

01.09

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Securitas Aurum: Gold Business

The price of gold has been in a stable uptrend for years which has lately been continuously accelerated, thereby setting new highs for the precious metal month after month. No wonder the interest in physical gold has therefore been growing. Besides ingots, gold coins are very ideal.

The so-called bullion coins are especially interesting to investors. These coins excel, amongst other things, in extremely high gold portions, practical division into shares and a price which is always near the current gold rate. However, not only investors are delighted at gold coins, collectors are also pleased with the precious metal. Especially since the collapse of the US-investment bank Lehman Brothers and the start of the financial crisis. The run for gold has since then been comparable with the once Klondike River gold rush. Roger Breitzkopf, a precious metal merchant with the Deutsche Bank, expressed in September: "The turnover has decupled compared with the number in August.

Many people believe: Who knows what else is going to happen. If the crisis continues, business with gold will still be possible.

There is a range of choices of diverse gold bullion coins nowadays such as Maple Leaf of Canada, the American Eagle of the USA and the Vienna Philharmonic Orchestra of Austria. However, everything started with the South African Krugerrand which was first issued in 1967. In the following period, the Krugerrand was able to maintain its status as the most popular and bestselling gold coin for years. Due to the financial crisis, the Krugerrand is rare at the moment, even though the "Rand refinery" works at full capacity 7 days a week. The case of other coins is similar. Because 70% of gold is used in the production of jewelry, the gold price is not strongly coupled with the development of the industry as the case of other precious metals is. The analyst of Commerzbank, Eugen Wein-

berg, commented on this in September: "The price of platinum has reduced by half since July." Gold coins are especially interesting to investors because of a further aspect: No sales tax has to be paid for gold coins for investment purposes in Germany! This circumstance accounts for a huge difference if the current sales tax of 19% is considered.

A layman usually first thinks of banks when he thinks of gold. According to written information of the Deutsche Bundesbank, however, the business with gold coins is not even supervised by BaFin, even though gold business is an investment business. It is exactly this market niche that Securitas Aurum wants to target. The company was founded in Barcelona, Spain, by two Germans Dieter Scheppeit and Dirk H. Oelrich. Securitas Aurum is an E-Commerce business and sells various popular gold coins directly to its customers via its website. Gold is however a sensitive issue.





on the left: Dirk H. Oelrich, CSO; Dieter Scheppeit, CEO Securitas Aurum

Interview

We asked Dieter Scheppeit and Dirk H. Oelrich therefore some interesting questions:

OBTAINER: *Mr. Scheppeit, tell us more about the company. Which philosophy is behind Securitas Aurum? Which techniques and marketing concepts do you employ?*

DS: I found the right answers to all these and other questions together with our associates and various advisers. Although, I am solely in charge of Securitas Aurum as well as all decisions made, but without our associates and advisers, we would not have been able to launch the company on the 1st of September 2007. Mr. Sander, at this point I would like to use your outstanding magazine, *Obtainer*, to thank all associates and advisers in the whole world. A special thanks goes, of course, also to all customers who placed their trust in this new business!

I certainly had endless meetings with programmers and lawyers in the start-up phase, as well as many sleepless nights over issues such as logistics, financing

and distribution. Such things are, however, the usual cost of business start-ups in this order. I was aware of this right from the first start-up concept and was ready to pay this cost. After the foundation of Securitas Aurum, though it was still during the preparation stage, I spoke with my friend, Dirk H. Oelrich who is the current CSO of Securitas Aurum, about my plans and was able to quickly enthruse him about a collaboration with me in a very responsible position within the company. He eventually took charge of the preparation of the sales department. I was hereby able to focus on all other essential matters, especially on the design of our websites, customer support systems and the setup of the entire infrastructure “servicio al cliente”. We now receive enquiries from customers seven days a week and in eight languages. We can proudly claim that 99, 8% of all enquiries are not only answered within 24 hours, but also solved in customer’s interest. This should be the standard of an international business. Excellent customer service certainly contributes to the success of and the trust in a business. We would like to be recommended and are there-

fore committed to present ourselves recommendable.

