

Planning to Succeed in Direct Sales

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The Basics

- A product
 - Margins
 - Unique
 - Teachable/Demonstratable
- There is a need
- Compensation plan

The Pain

- Recruiting
- Retention
- Training

The Needs

- Self-esteem
- Recognition
- Sense of community

Building a Partnership

- Building a relationship with your field—
they are your partners
- They want to believe in you

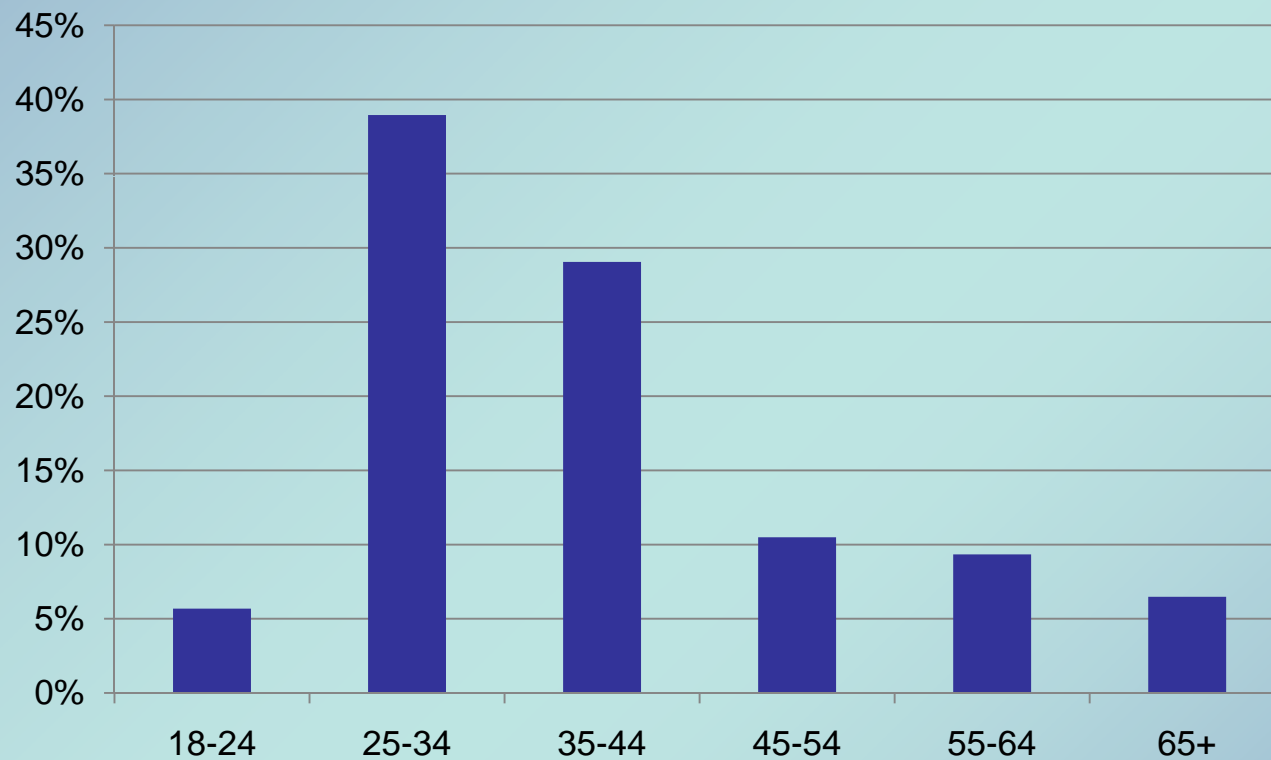
Pitfalls

- Lack of corporate understanding
- Failing to be ethical with the field
- Losing touch with the field
- Panic Management
 - Any idea is a good idea
 - Conflicting messages

