

Title:

Decision To Transition · Lead Follow Or Get Out Of The Way

Word Count:

1347

Summary:

The direct selling industry is changing and changing rapidly. In years past, the direct sales

Keywords:

Marketing, MLM, Multilevel Marketing, Network Marketing

Article Body:

Every Direct Selling Company that has reached the pinnacle of success in today's competitive m

The direct selling industry is changing and changing rapidly. In years past, the direct sales

But, look what has happened for the MLM distributor today. Enhanced telephone services, the pe

Today, the telephone has become the most important tool in sponsoring. Self initiated three wa

Just a few years ago, only a few people knew what the Internet was. Many companies are finding

In the same way the internet has altered communication and traditional business thinking forev

As a direct selling corporate executive hoping to build a strong and geometrically growing org

If you are considering the ^Decision to Transition~ your present compensation structure to an

Radical change may be necessary but don't jump on the first fad compensation plan that rings y

Today's plans must address the following:

1. Cost of new distributor entry sales kit should be modest making it easy to get started.
2. Early payout of initial commissions and bonuses paid weekly or bi-weekly is becoming the no
3. A good plan provides bonuses balanced between the beginning MLMer who is just trying it on
4. Distributor monthly maintenance qualifications to receive downline organization bonuses sho
5. Program should incorporate Auto-Ship ordering programs with a bonus volume relationship to
6. Plan should mandate distributor minimum personal retail sales while rewarding for building
7. A ^Plus~ plan. This means that there are no sponsor disincentives created by lost or reduce
8. Distributor ranks and titles should be permanent once received, but distributor bonuses sho
9. Compression of levels or generations should occur to properly reward performers through max
10. The plan should be ^Capitalistic~ in its design to reward the business builders who contri

If you are a traditional direct sales company considering transitioning to MLM or an establish

Of course, technology and a hot compensation plan cannot replace person-to-person communicati

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