OBTAINER: *Mr. Oelrich, there are worldwide only a few distribution partners. You bank on Member-Get-Member campaign. What are the benefits of a customer when he or she buys gold from your business and when he recommends new customers?*

DO: We have today, after a little over a year of business start-up, over 3, 000 customers with a worldwide growing trend. This is without the use of cost-intensive advertisement but on the basis of recommendation only. We purposely relied on an infinite expansion for customers and did not focus on a particular market type. Abandoning a focus in the beginning means less “standing out” in single markets, and also a customer-oriented offer of international recommendations. The customer’s benefit in the purchase option “payment through customer recommendation accumulation” lies therein that the customer can settle the payment of the purchase price either entirely or partially through the recommendation of new customers.



Interview



OBTAINER: *How exactly does this “gold-accumulation” function and what does this mean for the business?*

DS: Securitas Aurum’s marketing concept integrated “accumulation” is basically the same marketing concept used by numerous companies – “Member-Get-Member campaign” or “Friend-Get-Friend campaign”. Some companies advertise domestic appliances as recommendation gifts; others offer petrol vouchers or the so-called bonus points which the successful recommender can exchange for useless stuffs at some time. This concept is basically not new; it has been reliable as the instrument of winning over new customers and is successfully used today by the largest companies.

For this reason, we also decided to employ this reliable marketing concept, and since Securitas Aurum trades in gold bullion coins, it was obvious that we would also use gold bullion coins as recommendation gifts for our loyal customers. Securitas Aurum did not reinvent this concept but brought it to a

standard that is conforming to the 21st century through new communication techniques. We hereby work without using any polluting print-outs or brochures; we offer customers an outstanding transparency via the internet and, most of all, the chance of having positive recommendation on international basis because Securitas Aurum functions internationally. Securitas Aurum definitely has to finance this marketing concept just like every other business. Securitas Aurum charges a processing fee of 5% of the order value for the entire services we offer our customers. Through this we are able to finance our logistics and also the recommendation gifts for our customers.

OBTAINER: *Recommendation gifts are not new and not an invention of Securitas Aurum. Whether I receive cash for a subscription by the publishing group Handelsblatt or a petrol voucher from Cortal Consor Bank, it is only the manner in which Securitas Aurum proceeds that is exceptional. A customer can, apart from a small deposit, “recommend” his total price beforehand. In*

your opinion, do you reckon that cars and other products can be accumulated based on the system of Securitas Aurum?

DS: The recommendation concept of Securitas Aurum, “Member-Get-Member”, is used for debtless consumption, debtless setup of a livelihood and wealth building. “First be able to afford something before you consume it!” That is the key message of our philosophy and serves as replacement for the usual customer behavior: “First consume something before you can afford it!” I am sure that people are looking for new means of consumption without making new debts. Companies have to offer new solutions and that is exactly what our concept does. We offer our customers, amongst others, the compensation-and accumulation model. This simply implies that every individual customer can compensate consumer goods as well as solid values, like the Krugerrand bullion coin and further international investment coins, by paying a small deposit and settling the remaining purchase value through personal contribution.



www.securitas-aurum.com



Global Girl Goes Gold: “If the world is your home, gold is your currency”



Like many Brazilians Angeline M. Montenegro Sá is strongly rooted in her faith. It is no surprise that in her free time, next to travelling and going to the cinema, she enjoys spending time with her family and spending time with God in prayer. There are many contrasts in her. If she would have a free wish, she would send several missionaries into different countries for God's word to be reclaimed and for a better world to be created. She accepts no gifts for herself. On the other hand, she is working so hard to fulfil her personal dream in the near future. She has worked to soon have a „BENTLEY Continental GTC“ standing in her garage.

To satisfy her desire for travelling she has studied tourism and worked in the air traffic industry. In this she has had the opportunity to live in any main European city: in France: Paris, Cannes and Nice; in Switzerland: Zurich and Geneva; in Italy: Rome, Florence, Venice, Pisa and Milan; in Belgium, Brussels; in Holland, Amsterdam; in Spain: Madrid, Barcelona and Virgo; in Russia: Moscow; in Germany: Frankfurt; in England, London. In Portugal she has live in Porto and Lisbon, where she lives today.

Today she is happily married and works on the side doing services for a Portuguese financial institute in the frame of direct credit sales. She works full-time securing business deals for and with the company „Securitas Aurum.“ Angeline had her first experiences in MLM with AMWAY 15 years ago. She worked for a French networking company which specializes in luxury cosmetics and wellness products since 2004. It had just started networking in Brazil. After a short time, due to her high performance, she was chosen to be part of the Portuguese launch of the company. For three years, she worked as a full-time networker in Lisbon.

