

How the Thinking Reflects on Business Growth

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Presidential & Lifetime Master Coordinator**

In order for people to grow their business, they must learn how important one's thinking is in relationship to building a business.

While working with someone we should be spending 80% of our time helping them with their thinking and 20% of the time helping them with "how to" build their business.

"You cannot surpass your thinking in this business; if one does, it's only temporary." Roland Oosterhouse

"The size of your business will not exceed the level of your thinking. For a larger business, elevate your thinking and expand your expectations." Carolyn Wightman

The 'Quadrants' refer to the Cash Flow Quadrants from Robert Kiyosaki and the thinking that goes along with each of the quadrants.

Hints to check the Level of Thinking

Non-Business Perspective

They say "My Doctor Said"

They say "Food – or nutrition -- doesn't make a difference"

The products are "too expensive"

"I have tried other vitamins"

"It is all about DNA and genetics anyway"

"I must ask my doctor first"

What are the chances of this person becoming a Master Coordinator – or even a business owner with a modest team?

E

**Employee
Thinking**

Customer / Member Thinking

"I can't sell." Terrified for someone to think they're selling

"Nobody can afford this"

"I don't know anyone who would want to buy"

"I am too busy to do the Shaklee Business"

Having a business isn't for me

"I can never do what you do"

What are the chances of this person becoming a Master Coordinator – or even taking a leader role as a Small Business Owner?

E

**Employee
Thinking**

Mini Mart Owner

Volume 1000 per month

They say "I just want to help others. I don't want to sell."

"I don't want to make money"

"I don't want to sell to family and friends"

Concerned about 'rejection'

Don't see the value of investing in their business

They focus on negative press of 'networking marketing' and don't see this as an honorable profession.

What are the chances of this person becoming a Master Coordinator? What chances can they move to Small Business Owner (Director) and sustain a solid business?

E

**Employee
Thinking**

Director

Volume 2000 – 2500 per month

“I hope the customers will buy more”

They tend to be more concerned about their own personal business and less about the people in their group

They always worry about their business volume

They quickly ask questions like:

- “How much do you want to make”
- “When do you want to be a Director”
- “You know the sky is the limit”

“I hope I can get higher volume”

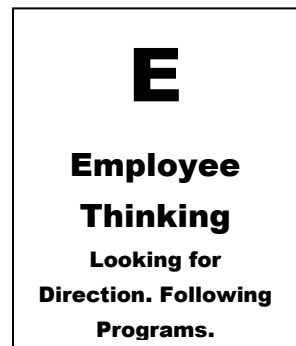
They lack confidence for others and themselves

They have a hard time accepting success

They tend to make statements – ask very few questions

They are always looking for Business Builders in spite of the fact they don’t have a goal for themselves

[What are the chances of this person becoming a Master Coordinator? If people follow the model they’re setting, how far do you see their business organization expanding?](#)



Executive Coordinator

On average, they make \$50,000 a year

Approximately 5 – 7 Directors in the group

They say things like “I can help you build”

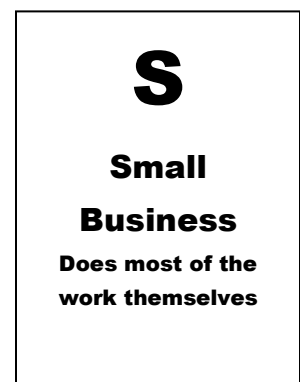
They tend to be forceful and are seen as ‘the leader’

They like to use different programs and keep changing

They try to control everyone’s business in their group

They attempt to use excitement and activity to build their group

[What are the chances of this person becoming a Master Coordinator? \(5%\)](#)



Sales Leaders That Build an Organization

They have about 20+ Directors in their group

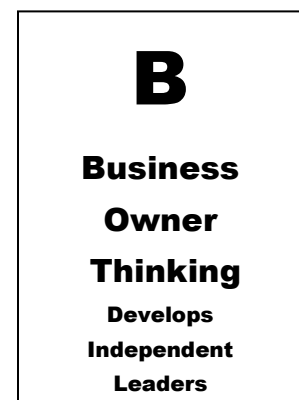
They are risk takers

They know the direction they are going

They talk about their goals with clarity

They ask lots of gentle questions – such as:

- Why does Shaklee interest you?



- How do you feel about changing people's lives?
- How do you feel about investing in prevention?

They help people in their group to advance their thinking.

They know how to discover what a prospect is really thinking and believing.

[This person can become a Master Coordinator and can build Master Coordinators!](#)