"If there's a will, there's a way!
If there's no will, I am a way!!!
– Angela Merkel

CHRISTIAAN J. PETERS

- “Documentation beats conversation.”
- 15+ Years in the industry and was active in five different companies.
- Always reached one of the highest ranks in each company and participated in the international leadership.
- Brought three concepts from the USA to Europe & one from Europe to USA and Asia.
- Build multiple 10,000+ organizations.
- Is working on all continents in more than 40+ countries.

How to recruit 75% more people if you just don’t talk about your product or service!

(The basic psychology to make it in this industry.)

I`ve learned from my mentors that the difference between the successful and unsuccessful in our industry is that the successful people do the “BASICs” better.

I want to teach you one of the most important basics I have learned in this chapter. In my case, only after I was four or five years into this business. So I hope it gives you a shortcut to your success, and it will open your eyes to what it is that we actually do in Network Marketing.

What I see on a daily basis is that people outside our industry but also people in our industry think that what we do is "selling a product or service." Where this comes from is obvious because this is how we have framed our whole life. However, the big question is, "Is this true or not ?"

Let me tell you that I have been in this industry for 15+ years now, and I have been responsible for close to 100 million in volume. I have never sold and will never sell one product or service in my life.

WHY?

If you like to sell, do so, but Network Marketing is about "DUPLICATION", and I know that most people can`t sell, don`t like to sell, and suck at it. Therefore if selling is what we do, the duplication is difficult. This is one of the significant issues in our industry why we are not bigger and grow faster as we do. We, the people in the industry, don`t even know or are clear on what it is that we do! Because I don`t have to and I don`t like selling. So what is the solution?

To me, what we do is "find a problem and solve that problem for a price." So that means first we have to find "the problem" with the person we prospect. Here already, most people error because they pitch that person immediately with how good their product or service is, etc., etc., blah, blah, blah.

Coach's Notes: It has been fun to watch Christiaan's success and implement exactly what he has taught you. What really stood out to me is his association with what selling is. There are so many different varying opinions

in network marketing about selling. Christiaan has created a powerful GIVERS mentality. He has created an association of simply finding a problem and GIVING people a solution. I see so many network marketers trying to convince others to buy their products rather than stopping to ask good quality questions to see what their needs really are. Once you learn those you don't FEEL like you are selling but instead, you feel like you are simply HELPING.

I believe that just like a doctor, you should first analyze with your prospect what the problem is, and more often than not, it is not directly what your "product or service" can solve, but your "business opportunity" can. I will show you directly what I mean. A doctor is also not directly going to cut you open when you come into his office, right? No, he asks you direct questions, and based on his expertise, he will send you either to the hospital to get surgery or home to take some rest. Shouldn`t we do something similar? Wouldn`t that make sense?

Suppose you learn to ask the right questions (remember, the one who asks questions is in charge of the conversation)! So if your prospect starts asking you all kinds of questions, guess what happened? Yes, you lost control over the conversation, and you never want to have that)! I can`t go into the details on what questions exactly in this chapter because that in itself could be a chapter. What I can say is that you should start the conversation with questions like you have no Network Marketing opportunity or product or service. Talk like you would if you met that person in any other normal situation outside of Network Marketing.

There is a good reason why we have two ears and one mouth. We should listen more than we talk. In the combination of asking questions and listening to understand the answers, your prospect will give you all the information you need to figure out the problem.

Wouldn`t it make sense that if the person himself told you what the problem is and you offered him a solution for that problem, this person would be more likely to listen to you on how you can solve his problem? I sure do hope that we can agree on this!

In my 15+ years of experience talking to more than 40,000 people I found out that there are many problems people can have, but you can narrow it down to 4 major issues. Let me state them all 4 for you.

1. People are looking for more "**MONEY**."

Most likely, this is not something people will immediately admit, but again if you ask the right questions, look at where they live, how they dress, and how they generate income, you can get a pretty good idea. It may not always be 100% correct, but usually, you are not far off either.

2. People are looking for more "**TIME**."

Believe it or not but there are people that genuinely have enough money. But what usually also is the case in that scenario is that those people are very busy generating that money. Working eighty or ninty hours a week or more is no exception for them, leaving little time for family, friends, and hobbies.

3. People seek more "**RECOGNITION**."

The number one reason most people leave a job is not the money. It is the lack of recognition by their superiors for the work and effort they do. You pay people like shit (and mostly this is the case), but if you make them feel appreciated, they will crawl for you and go above and beyond to get the job done.

4. Some issues related to "**HEALTH**."

I never knew that a human being could have so many issues with health, as I saw and learned in the last fifteen years. I think we all know that it is next to impossible to find a person with no health issue whatsoever.

OK, now here comes (hopefully) the BIGGGGG eye-opener and lesson for you!