Angeline explains why she now grabs the chance with Securitas Aurum: „Although Securitas Aurum is no MLM company, it is neither a traditional company. This company specializes in dealing in precious metals. It had the brilliant idea to combine the best of recommendation marketing with the accumulation of gold coins. The offered services are provided through E-commerce, which means anyone can access



“Would you like to buy gold without spending money and on top of that increase the value of your capital?”

them wherever he is. I have been convinced by the stability and security that this company offers in its innovating concept and on top of that the product gold.“

Angeline attests that she has had no bad experiences with MLM: „Every negative experience has caused me to grow and has made me stronger. Those networkers who exploit the networking system for their personal advantage are damaging the whole network with their greed and dishonesty. They don't understand what MLM is about.“ This is why she feels in safe hands with Securitas Aurum. She explains this with three simple words: „Security, solidarity and respect. We have been welcomed with open arms from the start and accompanied by Gian Piero Di Cillo, the Sales Executive of the company. He is an extraordinary expert who has taught us the step-by-step way to success in Securitas Aurum. We try to pass on this knowledge to all people who are interested in working with us, because the secret is just not to keep it secret. Securitas Aurum is shared wealth.“

Although Angeline enjoys travelling she is operating a home based business. The phenomenal Customer Support System of Securitas Aurum offers a number of possibilities to the Brazilian woman to win new customers and partners. The modern techniques of online presentations in many different languages, online conferences and E-commerce are used to enlarge the classical word of mouth advertising. All of a sudden, the

basis of the recommendation business can now be successfully operated worldwide. Angeline says, „You should never give up your dreams. You have to believe in your dreams, even if they don't come true immediately. It is important to carry on fighting until you have achieved it. Therefore my motto is: persistency leads you to the goal.“

She uses the traditional hotel meetings and conferences she uses neither for training purposes, nor to explain the business. For this she prefers to use the internet or meet someone face-to-face. Often one question is enough for her to make people interested in her business. “Would you like to buy gold without spending money and on top of that increase the value of your capital?” Angeline is surely convinced that „Anyone with a clear mind“ will answer this question with „Yes.“ So it is easy for her to make new contacts and everybody who listens to her soon admires her natural and honest character. Angeline always first looks at everything in a positive light and therefore she is absolutely in the right place in MLM. She works with people and for people to achieve for herself and for others professional and financial success.

Angeline is sure that she will carry on working with Securitas Aurum for a long time. „Finally gold is no product that some day will be exhausted. Gold means stability, financial power and on top of that it is beautiful.



*A golden commendation
deep from the heart!*

Economic Expert Commends Bullion Coins as a Hedge Against Crisis

Budapest is an extraordinary city. It is full of romance and history. Regina Ukvasova lives amidst this metropolis with a population of 1,7 million. Regina has always worked in the economic and financial industry. She graduated from an Economy and Trade University; afterwards she worked as an economic expert. She came quite early in contact with the MLM industry and has remained faithful to it up to today.

“Market surveys have indicated that customers, who want to purchase services or products of any kind, base their decision up to 75% on commendations of their friends and acquaintances. Only 15-20 % of decisions are motivated by diverse advertisements”, the native of Budapest explains. For this reason, there is no better tool for her than MLM with which she can introduce goods or services.

In 1992, Regina started working for the Swiss insurance company “SI Save Invest” in the sales department. The company was operating on the basis of network marketing. She sold long-term life insurances, which are tied up to capital, and funds deposits. “SI Save Invest” has popular partners such as Mercur, the “Grazer Wechselseitige” from Austria, the Fortuna (now GENERALI) from Switzerland and the ASL from the Principality of Liechtenstein, which is an affiliate of the US-American AIG. However, after 13 years with “SI Save Invest” she wanted more than just the business with life insurances,

which are tied up to capital, and funds deposits. Regina Ukvasova, of course, has always been observing the happenings in the economic and financial industry, and has been watching out continuously for new products and investment possibilities. This is how the mother of twins came early in touch with the investment in precious metal. This gave her the edge in knowledge to realize the opportunity she has with Securitas Aurum. “During this global financial crisis, it is now an ideal and a reasonable solution to buy gold Bullion Coins so as to have a reserve”, she explains and continued by saying: “This is why I would recommend truehearted the gold coin of Securitas Aurum. Especially, because the business idea of Securitas Aurum has provided, right from the start, fair conditions to those, who want to join and to those, who are already partners.”

