Starting An MLM Business

In The Eastern Hemisphere

MAKE YOUR DECISION WITH HELP FROM

Steve Mommaerts
BestMLMConsultant.com

MultiSoft.sg

MultiSoft Software

CONTENTS

Starting Your Own MLM Business

"Did you ever wonder why some MLM's fail, and others achieve massive success?"

This publication is all about helping you decide to move forward with your business in the exciting network marketing industry.

I will help you design your Compensation Plan, launch your network marketing company, and teach you how to prepare for an explosive growth MLM business.

Then I'm going to consult with you on how to manage a massive downline!

To achieve long-term success, you must learn as much as possible and then align yourself with dedicated professionals experienced in every aspect of the MLM industry, NOT with amateurs that may only be in business for the short haul.

Whoever you select as your Strategic Partner, YOU absolutely must partner with a company that will build upon a "relationship of value" rather than a "relationship of a price!"

Sincerely, Steve Mommaerts

Hello, I'm Steve Mommaerts

I am here to help you become successful with your MLM enterprise.

Read this publication cover-to-cover, and then I invite you to contact me to talk about how we can build a lifelong business relationship together.

I am looking forward to working with you.

Steve

"Allow Me To Help You Make Your Decision"

Get serious today!

Let Me Help You Get Started

Steve Mommaerts

BestMLMConsultant.com

First, Is MLM Right For You?

In many ways, we are being forced into entrepreneurialism. The dream of financial independence, upward mobility, and an exciting career is fading more and more every day.

Large traditional businesses can no longer guarantee salaries or security. The payoffs today are layoffs, stagnating careers, and organizational politics.

Secure career!

The sooner you face the fact that employers can no longer fulfill your expectations of personal success, or financial security, the sooner you can move forward with the decision to do something about your future.

The solution

Owning a network marketing (MLM) business is a viable way to control your destiny. The goals of meaningful work, unlimited earning potential, personal satisfaction, and control over your own life can be achieved when you own your own multilevel marketing company. It is easier to get started than you might think.

So, precisely what is involved in starting your own multilevel marketing company?

You will need a degree of entrepreneurial spirit and a mindset that gives you the confidence to work with people and, most importantly, the motivation to pursue your dreams.

Vision and management

Management is the brain of your company. Without it, the company will blindly stumble around without purpose, conviction, or direction. While disagreement among management can be healthy, the management team must share a common **Vision**.

The first thing you must do with your new company is to establish YOUR "**Vision**." Who the company is and where it is going. Once the your Vision is set in stone, you are ready to bring in management personnel to help drive the company toward your intended Vision.

Key behavioral qualities

Preparedness on your part to be coached by an industry professional is essential to your success.

Persistence and focus on work habits are essential because MLM is not a "get-rich-quick-scheme."

MLM is a legitimate and legal business marketing model.

Government regulators require MLM providers to prioritize retail sales and focus less on recruitment. Pyramid schemes are now outlawed in most countries.

MLM relies on building networks of people who sell products to the end-user through a network of independent contractors, referred to as Distributors. It is an established multi-billion-dollar marketing strategy spanning the entire world. Many experts predict that MLM could eventually outpace franchising as a business model.

MLM organizations recruit people to act as distributors. These distributors are paid sales commissions and operate as independent agent contractors and self-managed entities.

A motivated entrepreneur can easily set up a network marketing company.

MLM, as a business opportunity, has a low start-up cost and relies on the ability of individuals to recruit distributors and actively build relationships that foster a win-win scenario for all parties.

It reminds me that entrepreneurs are the doers of the world. *"Folks are divided into three groups; some spend their lives doing things, others have things done to them, and the rest watch."*

The great Dr. Norman Vincent Peale says, "I want to tell you about the two most powerful words in the world. The first has only five letters, but it has the strength to move mountains.

That word is called FAITH, faith in yourself, faith in others, faith in your abilities, and faith in your future. Who will have faith in you if you don't have faith?" For you, the entrepreneur, that faith must become second nature.

Then he speaks of the second of the two most powerful words in the world. So powerful that if you allow it to, it can wipe out faith.

The other word is a four-letter word called FEAR, fear that you cannot be or do something, fear of the past and its consequences, fear of tomorrow for what tomorrow might bring, fear that you might fail.

Joe Girard, an exceptional salesperson, says that you should:

1. **Belief in yourself.**

2. **Associate with confident people.**

3. **Tune up your confidence machine.**

4. **Be the master of your ship.**

5. **Keep busy.**

MLM IS FOR YOU!