If you talk to a prospect, as I tried to teach you, and you find out that the main problem with that person is "**MONEY**."

What will provide that person more money?

A) Your product or service or B) Your business opportunity

I hope that we all can agree that it will be B) **Your business opportunity**

If you talk to a prospect, as I tried to teach you, and you find out that the main problem with that person is "**TIME**."

What will provide that person more time?

A) Your product or service or B) Your business opportunity

I hope that we all can agree that it will be **B) Your business opportunity**

If you talk to a prospect, as I tried to teach you, and you find out that the main problem with that person is "**RECOGNITION**."

What will provide that person more recognition?

A) Your product or service or B) Your business opportunity

I hope that we all can agree that it will be **B) Your business opportunity**

If you talk to a prospect, as I tried to teach you, and you find out that the main problem with that person is something with "**HEALTH**" (assuming that you are in a health-related opportunity, if not, the principle most likely still works or maybe needs to be framed a bit different, but you will understand)

What will support that person in his health?

A) Your product or service or B) Your business opportunity

I hope that we all can agree that it will be **A) Your product or service**

Coach's Notes: Human nature is very predictable. Christiaan has identified the main reasons why most people are interested. He has given you what most prospects are thinking. This gives you a huge head start in finding what their problem is and their true desires are. He gave the Dr. example earlier of you finding the problem and prescribing the solution. Now he just gave you more steps on exactly how one can do that. You can see why he has had so much success.

So if we are still on the same page together, you have learned and seen that most likely, in seventy five percent of the cases, it would be more beneficial to offer and show your prospect your business opportunity first and tell him how this would help; solve his "problem." Suppose you become good at this (and yes, it might take some practice, so take it to more people, not less). In that case, it doesn`t matter what product or service you work with because the prospect has already accepted the fact that your business opportunity helps him solve his problem, and the product or service is collateral.

Please do not understand me wrong that a product or service is not important; it is very important. But if you just focus on that, you miss out on 75% of your potential, and as a business owner/entrepreneur, wouldn`t that be a shame?

I want you to think of this.....

If the people fifteen years ago came to me and talked about their amazing products, I probably would have kicked them out of my office because I had no interest or relationship with them. But thank God they came and talked to me about my situation. As an architect and real estate developer, my problem was time. They offered, through their business opportunity, a solution to my time constraints with their products that I took for granted. If they had chose the path of products and services in the last 15 years, not close to 100 million in product volume would have went to the marketplace. Think about how much money people (including me) earned on that!

Last but not least.....Nobody owns a drill machine because it was their lifelong dream to own a drill machine. No, they bought a one-time one because it could solve a problem they had, being they needed holes in their wall. It is as simple as that, and the person who sold them the drill machine did not say, “oh, look what a nice color it has,” “look how many rpm it has,” etc. No, the focus on the problem do you have a concrete wall or a wooden wall, then you need this drill machine. Period!

This is the gain in our industry. Around ninty eight percent of the people in it just talk about their product, product, product. Primarily because they were introduced based on the product, fell in love with their product, and were trained on the product later on. Like I said, there is basically nothing wrong with that, it`s just that you miss out on so much potential that other people like me love to take. Don`t give them the opportunity!

In closing, I want to give you some more ideas to talk about when it comes to business and generic opportunities for anybody.

- Think about the value of "**RESIDUAL INCOME**," and explain to people what it can mean for them!

  Having this type of "recurring income" allows you (if you have built something significant, of course) to take time off in bad situations, for example, if a family member is sick or dying. Or when you've lost your job, still income is coming in even though you might be temporarily inactive for a few weeks or months.

- The opportunity to create a "**LEGACY INCOME**" and explain to people how that works!

  Let's hope not, but we cannot exclude it either too; you die….that doesn't mean that the people in your team die or stop working, so that means that you can transfer the income to your spouse, children, or even grandchildren if you like. What is the value of this opportunity alone?

- The opportunity to create your own "**RETIREMENT**," explain to people how that works!

  You don't need to die! If you build something of significance, you can take a step back if you taught your organization well and run by itself without you. The income will still be there.

I hope this chapter brought you value and possibly opened your eyes. It changed my career forever for the better and skyrocketed it to where I am right now. I hope this knowledge will bring good to you too.

Sincerely yours,

Christiaan J. Peters
Entrepreneur & Network Marketing Professional

Coach's Notes: As I always say, "good leaders have vision whereas great leaders give vision." Christiaan gives that clear vision at the end. He knows that for every opportunity to have a conversation with a prospect whether it be a quick voice message, zoom or a phone call you are always finding ways to cast YOUR VISION. You want people to see themselves doing the business. You want to empower others. One statement that massively stood out to me was, "explain to people what it can mean for them!"