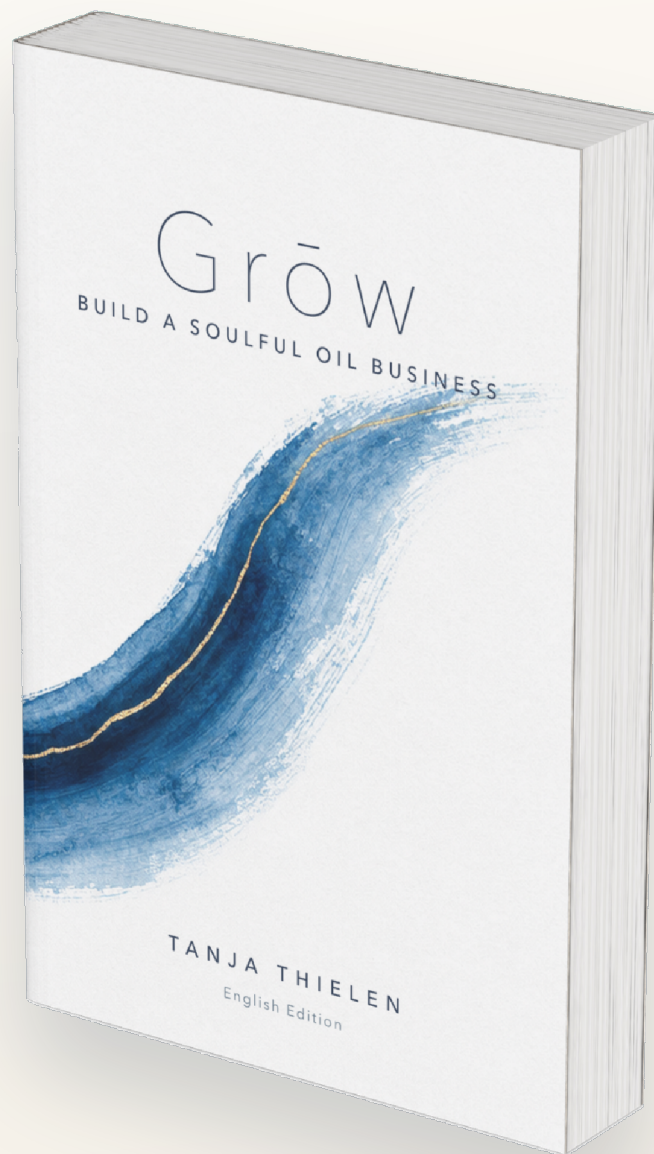


SAMPLE CHAPTER

Grōw

BUILD A SOULFUL OIL BUSINESS



Chapter 1 · **"I don't want to sell"**

TANJA THIELEN

I don't want to sell

"I don't want to sell." And her twin sister: "I can't sell."

There are no two sentences I hear more often in this line of work. At kitchen tables, at trainings, from almost every new team partner. Maybe you have said them yourself. And yet here you are, holding this book, drawn to network marketing. How do those two fit together? What draws you sits one layer deeper: you have found something that works for you, and you want others to have it too. You want to support people. To offer solutions your customers actually want.

But under that lovely sentence sits one more layer: "Here is something I have. Buy it. It's good for you." That is selling. No need to be thrown by that, and no need to dress it up either. You can just call it what it is.

So why does that word touch such a nerve? We all carry the same picture: the slick salesman who talks you into something you don't need. But that picture describes a bad salesperson. Selling well is almost the opposite: listening so well that you can offer exactly the solution someone was already looking for. The difference comes down to who they do it for: one wants something from you, the other wants something for you. People sense that difference every time, often within a single conversation.

This is a craft, and a craft can be learned.

And then the good news: this is a craft, and a craft can be learned. You don't need to be born with the gift of the gab; those people usually run out of things to say first. In this first phase you build four skills that carry every rank after it: having a real conversation, listening until you understand the need instead of until it's your turn, following up without pushing, and recognising who is genuinely looking for something and who is only nodding politely. That last skill, by the way, saves you more time than any of the others, whether it's about customers or about the team partners you want to build with.

The build itself comes down to this: you open your own account, you build your first circle of regular customers, and you find your first two team partners who, like you, want more than just using the products. With that, you have the beginnings of a tree that can still grow in every direction.

One more thing. Anyone can be visible these days, so it no longer sets anyone apart. Competence has become rare, and that is exactly why it stands out. If you use these months to learn the craft, you will never have to convince anyone again: your results will do that for you.

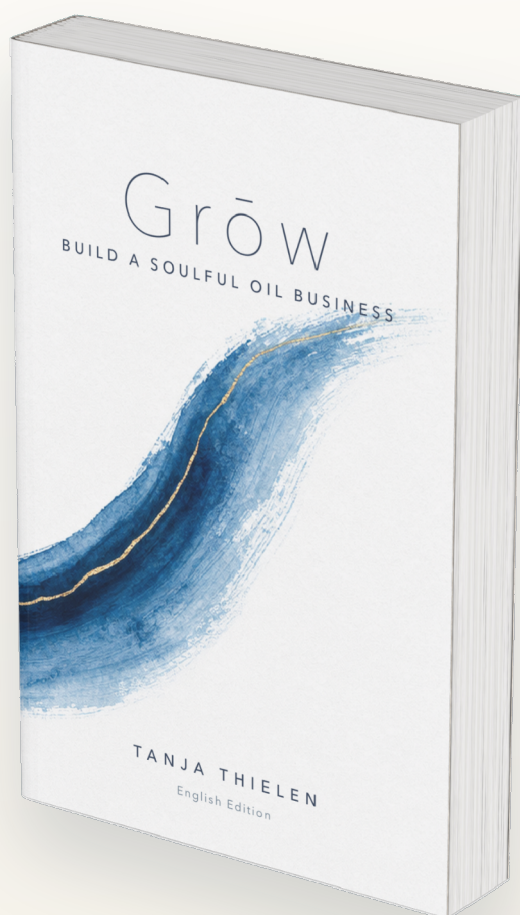
The pitfall of this phase is haste. If you look to the next rank too soon, you skip the apprenticeship and pay the difference back later, with interest. Alongside the craft of becoming a good salesperson, there is a second skill that matters just as much: you have to be able to pass on what you can do. "Duplication" is the magic word you will no doubt hear again. It is the golden egg of network marketing, or, if you like, the Golden Snitch. Once you catch it, your team soon racks up the most points and you all win.

And the lovely part is that your customers always win with you, because together you know how to give someone the best advice. That is how network marketing becomes fun, how your work becomes valuable, and how you never again have to pull, push or persuade anyone.

Is it easy? No, it isn't. Are there moments when you consider throwing in the towel? Oh yes, absolutely. But those moments come with every profession. What matters is that you end up knowing a road you can always follow. Sometimes you have to take a step back and try a different turning. And sometimes not everyone who started with you comes along. But when you know the road and you know your destination, it is much easier to find a solution for every obstacle. And that is what Grōw was written for.

NEW • ENGLISH EDITION

Want to keep reading?



The whole craft, rank by rank: with four builders you'll recognise yourself in, a blend for every rank and an online appendix that stays current.



£19.39

BUY ON AMAZON

amazon.co.uk/dp/B0H9439LD5

Also available in Dutch  and German 

Know someone who's also building an oil business? Feel free to pass it on.