MLM is for you if you can master these simple **5 Key Requirements.**

Helping you control and conquer that self-destructive fear is the purpose of this publication, "tune up your confidence machine." Be the "master of your ship" by turning fear into faith and confidence. With this knowledge, you WILL turn your Vision into reality.

Software solutions must be combined with a comprehensive business solution and a support services plan, this is because of the extraordinary failure rate of start-up companies.

According to the U.S. Small Business Association, 90% of start-up ventures fail during their first year of operation.

The common reason for the failure is that many people need help to fathom or manage all the nuances and requirements inherent in a new business venture.

I am here to help. Please call me:

+66 92 536 3380

Is There a Perfect Product?

Every MLM company's mission should be to sell products and services.

With all the hype and hoopla surrounding MLM, it boils down to one thing and one thing only, sell your products and services before all else!

MLM companies are no different than their counterparts who have chosen alternative methods to market and sell their wares.

Think about it. Is Walmart, a giant in retail sales, in business to make clever commercials and promote smiley faces? No, of course not!

Those things are merely supporting tools for their real purpose of selling products and generating corporate profits.

As a current or prospective MLM company owner, you must keep yourself from becoming mesmerized by the hyperbole of the industry. It would help if you stayed focused on the end goal of making sales.

The easiest way to maintain focus is to think strictly in terms of survival.

Question: What is the one thing you cannot remove and still keep your company intact?

Answer: Its products and services. MLM companies are sales organizations. Without a product to sell, there can be no sales organization and no company.

Choosing a viable product or service, understanding it, and making it salable is the foundation for success.
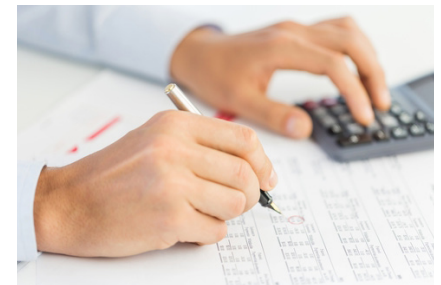
Focus on the merits of your product or service before getting caught up in lifestyle and complicated bonuses. Your chances of building a successful MLM company increase exponentially.

If you are contemplating launching an MLM venture because you are under the "get rich quick" ether, stop now and save yourself time, money, and heartache.

The cornerstone of any successful MLM company is its product and service offerings. Whether a single dynamite product or an entire product line, a viable product is a surefire way to make repeat sales.

Pressure selling may well cause people to join your company initially. Still, only great products or services will motivate them to continue selling.

Bottom line: substance sells!

Steve on Compensation Plans

*To be **successful** as a company and to enjoy the fruits of your labor, you must **prioritize** selling a product or service.*

Compensation Plans

What is a Distributor Compensation Plan?

The Distributor Compensation Plan is the vehicle by which an MLM company rewards its distributors for selling its products and services.

The compensation plan pays distributors for specific sales activity. Distributors are (usually) paid a percentage of their own sales, the sales of the distributors they recruit, a particular number of levels of distributors below them, and so on.

A compensation plan is a vehicle by which an MLM company rewards its distributors for selling the company's products and services. In general business terms, some companies hire employees and pay them a fixed wage. In contrast, others may work for a company on a contract.

MLM distributors are not employees of the company they are affiliated with, and they are independent agent contractors. A compensation plan is the stated means by which distributors will be rewarded for their efforts with the company.

The term "multilevel marketing" (MLM) in and of itself describes the nature of each compensation plan. The MLM compensation plan pays its distributors on multiple levels of sales activity, i.e., on more sales than just those that a single distributor is responsible for.

In summary, the key thing to remember when speaking of an MLM compensation plan is that it is intended to reward a company's distributors for the sales efforts of multiple levels of salespeople.

Myths and rumors surrounding the legality of compensation plans are abundant. Many of these are a backlash of success.

By this, we mean that competitors manufacture myths and rumors to diminish the successes of others. For example, you may have heard statements such as "all Binary plans are illegal" or "stay away from that company; their pay plan is sure to land you in jail."

Statements such as those above are not factual. The mechanics of a compensation plan have

little bearing on the legality of a company. During our years of experience with MLM, we have yet to encounter anyone being sent to jail because of the design of their compensation plan!

The focus of regulators will primarily be on how people join your company as a distributor, is a purchase required to participate, whether or not you are delivering value for money collected and whether or not the validity of claims made about compensation is accurate.

