

So You Want To Attract TOP Field Leaders to Your MLM, Direct Sales or Party Plan Company and Want to Know What It Takes?

“There are a number of elements that attract leaders, but only a few companies today have truly identified and leveraged the secret...”

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858 words | 3 pages



There are a number of elements that attract leaders, but only a few companies today have truly identified and leveraged the secret I will share with you today. If you asked 50 distributors on the string ‘family feud’ style many would say the secret is **integrity**, doing what you say you will do. Others would say it is a **product or service** that people would buy even if there was not a comp plan. A dozen or so would say it is a **compensation plan** that rewards me for my work. A dozen more would say it is **leadership**, meaning people at the top that can take them to go.

I challenge you to understand that the items listed above are not the secret, these are GIVENS. All of these MUST be in place if you are going to attract top leadership. Miss one and you don’t have a chance at all of growing.

But there is one more, this one unspoken, but just as important as the others. And this is what it will take for a leader to actually be successful in your company, the system the company has.

You see, to build any solid network marketing business, a leader must follow the Law of S.P.E.E.D. They must have a process for people to Share, Present, Enroll, Elevate, and Duplicate their teams. If this does not exist, then the leaders you are trying to attract know that THEY will have to create the environment where it DOES.

Your competition is setting up their own S.P.E.E.D. processes at a corporate level. This way EVERY new member has access to all the tools to Share, Present, Enroll, Elevate, and Duplicate their teams from the moment they enroll. No leader needs to “build their own system” or investing their own funds and working through your compliance department. That is the old way, and it didn’t work. Corporate compliance departments and top leaders were constantly frustrated with each other as leaders invested their own money in videos and content only for corporate to say, “you can’t use that”.

The answer today is for the company to take on the role of providing all the tools and content for the members to share.

Here is what we see the corporate champions in the space doing:

SHARING: They’re providing done-for-you compliant social media content for all members to share. Leaders don’t have to come up with the content, corporate provides it through coded blogs or Facebook APPs that track back to who shared what so the members can get credit.

PRESENTING: Corporate provides videos and landing pages that sell the products retail so even the newest person can simply use the tools to share and invite their friends to view these presentations online. Leaders don’t need to pay for expensive video content as the company provides the videos here.

ENROLLING: Instead of the leaders doing countless hours of 3-way calls and paying for expensive webinar software, companies are providing done-for-you replicated

Live Stream presentations multiple times a week that the members can invite guests to. Now certain leaders may present on these from time to time with the corporate team, but the key is that these clients are building their companies with the teams TOGETHER, not in soloed inefficient decentralized systems.

ELEVATING: Corporate is providing the getting started training to ALL members.

When a new person enrolls, all they have to do is watch the video training and take the test to become a certified promoter. They then have all the knowledge they need to start duplicating the S.P.E.E.D. process personally and growing their own check.

DUPLICATING: Providing the follow-up tools internally to assist the newest person on the team with achieving results is the key. Here, we use a CRM with auto-responders, video email, and texting to keep in communication and follow up with both prospects and new team members.

So the choice is up to you, what do you want your company to look like to the leaders that take a look? Will it be an opportunity where corporate leaves everything up to the field and the leader will be expected to come out of pocket to build their own S.P.E.E.D. system to get their goals? or will you as the corporate team go the distance and provide the systems, content, and training for all the teams to unify around and grow their businesses together?

The choice is yours.

The team at www.naxum.com and I saw this trend years ago and through our S.P.E.E.D. Builder platform and UNIFY system have been able to assist over 40 companies in the space with creating S.P.E.E.D. If you'd like to see a demo of the platform yourself, head over to www.naxum.com and create a free account.



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