over a period of many years. Those people are real pioneers. What things they had to put up with in part before things started to work. There others would have thrown in the towel a thousand time, including me perhaps. Here are a couple questionable arguments that are thrown at our team partners:

No. 1

With us the marketing plan is much better – with us you can really earn a lot of money. (A good answer would be: Super, then show me your last 3 monthly statements and let me ask get a credit reference for you.)



No. 2

If you want to have a real chance, then you have to be there from the start.

No. 3

I'm putting my team together now and I'm looking for just 3 more leaders – you're one of them if you decide NOW.

No. 4

What we'll be doing is better than anything on the market at present. We'll beat them all. What we're doing is in a completely different league!

(What league is that then!? The regional league!? The national league!? I always thought we were in networking ;-)

No. 5

Only our products, which are on the way, are super – you can forget all the rest, they're no longer up-to-date.

So: Just because some people declare in a loud voice how successful they are..., it doesn't mean that they are also that good or will become so. (Note the simple rule: The louder somebody is the less you should listen to them!) For me there are two possible answers to the question why some networkers do this:

1. *They can't do it anymore or they never could do it. They've simply forgotten how to bring people into the busi-*

ness who've never been in contact with networking before and they've also forgotten how to train them.

2. *They themselves don't believe in what they're doing there and prefer to leave the "work" to poached networkers.*

Slogans, slogans and even more slogans! It is permissible to ask: If these superheroes are so good and also what they have to offer, why aren't they bringing new people into the business themselves and making these people successful? Why don't they work at network marketing instead of trying to wreck the business of those people who are doing it in the classical sense and above all with integrity. Why do they poach people instead and turn networkers into "junkies," who are just reallocated from one place to another?

Because... if you start to do something new ever 6 to 8 months, you'll never find your feet anywhere, you'll be successful nowhere and you'll only ever play "musical chairs." Just ask anybody who is trying to "poach" you how long they've been with this company already and, above all, how long they were with their former company! With some of them you can really recognize that they have a new company every 12 months, one that they find "wonderful" and "in-

genious." Every year they have a good reason why they change. Yes, the company wasn't really so good after all, the marketing plan wasn't really so great, the management was bad etc. etc. etc.... But the new one... that really is the ultimate! The absolute cat's whiskers!

They forget to tell you that YOU as a "networker and leader" are NOT the "cat's whiskers!" Because by the moment you have acquainted yourself with the new company and are more or less up to scratch, they'll already have something else new.

It's understandable after all because in the final analysis there are new companies coming onto the market all the time. And you have to be involved "from the very start" after all, otherwise it'll all come to nothing. This year alone in the first 6 months more than 10 new companies just in Europe! So which of them is better then? More brilliant? "The Best off"? Which of them is the one where you don't have to do anything and everything will fall into your lap??? Spoiled for choice, aren't you? Is that company where the other person is trying with a great deal of panache to convince you on the telephone to come to them really the best?

Hey people! Seriously now: If something like that comes up, something

where I don't really have to do anything myself and everything happens of its own accord and I can become a millionaire on the side in my sleep... then count me in too ;-)

But as long as that doesn't happen, let's please be a bit more careful with the superlatives! From my experience I can say the following: I've now been involved in networking for 14 years. Of those I spent the first 12 years with the same company. Within this company I learned everything I know about networking. I've had great success and have shared many ups and downs. In those 12 years I never – I repeat, NEVER – heard that I should try to “pull people over” from other networks. I built everything up with new people. Completely.

After 12 years I made my one and only change. There I started with 3 people and I've built things up again. If somebody phones me up of their own accord, that's fine. But that I should now approach the small consultants of other leaders and try to “poach” them and thus wreck the work of those leaders who've built up these consultants... such an idea would not have crossed my mind, not in a hundred years.

Do you want to know why not?

Not because I wouldn't be able to... but because it's lacking in respect and bears witness to weakness!

From a very wealthy businessman (not from the networking world) I recently heard the following proposition: What you do to earn your money is also what you have to do to keep it. Translated: “If you've earned your money with illegal things and violence, you'll only be able to keep it subsequently by using violence and illegal things, too.” I'll leave it to in-

dividuals themselves to “translate that into MLM” for us To make one thing clear: For me It's not really anything to do with “morality.” But what is going on on the market at the moment should give us all food for thought and possibly sensitize us to the fact that this isn't a solution in the long term. Even if we're here in networking, we ought really to start thinking like real businesspeople, not just like “little networkers” who let themselves be blinded by appearances alone and go where “Chakka!” is being shouted loudest. No businessperson would ever think like this. They aren't emotional, but weigh up quite soberly the advantages and disadvantages of a decision. They place their money on security, profit and manageable risk! If businesspeople were to reach decisions as we sometimes do in our industry according to the principle of “musical chairs,” their companies would never make a profit and sooner or later they'd go bankrupt.

Let's also stop this nonsense that you only have the opportunity to be really successful if you're there right from the start, and let's best do that with immediate effect. Because it simply isn't true! When I first came into contact with my first company, it had already been on the market for 16 years. And, miracle of miracles, I was successful nevertheless! And my current firm had already been in existence for 15 years when I arrived. And indeed... again I've been successful :-)

But in plain language that means I should have failed twice if the statements some people are making out there were true! For this reason we should take some slogans with a very large pinch of salt. Don't let yourselves be taken for fools and don't believe everything anybody tells you!

So if you have a company that pays your commissions regularly and on time (which is a bit of a rarity with new companies), one that supplies you punctually with “approved products,” one where you regularly have training courses, where the company has a history and is reliable, one where you're in the pleasant position of having an upline who you get on with and who supports you – then with very great probability this is more than that person has who's frantically trying to poach you with slogans. Because one thing must be clear: Successful networkers don't poach! They don't find it necessary to do anything like that, they know how IT goes. And by IT I mean the business called network marketing. To finish with just one more thing: I wouldn't like the impression to arise that I have anything against new companies or that I doubt their chances of success. I really do believe that there's enough room for all of us. And if there were another 50 extra MLM companies in Europe, we'd all still have enough room for all of us to be successful while acting with integrity.

At the moment perhaps 3 to 5% of the population have ever come into contact with networking. After a good 20 years of MLM in the German-speaking region we have a mind-boggling potential of over 90% that we can all share. There we don't have to allow our team partners to be turned into junkies. What happens with junkies in the long term is something we are aware of. And in my opinion that's something they don't deserve.

So forward to a time without junkies!
Yours,
Dany

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