Lotteries

The avenues of joining a company and lottery laws are very much intertwined. Most of us are familiar with the lottery concept – a lottery player purchases an opportunity to win a reward. Regulators will scrutinize your company from this perspective.

You are in a lottery if a purchase is required to earn commissions. You are not a lottery if no purchase is necessary to earn commissions. Only the government can hold lotteries; you want to avoid being viewed as a lottery.

MLM companies are in business to sell products and services. You can require someone to sell a prescribed volume amount to earn commissions. However, you cannot require that a person make a purchase.

Delivering Value

If you are not delivering value for the money collected, you will have problems. Remember, the purpose of network marketing is the sale of products and services. You must offer a legitimate product or service for sale if you are considered a legitimate company.

Assigning value to a product or service can be a subjective endeavor. However, it is best tempered by common sense.

As an example, you could choose to sell a nutritional product. That product has substance and can be evaluated for effectiveness. As long as it is priced in the same general range as like products, it is justifiable to state that the product has value.

On the other hand, if you choose to sell prayers, the ability to demonstrate value becomes more difficult. The prayer isn't tangible – you cannot see, smell, taste, touch, or directly access it for personal advancement.

Establishing the value of the prayer, or if it was even delivered, is practically impossible. Even if you believe strongly in the power of the prayer, there is no clear-cut method of establishing value for it.

Breakage

"Breakage" is something that many cite as proof that the compensation plan generates revenue for the company. That could not be further from the truth.

For those unfamiliar with the term breakage, it refers to the dollars eligible to be paid out under the compensation plan's terms but were not because no one qualified to earn them. While certainly a windfall, breakage does not represent revenue.

Revenue is generated only on sales made. Without sales, there would be no compensation plan (and likely no company). A company with $10,000,000 in sales volume but only a 10% commission payback will trump the company with $100,000 in sales volume and 100% payback every time. After all, 10% of ten million dollars is much more attractive than 100% of one hundred thousand dollars.

To be successful as a company and enjoy the fruits of your labor, you must sell products and not rely on breakage within a compensation plan.

Claims on Earnings

Claims on earnings are another regulatory focal point. Any projected earnings statement must be provided with the caveat that the information does not guarantee that such earnings will be realized.

If you make a guarantee, you must have the hard facts to back it up.

For instance, it is perfectly acceptable to state that "over half of our distributors make $1,000 in their first month", so long as you can produce hard evidence that at least 50.1% of all distributors that join your company earn $1,000 or more in their first month.

If you cannot factually demonstrate the accuracy of such statements, you are making false claims on earnings.

It is important to state that we are not attorneys. Our understanding of legal issues related

to MLM comes exclusively from working with attorneys. You must seek sound legal advice for your business and leave final legal decisions to your attorney.

Do not let rumor, innuendo, and hearsay govern how you select a compensation plan or run your company. Contact a competent MLM attorney. Several well-known attorneys have specialized practices devoted exclusively to MLM law.

People often ask when the best time to contact an attorney is. We believe it is best to contact an attorney after you have developed your business concept and compensation plan but before it is launched to the public or carried to fruition.

By following this protocol, you can better manage billable hours by allowing your attorney to review building your concept from the ground up.

The difference between a "legal" and an "illegal" company is often nothing more than replacing a few keywords in your literature. Take a concrete concept to your attorney so they are reviewing helping you build from scratch.

Having worked with many companies from the perspective of designing and building software to support them, it is surprising how often people think that finalizing the compensation plan is the most crucial aspect of launching a new venture.

We have managed a software development company that lives on programming compensation plans for clients. Naturally, the more complicated a compensation plan is, the more rules, twists, and turns it employs, and the harder (read: more costly) it is to develop.

If you learn nothing else from this primer, commit the following to memory: Formulating a compensation plan is not the most crucial aspect of launching a new company. The more complicated a compensation plan is, the less chance it will be a successful part of your business.

Too often, people would come to us for software, convinced that they needed a Matrix or a Binary or the famous plan of the moment, but would not yet know what they were going to sell or who their management team would be.

Unequivocally, a well-designed compensation plan is essential for a company's success. However, the cold reality is that a lucrative compensation plan does not guarantee success. It only helps place you in a position to succeed. A compensation plan that is designed to fit your company's product/service, target market, and overarching business philosophy will have a more significant positive impact than one that was intended to "pay a lot of money."

Keep Perspective

When evaluating how a compensation plan fits into your company, keep perspective. Take a look at some of the other companies out there. Go to an Amway, Herbalife, etc., opportunity meeting, not to be sold, but to learn more about how they function as a company.

