

Conceptual Thinking

The new era network marketing principle



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The human civilization started with the Agricultural Revolution, and move into the Industrial Revolution of the 19th century, and lastly the Information Revolution which began from the last century. During the Agricultural Age, our human ancestors work during the day and rest at night. Besides the geographical problem and natural disasters, people at those times are basically self-sufficient. Land represents wealth during those times.

Then, enter the Industrial Revolution. People spend their life working in factories. Proficient skills were followed by wealth. While schools were something that was invented during this period, employers built different type of school to train the talent they required. Accountants, engineers, clerks, managers, and etc; and different type of jobs were created for different people; and this system of the industrial period is still implemented by the world until today.

Meanwhile, the Information Age of the 20th century is a time when the world's boundaries are closer and the distance shorter. It is a period dominated by information. Those having access to information are able to create wealth within a dramatically short period of time via fiber optics. And when information can be acquired with a click of a finger, in addition to the professionalism inherited from the Industrial Age, the world is now transforming into a totally new era. This era is about information rearrangement and integration, with value added concept, all blends into one.

So what is the source of wealth in this era? The answer is high-concept and high-touch.

The new marketing principle will be focus on design,
not just function;

The new marketing principle will be focus on story,
not just argument;

The new marketing principle will be focus on symphony,
not just detail;

The new marketing principle will be focus on understanding,
not just logic;

The new marketing principle will be focus on play,
not just business;

The new marketing principle will be focus on meaning,
not just money-making.

These marketing principles mentioned in the book A Whole New Mind by Daniel H. Pink are just right for the network marketing business. Network marketing is an evolution business form of the Information Age; it is professional but not restricted to the existing employment structure. Network marketing gains its success by focusing on the gentle and sensible side of human. As our living standard gears towards a higher level with material wealth becoming easier to acquire, people are now looking for a more meaningful and enjoyable life. This can be proven by the increased number of freelancers among the younger generation. People no longer admire high-paying profession, but are seeking for a job that are also able to bring them fun. High-tea, networking, making friends...these are all network marketing attributes.

While talking about the logic of proper life, people nowadays require understanding and compassion from others. We have to develop a sense of high-touch in order to survive in this highly competitive environment. With care and understanding, we can actually build an extraordinary strong team. The **K-LINK** Family Compassionate Fund (KFCF) launched few months back in July was introduced on this basis.

Besides professional detail analyzing ability, we require the ability to rearrange information, thus form a bigger picture and create different value. When everybody claims their company and products are as great as others, the ability of story telling determines one's interest to further research on our business. Similarly, the function of a product is not anymore the major focus as people are more focus on the design or image of a product. Here at **K-LINK**, the **K-LINK** building is one of our important trademarks. Our distributors are also those who are in charge to design the company's image. Every presentation by our distributor has a direct influence towards **K-LINK**'s image.

Dear our partner,

The world is changing and 21st century is known as the Conceptual Age. As we still adopt the living skills of last century but in order to survive, we need to develop skills that are coherent with high-concept and high-touch. **K-LINK** network marketing business is encouraging everybody to keep improving. You will find yourself standing at the frontline of the world if you follow this path. Its advantage - you will have more time to spend in your live.