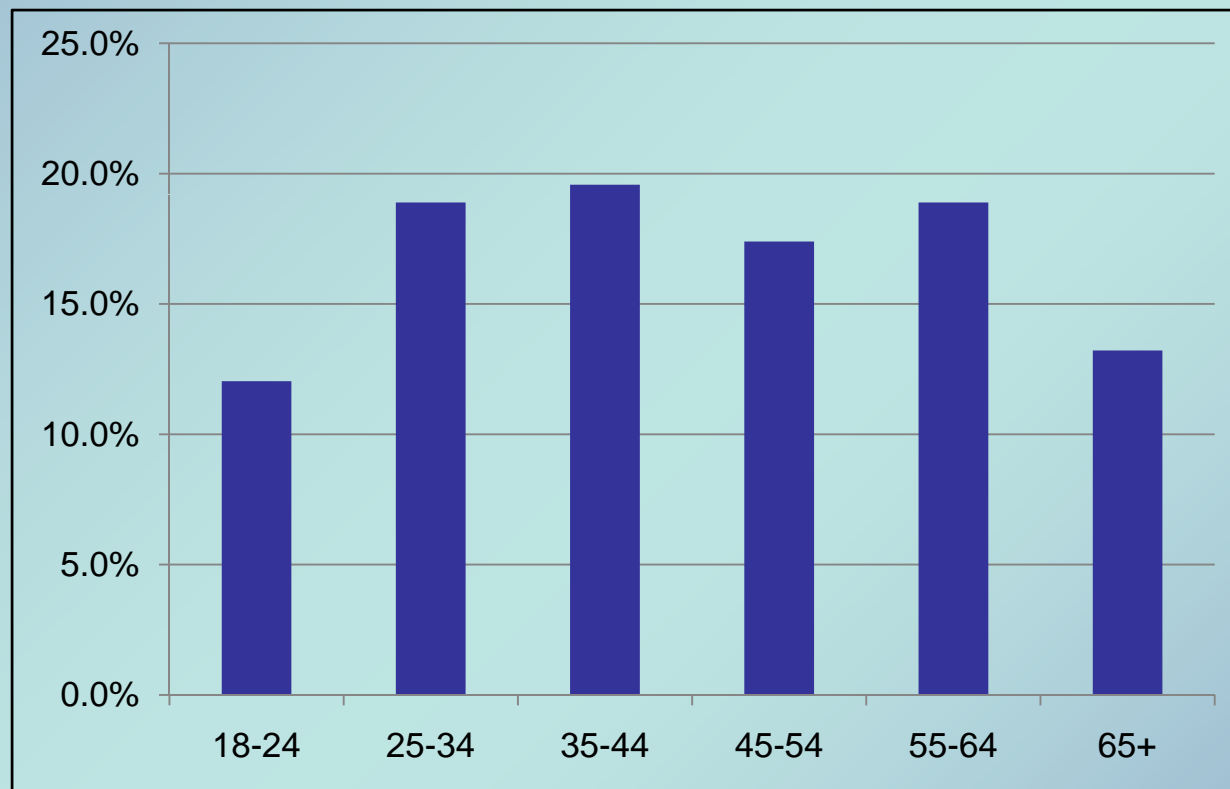
People Who Sign Up

- Sign up for varying reasons
 - Short-term goal seekers
 - The underpaid
 - Career direct sellers
 - Product enthusiasts
 - Discount seekers
 - The unemployed
- Need to embrace all recruits

Sample Party Plan Website visitation demographic



Sample MLM Website visitation demographic



Where are tomorrows distributors spending time?

The screenshot shows the MySpace website with a blue header. The navigation bar includes links for Home, Browse, Search, Invite, Film, Mail, Blog, Favourites, Forum, Groups, Events, Videos, Music, Comedy, and Classifieds. A search bar is powered by Google. The main content area features a 'Cool New Videos' section with 46,591 uploads today, listing videos like 'Eagle Grabs Deer' and 'Chicago Bucket Drummers'. There is also a 'Member Login' section with fields for E-Mail and Password, and a 'Cool New People' section listing users like marie4poche, Lea, and Skylar.