What she likes most about this business since she joined MLM is the enormously growing “discussion group”. The Hungarian purposely avoids the use of the term “clientele”. She cultivates a long-term friendship, which has led to closer relations with many former customers. She enjoys having the feeling of being part of a very big world. Regina never really made any bad experiences with Network marketing. However, she also never listened to defeatist and the perpetual pessimists; she advises everyone to avoid those people, who want to destroy one’s dream. “It is better to never react to slogans such as ‘You will never make it!’ , It’s dangerous, do you know how many people have failed?’, ‘Don’t be stupid. How did you get such ideas?’, ‘If it were a good idea, why has no one done it?’ etc., she expressed confidently.

What she considers as “unusual” for an investment and gold trade business is that Securitas Aurum does not radiate the aura of a “cold capitalistic company”, neither does it even act in that manner. A rather professional association is cultivated with the distribution partner. Through the CCS (Customer Support System), all questions will be answered immediately and precisely and problems are solved. Regina Ukvasova is also delighted at this professionalism. „I am grateful to the managers of Securitas Aurum. Although, the president, Dieter Scheppeit, and the vice-president, Dirk H. Oelrich, are much engaged in the globalization of Securitas Aurum, they always find time for me to solve the problems that occur during the process of forming my team together. I also thank my manager, Anna Reschko, for her mentoring, support and attention. This is actually seldom in this industry.” Regina employs, in order to expand, the internet as well as the classical

tools of MLM. The crucial thing is the goal of the distributor. The native of Budapest prefers personal contact at presentations for potential customers and at coaching for managers. Eventual questions are solved quicker and knowledge is faster equipped. Of course some of the members of her team are partly thousands of kilometers away and so the constant contact can only be maintained ideally through the internet. Her network is spread all over Hungary, Georgia, Czech Republic, Russia and Siberia as well as in the Middle East. She has already built up managers there, who are expanding to regional directors.

Although Regina has a lot of experiences in MLM for many years, the constant further training is very important for her. In network marketing, people grow with the duties which are compulsorily attributed to self-oriented people. “You start the business as the person, who recommends. As the number of my team members is growing, I have to spend more time in coaching, consultations and presentations. The success largely depends on the ability to build a team, who can pass on their learned knowledge, ability and, most of all, the success-orientation. It is very significant to work on yourself and to equip yourself with new knowledge”, the native of Hungary states.

Also, the online and offline training systems of Securitas Aurum are constantly unified and lead to a better and faster qualification of new colleagues. The rapidly growing sales volume through networkers is evidence of this. Therefore she can take some time off to go for skiing, diving, parachuting or riding, and can surely afford these leisure activities without any problem. She stresses out that Network marketing is always open to anyone. “Anyone who really wants it, willing to learn and who ever is poised to keep his or her focus, will surely be successful. This is possible with many companies but the distribution system of Securitas Aurum is the most reasonable in the world because the interest of this business is to allow people worldwide to have a share of this success”, she explains.

The global financial crisis is in full play and even the experts still do not have any idea when this will end, and certainly not what the end will look like. Regina Ukvasova quotes the industrial magnate Henry Ford: „The most significant and most effective business resource is the idea which comes at the right time!“ She further adds: “Now is the time of Securitas Aurum!“



Russian doctor is building up the “International Club Gold Life” from Israel

The Secret of Success is not Keeping Success a Secret!

Anna Reschko is a woman loaded with an unbelievable amount of energy. She is one of these people who without a task with clear set goals would be completely unhappy. She was born in Siberia in Russia and grew up in the Ukraine. She has always felt the drive to one day do something meaningful with her life and not to avoid working hard for it. Anna lives today in the young and beautiful town Ashdod in Israel directly at the coast of the Mediterranean Sea where she leads a private clinic as a doctor.

But it is not enough for Anna to be concerned with Su-Jok, acupuncture, computer-assisted diagnostics and naturopathy. The social life is for her a central part of her being. So she founded a VIP women's club as well as she writes health articles for the Israeli newspaper MAMA info and she candidates for a post in the town council.