The results of what you find may shock you. Not all companies are selling themselves on the prospectus of making their distributors wealthy overnight.

As an example, take a careful look at Amway. Amway distributors are coached not to expect an immediate cash windfall.

Instead, they are taught how to build a business according to the Amway model and expect a return on their effort at some point, often years in the future.

The lesson learned from Amway is most impressive. They are among the longest established MLM companies with an instantly recognizable name selling a high volume of products. At the same time, they are upfront in their assessment that a successful sales organization can take time to develop.

Amway has built its business on the principle of fostering "community"; community is a term representing the understanding that people want to build relationships and feel efficacy in their ability to participate in a greater good. Experts at community building, Amway is a prime example of a company that has achieved a high degree of success without making its compensation plan the focal point of the business.

Building a successful compensation plan is about creating an entire company. By entire company, we mean one that satisfies five basic key areas of core competency and also has

those areas operating in unison with one another.

This primer is about compensation plans, one of the five key core competencies. However, the other four areas must be briefly reviewed here to construct a winning compensation plan.

Each of the five areas, listed in order of importance, is Management, Product/Service, Opportunity, Community, and Compensation.

Management

Management is the brain of your company. Without it, the company would blindly stumble without purpose, conviction, or direction. While disagreement among management can be healthy, the management team must have a shared vision.

The first thing you should do with your company is to establish the management vision – who the company is and where it is going. Once the vision is solidified, you are ready to bring in management personnel who shares in and helps drive the company towards its intended vision.

Bottom Line: send a standard message from the brain so that the body will follow.

Product/Service

The purpose of MLM is to sell products and services. If you are contemplating launching an MLM venture because you are under the "get rich quick" ether, stop now and save yourself time, money, and heartache.

The cornerstone of any successful MLM company is its product or service offering. Whether it is a single dynamite product or an entire product line, a viable product is a surefire way to make repeat sales.

Pressure selling may cause people to join your company initially, but only a solid product or service will prompt them to continue buying.

What is a Distributor Compensation Plan?

The Distributor Compensation Plan is the vehicle by which an MLM company rewards its distributors for selling its products and services.

Building a Successful Compensation Plan

The compensation plan pays distributors for specific sales activity. Distributors are (usually) paid a percentage of their own sales, the sales of the distributors they recruit, a particular number of levels of distributors below them, and so on.

Can Compensation Plans Make Me Rich?

A common pitfall new company owners encounter is the notion that the compensation plan will be the company's most crucial source of revenue.

Compensation plans are not the vehicle by which the company makes money; its distributors make money through compensation plans.

Companies should always focus on making money by selling its products and services.

"Breakage" (unpaid commissions) is something that some cite as proof that the compensation plan is generating revenue

for the company, which could not be further from the truth.

For those unfamiliar with the term "breakage," it refers to sales volume that was eligible to be paid a commission under the terms of the compensation plan, but was not because certain distributors did not qualify to earn them.

Breakage should not be considered earned revenue!

Revenue is generated only on product and service sales. Without sales, there could be no compensation plan (and no company, either). A company with $10,000,000 in sales volume but only a 10% commission payback trumps the company with $100,000 in sales volume and 100% payback. After all, 10% of ten million dollars is much more attractive than 100% of one hundred thousand dollars.

In summary, to be successful as a company and to enjoy the fruits of your labor, you must prioritize selling a product or

service and not rely on breakage within a compensation plan.

Myths and rumors surrounding the legality of compensation plans are abundant.

To my knowledge, during my time in network marketing, no one has ever received jail time because of the design of their compensation plan!

The focus of regulators will primarily be on how someone joins your company as a distributor and if your opportunity is considered a lottery, whether or not you are delivering value for money, and whether or not the validity of claims made about compensation is accurate.

Are You a Lottery?

Most of us are familiar with the lottery concept – a lottery player purchases an opportunity to win a reward.

Regulators will scrutinize your company from this perspective.

You will probably be considered a "Lottery" if a purchase is RE-QUIRED to participate and earn commissions.

You are probably not a lottery if no purchase is necessary to earn commissions.

You DO NOT want to be considered a lottery!

MLM companies are in business to sell products and services. You can require that someone "sell" a prescribed amount of volume to earn commissions.

However, you cannot REQUIRE a person to "purchase" products or services to earn a commission!

It is a fine line but an essential distinction to always be aware of.

However, you cannot require a person to make a "purchase" to earn a commission, a fine line.

Still, an essential distinction to always is aware of.