The screenshot shows the YouTube website with a white header. The navigation bar includes links for Videos, Categories, Channels, and Community. A search bar is powered by Google. The main content area features a 'Videos being watched right now...' section with video thumbnails, a 'Member Login' section with fields for YouTube Username and Password, and a 'Promoted Videos' section listing videos like 'Miles... Built To Last' and 'Chihuahua Dog Attack'. There is also a 'Featured Videos' section and a 'What's New' section.

The screenshot shows the Facebook website with a white header. The navigation bar includes links for Home, Search, and Log Out. A search bar is powered by Yahoo! Search. The main content area features a 'facebook' logo and the tagline 'Facebook is a social utility that connects you with the people around you.' There is a 'Member Login' section with fields for Email and Password, and a 'Register' button. The footer includes the text 'Facebook © 2007' and links for about, developers, site, advertisers, ads, terms, and privacy help.

The screenshot shows the iVillage website with a white header. The navigation bar includes links for Health, Wellness, Diet & Fitness, Pregnancy & Parenting, Beauty & Style, Home & Garden, Food, Weddings, Love & Sex, Entertainment, Astrology, and Games. A search bar is powered by Yahoo! Search. The main content area features a 'How Green Are You?' section with a video player and a 'Village Videos' section listing videos like 'Blabber: Lohan Hits the Big z-1!'. There is also a 'Daily Essentials' section with a horoscope widget and a 'Village connect' section with a featured blog.

Long-term Sustained Success

- Vision—Are you inspiring and providing a dream?
- Incentive—Are you rewarding properly?
- Action—Are you helping people achieve success?

Vision

Vision

- Mission
- Purpose
- Culture
- Character
- Cause

Vision

- Confidence/Trust in corporate leadership
- Embrace the vision and mission of the Company
- Belief in the product as a match for them—I want it and want to tell everyone I know
- A “halo” effect of being a part of something great
- Resources to help them be successful
- Training programs
- A community that they believe in

Love v. Trust

Vision

- More than a vision/mission statement
- Develop a strategy and live it
- Instill a sense of passion

Everything Communicates

A Vision



Disney

- Keep the park clean
- Create happiness
- Do your job

Who you are

- Who are you?
- How will you communicate?
- How will you train?
- What will be your pricing?
- How do you handle promotions?
- What will be your service level?
- How will you present yourself?

Fantastic Attention to Detail

GRAND FLORIDIAN RESORT



WILDERNESS LODGE



Incentive

Incentive

Align the Incentive!

Everyone wants

Something

Incentive

- Compensation
 - Cash for personal sales
 - Cash for team sales
- Recognition
 - On Stage
 - In Print
- Self-esteem
- Involvement

Incentive

- Money
- Recognition (trips, jewelry, awards)
- Achievement
- Status
- Leisure Time
- Self Esteem
- Service
- Belonging

The Plan

- Income per hour
- Behavior seeking to motivate
- More about behavior than money
- Plan design-simplicity v. complexity
- Timing of financial reward
 - First 90 days
 - Long-term

Action

Build the business

- Corporate based activity
- Seller based activity

What We Do

- Develop skills for success
- Develop teams
- Hope to motivate action-Mentor

Action-The Seller

- Need to be able to work their circle of influence
- Be able to promote the product
- Understand business building
- Develop a business
- Embrace and develop business skills for success (hold presentations, recruit, sell, etc.)

