

Example #2

We have sparked interest and are being asked: "What exactly is it that you do?"

Answer: "I can show it to you. It's very simple. In order to earn money more often than not products must be moved and there are several ways to do that."



"Everyone knows this one it's Retail.

The goods are moved from the Manufacturer via the WholeSaler and the ReTailer to the Customer and approximately 60% are earned here (point to the "WS" and "RT")."



"This here you certainly know as well—it's Direct Sales.

Here the Manufacturer sells to an Independent Consultant and he then sells to the Customer. Here the consultant earns the money."



"The third possibility is even simpler: Referral Marketing.

The Manufacturer sells directly to the Customer who now earns the money that is normally spent on the distribution—simply by recommending the products! That's what I do. It's ingenious, isn't it?"