

Reaching Out to Orphaned Distributors

Presented By: Nicki Keohohou
CEO & Co-Founder of
Direct Selling Women's Alliance



Who is effected when direct selling companies close their doors?



**How will you know when a
company has stopped doing
business?**



The DSWA will do all we can to support the orphans and direct them to our company members!



What do you want to know before you reach out to these individuals?

- Study the history of the company
- Understand the culture
- Know the product mix
- Determine the reason for closing

Who was on the bus???



How do you educate your existing sales force and your corporate team?



What do the leaders want to know?

- Is your company a member of the DSWA?
- Do you have a leadership development program in place?
- How will you handle a large influx of new distributors?
- How do you see the two different cultures merging?



How do you distinguish your company from others vying for the same group of people?

- Ask and Listen, Listen, Listen!
- How are you similar to the company?
- How are you different than the previous company?
- How have you overcome the challenges that they were facing?



Special Concessions?

- Reduced cost of kit
- Maintaining genealogy
- Career plan title
- Customized tele-training classes
- Regional training events
- Commission advancement or base for leaders
- Your ideas????



What's Next?

- There will be more companies closing – we don't want one of them to be yours!
- Ask for assistance before you are in too deep
- Listen to your sales force
- Be ready to attract the orphans – have a plan of action
- Build a company with a distributor focused culture



Questions???

Thanks for the opportunity to serve you.

To contact Nicki Keohohou:

Nicki@dswa.org

808-561-6602