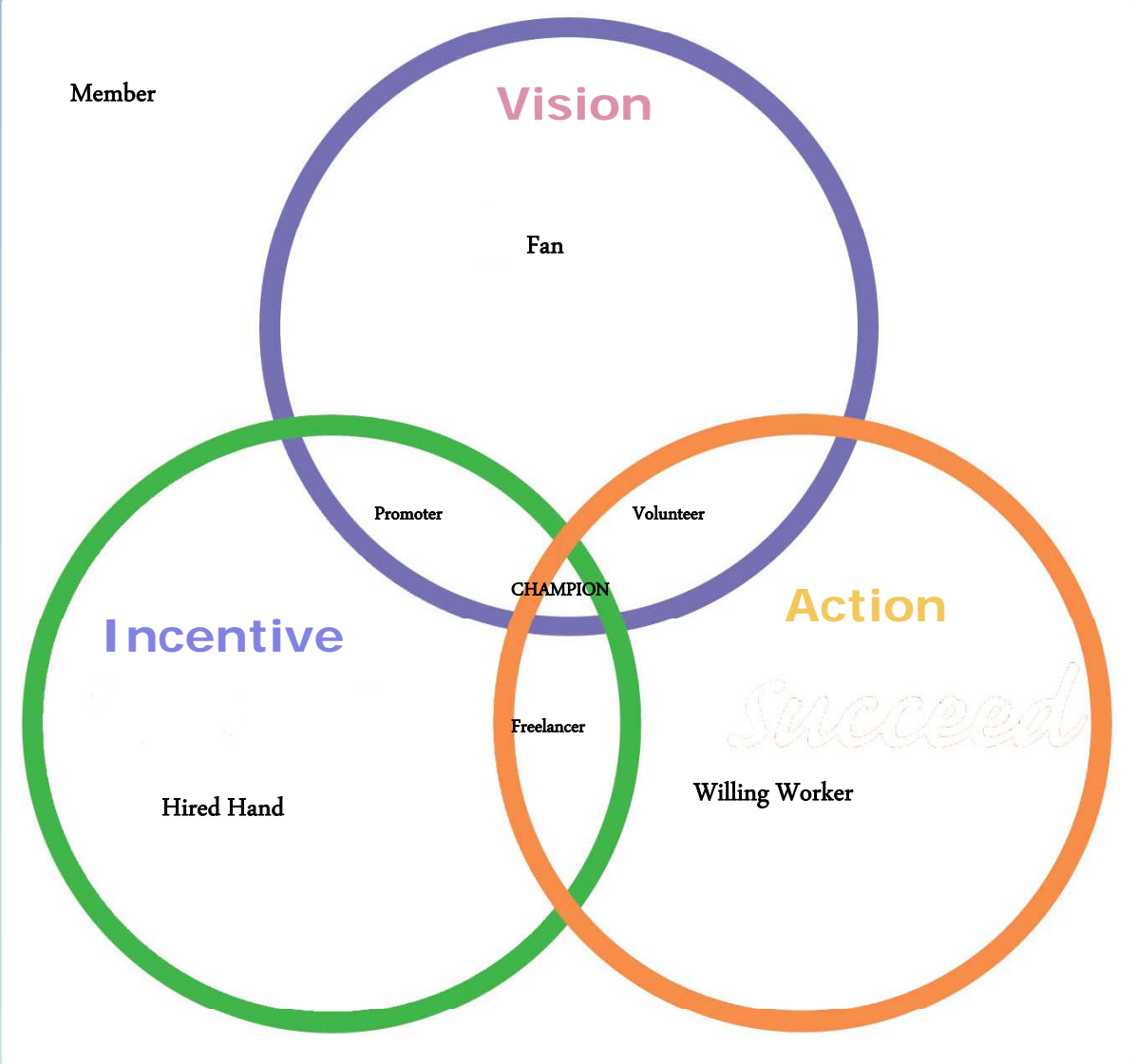
Action

How do I do this?

So I'm a supervisor—now what?

Action-The Corporation

- Technology support
- Training
- Resources
 - Appropriate funding
 - Management strength
- Execute upon the business



Eisner on Disney

At a certain level, what we do at Disney is very simple. We set our goals, aim for perfection, inevitably fall short, try to learn from our mistakes, and hope that our successes will continue to outnumber our failures.

Above all, we tell stories, in the hope that they will entertain, inform, and engage.