

06 • 09

OBTAINER

OBTAINER-ONLINE.COM

W O R L D W I D E



BACK TO

Ry Zoom

NATURE



Daniela Claudia Szasz

Promotion —

the joy of a “little bit extra”



Sometimes an e-mail comes via your mailing list either from your upline or your company and contains a promotion that sounds good. If you are still at the beginning of your MLM business, you then stand there and think: "What should I do about it now?" Above all, when the target that must be achieved is a bit high and appears almost impossible to you.

There are people who immediately get started because they are happy to get such an opportunity and do everything to achieve the target. Then there are, of course, also people who resist and already know in advance that there is no point in making an effort. In general they think that promotions are simply "stupid" or believe that they benefit those who proclaim them.

Is that the case? What do you think about this?

What exactly are promotions now anyway? Why do they exist and what are they good for? Who benefits from promotions? The upline? The company? You yourself? Perhaps both sides? Or nobody?

It is important to recognize what you yourself think about them. If you become aware of what your opinion about them is, you will perhaps get an answer or two about why you have or have not achieved something. I do not want to maintain that every promotion is always at any time the right thing for everybody. Certainly you can also overdo it and things can go off at half-cock when they are not thought through properly or are too much. As an executive you should not persistently have some promotion or other; that is lacking in credibility and your promotion will lose all attractiveness and momentum. To announce something every month or every second

month is a killer. It will go well only to a limited extent. Personally I act according to the motto "Less is more – but when you do it, do it right!"

But let us take a quick look at what a promotion really is. In the German Duden dictionary the definition is (translated into English):

pro|mo|ti|on, = advancement – to an honorable office, or

pro|mo|tion = (from the Engl. promotion) (business): furthering of - sales; advertising – by means of special ... etc.

For us in MLM the explanation comes more from the English, which I understand basically as follows:

"A promotion is something that causes you to do things and to set things in motion that you would not have done without the promotion."

Strictly speaking, the whole of life is a promotion. Do you remember, for example, how well YOU promoted YOURSELF when you met your current partner. You showed your best side. You were attentive, sexy, romantic, obliging, the dream man or dream woman par excellence, weren't you? If that was not part of your true nature and character, then you will change sometime into what you really are and your partner will stand there and wonder whether it was all just a dream. That is a promotion that worked well for the goal itself in the short term, but in the final analysis is of no value because as soon as things come out into the open, it will backfire. Some time or other your partner will wake up, all remaining hope



from the early period will wither away and he or she will leave you or you will unhappily live separate lives.

Now you can carry that over onto all aspects of life. A wonderful advertisement for a razor or a lotion or whatever is running on the television, it sounds brilliant, you definitely want to try it, you run down to the shop and buy it, you bring it home and want to try it at the next opportunity, then you discover that it catches, irritates the skin, is not user-friendly etc. What happens? The whole thing backfires: it worked for a short while. You bought it once, but you will definitely not buy it a second time and just as certainly you will not recommend it either. Here in MLM we work with them and personally I love good exclusive promotions! In our business you will sometimes receive a challenge along the lines of: "If you achieve turnover X in period Y, you will receive incentive Z." As a result of promotions I have already experienced a lot of things that I would definitely not have experienced in the same way without them. My last promotion alone was simply super. After 3 days in St. Tropez I was flown from St. Tropez by helicopter to the marina in Cannes – and then things carried on for another 24 hours on a 35-meter Mangusta super yacht in a very illustrious small group.

With another promotion years ago, I was invited to Dubai for 3 days in the massive 7-star "Burj al Arab" Hotel. Just like holidays on Maui in Hawaii, Palm Springs, a Caribbean cruise, parties in Monte Carlo, adventures in ski lodges, tobogganing in St. Moritz and many other smaller things etc., etc. These were all extraordinary things that I might otherwise never have experienced in my life. Now you can argue about whether you want and need such things or not. I myself would not have wanted to swap the day on the yacht and with the helicopter with anybody else.

Did I need it urgently for my life? NO!

Did I enjoy it? More than you can imagine.

Did I earn it? 1000% YEESSS!

Did I have to do a lot to achieve the turnover in a relatively short time? YES!

For the yacht recently, for example, I had to achieve an annual turnover of about €1.2 million with my team and then double this within 12 months. That certainly was no picnic. But let us look at what I got out of it: First of all, an exclusive short break in a fantastic place, secondly a super growth of my business, which had as a consequence the fact that my monthly income

rose at the same time and many of my team partners also became more successful and earned more money. Now was that really sooo bad?