The bundle of energy came into contact with MLM 12 years ago. Looking back at the beginning of her network career she says: “The first company was a MLM corporation that sold the dietary supplement D.N.I (Direct Nature Inside). I have always worked with this company that has become a faithful companion and a source of health to me, my family and my patients. In the beginning it wasn't a source of income for me but a possibility to help people receive health products.”

For Anna Reschko prosperity is next to health one of the important things in life. Because she has so far only had positive experiences in MLM she has started a new professional direction: the selling of gold coins. The ambitious Russian knows the signs of the times and affirms: “In our days the whole economic situation is very difficult. It was the right thing to go with a wonderful company as Securitas Aurum. I am convinced that gold is the safest investment. It is the perfect security of ones own future.”

Anna Reschko works hard and doesn't know whether her ambition is in the end a good or bad characteristic. But she enjoys

being in the front and always wants to win. She is working hard to always improve herself. Anna has been planning and analyzing her work as long as she can remember.

The power woman doesn't need to motivate herself to find new partners for her team. Her motivation is a basic need that every human has: the love towards freedom. Anna states clearly, “Sadly one has to pay for the freedom because money still exists. I still want to do a lot in my life which is just not possible without any money. Especially for today, I have the opinion that every family needs this product. A lot of people work very hard today. The money they earn is just enough to afford the most basic things.” In her opinion, it is very important in sponsoring, that one should not point out a person's mistakes and patronize them. Thanks to her experience in dealing with people she can quickly work out a person's character and she adapts to it. She tries to awake in others the ambition to make their own dreams come true. This is what their success hangs on. Anna Reschko supports her partners wherever possible and helps them to plan their personal success. In her motto “Doing not talking leads to the goal.”

She preferably meets up with possible partners in a cosy club of which there are a few in every town in Israel. She considers this as being warmer than meeting in a hotel. She explains that the atmosphere there is simply more relaxed. For her global organization she is best communicated with online. “In my team I have people from America, Russia, Georgia, Ukraine, Moldova, Kazakhstan, Udmurtia, Hungary and Israel. The internet offers us perfect possibilities to communicate with one another. This is a world without borders.” Saying this Anna admits that she is no friend of long flights. She uses the phone once in a while when someone doesn't own a computer. In Skype she has started up a Team-chat named “International Club Gold Life.” Information is readily exchanged here. “It is my dream to unite all partners of Securitas Aurum in “International Club Gold Life“. I have many plans and ideas about this but the implementation lies ahead of me.”

Everyone who knows her believes that she always can achieve to be first. Next to the possibilities that the Customer Support System (CSS) of Securitas Aurum offers, Anna sends regular mailings with the needed tools and works on motivating materials for her partners. New customers that are interested can take part in online presentations several times a week. Anna partly receives her inspiration from books, which she calls her “friends and companions“. Here are some of her favorites: “Bread winner – bread baker“ by Sandy Elsberg, “The Lioness – its a great cat“ by Michael Shneerson, “Unlimited Power“ by Antony Robbins and “10 exciting keys to success“ by Bill Newman.

She is really content even though she has this incredible ambition and apparent stress. The doctor feels lucky to be married to the man of her dreams and to spend time with her son, daughter-in-law and especially with her granddaughter. Although she is reading demanding books, plays chess, does sport and writes poems, she now wants to learn how to draw. Walks in the park and the beach of the Mediterranean Sea, which are only 10 minutes away, bring her many quiet moments.

She is sure that she has finally found a partner for the long-term future in Securitas Aurum as in the dietary supplement company that she is still working with today. “I like the philosophy of this business. Every person who only has € 100 in his pocket is given the chance to design their own future. I am sure a lot of people can’t afford to buy Gold Bullion Coins today. But the accumulation plan of Securitas Aurum makes it possible. I respect and am very grateful to the leaders of the business, Dieter Scheppeit and Dirk H. Oelrich. I am so pleased to have the privilege of working with such talented and intelligent people. I enjoy following the conferences led by the management.“ It tops this up by admitting “This gives me energy.“ As if Anna Reschko doesn’t have enough energy already!

In the end she insists on giving advice to finally wake up and face your dreams: “Take one step on the ladder of success every day to come a little bit closer to your aims.“ Of course no-one should forget that this means a lot of hard work. She explains, “No-one has to give up their job for Securitas Aurum. One can start on the side to learn the business.“ But who doesn’t try it out takes the risk to maybe leave the chance of his life. “After all the secret of success lies in not making the way to success a secret!“

