COLUMN

Let's Collaborate!

“No one can whistle a symphony. It takes a whole orchestra to play it.” - H.E. Luccock

by **Mary K Weinhagen**

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Think about traditional marketing strategies. They're typically designed around the basic premise that competition drives companies to improve customer service, prices, quality, creative thinking, etc.

It occurs to me that this makes sense if you subscribe to the belief that there is a limited universe of customers... and the winner takes all. But what if we're operating from a different principle? Might there be great satisfaction in developing mutually beneficial and collaborative relationships with other companies so that we can provide a whole and complete service?

Actually, if your measurement of success is based on the strength and quality of each relationship rather than simply the quantity of customers or partners, then it becomes clear that a joint venture with a complimentary business might be just the thing for enhancing relationships.

Think about this... isn't it easier to retain customers when your aim it to provide a more perfect match for *their* needs? The bond you form as a result of that intention is very difficult for an outside party to break. Seems to me it would be worthwhile to hone our skills at collaboration and start looking for others we can partner with in creative, mutually beneficial ventures!

Make it an adventure!

--Mary K

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EXPECT MIRACLES!

The best thing about network marketing for me is that it asks... even encourages... me to seek out people who are willing to explore and share their dreams and vision. It gives me reason to invite people to share— from their heart— early in our relationship.

I love this because sharing dreams and clarifying vision puts us together in an energy that feels so good— so alive. It opens us up to take inspired action, which consistently results in greater and greater levels of success. What a joy sharing this kind of ride with others!
— Mary K.

"What I admire most about Mary K. is that she literally and figuratively incarnates one of my most treasured quotes: Dag Hammerskjöld's "To all that has been— Thanks. To all that will be— Yes!" She speaks about the joy of sharing this 'ride' with others. Mary K. IS the joy— to know and to work with."
— JMF

In addition to editing the articles for TheNetworkMarketingMagazine.com, one of the projects Mary K is involved in is contributing to raising vibrations in partnership with TheMagicHappens.com, a magazine setting the tone for *thriving* in today's chaos and inviting people to embrace Financial Freedom with a Home Business!