So it is NEVER just the promotion that you gain – and you should also not see it that way. If you do it properly, then at the same time you will have growth of YOUR business and you will raise your income in a much shorter period, something you probably would not have achieved without the promotion. So the promotion is only the carrot held in front of your nose so that you will race forward AND live **YOUR POTENTIAL to the maximum!!!** Your energy will be awakened by it. If you play the game, you will suddenly notice how lively you feel. You will wake up to passion. Life will all at once become much more colorful.

Then you are suddenly in a position to do things that you would otherwise never do. You work like crazy, you invest your leisure time, you neglect your hobbies – and why? Because the REASON WHY is large enough! The REASON WHY – in other words, the promotion is sooo wonderful that at all costs you want to experience it and are prepared to give and do everything to achieve it. Along the way you increase your turnover and the success of your team partners and colleagues. You can really live with these side-effects, can't you?

You always get only what you have also earned! The things you admit to yourself and allow yourself to want! With money, for example, you can motivate me to a certain extent, but then it stops working. But with a good promotion that offers me something special that I cannot otherwise have so easily or cannot buy – with something like that you can make me fly. That is something I want!

Now take another good look at what you think of promotions yourself.

When your upline of your company comes with a promotion, they naturally have an interest in bringing the business up to the next level – there is nothing wrong with that. But no comes the crux: They do not just want to bring THEIR business up to the next level (in the ideal case), but also with a shortcut YOURS! How do YOU react to that. Do you let it pass you by or do you put your shoulder to the wheel? Do you call up your full-time executive upline and ask for a plan – or do you sun yourself at the open air pool?

Something else. You do not have to wait until your upline comes with a promotion. If you intend to do something call them up and tell them what your target would be and ask what you would get if you achieve it. Just be a bit fresh, play with



the possibilities. I can hardly imagine an upline who would not then announce a promotion.

About 15 months ago I spoke with my upline who wanted without fail to make a bet with me about a certain level and turnover within 6 months. He challenged me and I asked in return what he would do for me, IF I SUCCEEDED! My upline asked me what I would like.

The answer was simple. I wanted to have an EBEL ladies' wristwatch inlaid with diamonds. Then came counter question of my upline. What would I do for him, if I did not succeed? We reached agreement about what I would have to do and then in the presence of a witness we struck the deal. Believe me, I did my utmost to achieve this promotion; I was not really prepared to do the other thing if I had not succeeded. And, wonder upon wonder.. I succeeded. Now full of joy I am wearing a beautiful watch that I earned for myself!

Once again, was that now important for my survival? NO!
Is it a lot of super fun to wear this watch that I earned myself – but did not have to buy myself? YEESSS!!!!

My leaders phone me up and ask me if I would not make a proposal or promotion for them again. I think about it, make myself a plan and then off we go. Of course, everything must be in proper proportion, and so the turnover achieved must be in proportion to the promotion. Sometimes it is only something like a lovely dinner in a special ambience . It depends on what the person has to achieve.

In my team, for example, it is a small open secret that every one of my firstlines who achieves a certain level (no matter how long it takes) will get a beautiful valuable luxury watch as a present or something of the same value if the person does not like watches. And now to you: Please do not begin now, when you are still at the start, to announce promotions for your couple of team partners with a value of several thousand euros.

Leave that to your executive upline. Speak with them, If they do not do it, go up to the next level. Do not do it on your own initiative – you can also come a cropper, if the proportions are not right, and you can lose a lot of money unnecessarily. Learn and later, when your team is larger, you can take over.

Here are a few tips at a glance:

Never underestimate the power of a good promotion

- Less is sometimes more – but do it properly
- Think of what you and your team will get from it – not what the others will get
- The promotion should be in proper proportion to the turnover
- Value and recognize team partners who have achieved something special
- NEVER do promotions that you do not abide by or cannot abide by! That is a KILLER! In this way you lose the trust of your team partners!!!
- When the target has been achieved, the promised promotion must immediately be available in the foreseeable future
- Do relay promotions so that as many members of your team can gain something from them and slightly bigger promotions for your executives
- Offer special promotions that have scarcity value – the higher the effort the more exclusive, especially for the executives too

Have fun with them – and show this too

And something else in conclusion:

How bad is it if you do not achieve a promotion that you had your heart on?.... You only lose out on the promotion! But if YOU have really made an effort, then you have at least brought your business up to a higher level than it ever had before. Which also means that you are definitely already earning more. So has it been worth it? It is always worthwhile to give your all and, if it does not work, then just take the next promotion.

Have fun !!!

In this sense I hope today that you will discover the fun and joy of promotions. Be happy when your upline has an idea and is prepared to spend money for your growth too. If they are not, then you can help out a bit ;-). After all, you now know how it goes.

Yours,

Dany Szasz

www.danielaszasz.com