Delivering Value

You will undoubtedly face problems if you do not deliver value for the money received. Remember, the purpose of network marketing is the sale of products and services, and

you must offer a legitimate product or service for sale to be considered a legitimate company.

Assigning value to a product or service is common sense. For example, you could choose to sell a nutritional product that has substance and can clearly show value. As long as the product is priced in the same general range as similar products, it is justifiable to state that the product has value.

On the other hand, if you choose to sell, for example, prayers, the ability to demonstrate value becomes more difficult. Prayer is not tangible – you cannot see, smell, taste, touch, or directly access it for personal advancement. Establishing the value of the prayer, or if it was even delivered, is practically impossible. Also, suppose you believe strongly in the power of prayer. In that case, there is no precise-cut method of establishing value for it.

To make a claim, you had better have the hard facts to back it up!

Do not let rumor, innuendo, and gossip govern how you design your compensation plan or run your company.

Be sure to contact an attorney specializing in network marketing (MLM) with a complete understanding of legal issues related to this complex industry. You must seek sound legal advice. (Contact me if you would like an introduction)

People often ask when the best time to contact an attorney is. It is best to contact an attorney after you have developed your business concept and designed your compensation plan before it is launched and announced to the public.

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NOTE: The difference between a "legal" and an "illegal" company can often be nothing more than the replacement of a few in your literature.

Having worked with thousands of companies designing and building software, it is surprising how often people think that finalizing the compensation plan is the most crucial aspect of launching a new venture.

As a global software development company that makes its living programming compensation plans, we are here to inform you that the more complicated a compensation plan is, the more rules, twists, and turns it employs. The more complex, and costly it can be to program.

Memorize this:

Formulating a compensation plan is only one of the crucial aspects of launching a new company. The more complicated a compensation plan is, the less chance it has of being a successful part of your business.

Too often, people come to us for software, convinced they need a Matrix Plan, Binary Plan, or the famous plan of the moment. However, they still need to decide what they will be selling!

Unequivocally, a well-designed compensation plan is essential for a company's success. However, the reality is that a compensation plan does not guarantee success it only helps place you in a position to succeed.

A compensation plan designed to fit your company's product or service, target market, and business philosophy will have a more significant positive impact than one intended to "pay a lot of money."

At the same time, being upfront in its assessment is that a successful sales organization can take time to develop.

Experts at community building, Amway is a prime example of a company that has achieved a high degree of success without making its compensation plan the focal point of the business.

Opportunity

A successful MLM company will sell opportunities as well as products and services. Opportunity can come in many shapes and forms and does not always have to be strictly monetary.

Often, opportunity can be as simple as recognition – you would be surprised how many people are motivated by chance to attend a company leadership conference or receive a unique pin that is a visual representation of achievement earned.

Build your ceiling high so that people don't bump their heads when jumping for the dream.

Community

The term network marketing aptly describes this industry for the excellent reason that regardless of the amount of technology introduced, MLM remains a face-to-face business. MLM unequivocally serves as a social outlet for many people. You will have to build networks of relationships to succeed; MLM and solitude do not mix.

Recognizing and understanding this is essential to building a solid team and support structure. Selling can be a tricky business! Face-to-face activities that spur participation will lead to relationships on which the company can be built.

Compensation

A successful compensation plan accounts for the other four key areas before it is formulated.

Take into consideration the following when designing a compensation plan:

1. Does it serve management's vision? If it does, the organization will support the compensation plan. If not, the compensation plan will be eroded by those that wish to change it.

2. Does it fit the product/service being sold? This can require time and practice to determine. For instance, a product with a low commissionable margin may not suit a Binary. Refer to this publication's "Plan Types" portion for additional information on specific plan types.

3. Does it offer opportunity? Be sure to build a plan that provides plenty of room for growth and future achievement. This can be in the form of additional ranks or increased earning potential; the level of difficulty for reaching goals can vary. The essential element is allowing prospective distributors to visualize a future for growth within the opportunity.

4. Does it foster community? Compensation plans should be a catalyst for getting distributors to work together. Design bonuses that are dependent on working with the sales organization instead of against it. Many traditional sales outlets encourage pitting salespeople against each other. In MLM, we want our distributors to work together whenever possible.

When the compensation plan aligns with the other organizational goals and philosophies, it stands a much better chance of succeeding than one that does not.

Often, company owners will hire outside resources to assist with plan formulation and it can undoubtedly be beneficial.

What should be a consideration is that the outside party learns about the organization on the whole before designing a compensation plan to suit it.

"Successful MLM companies sell opportunities as well as products and services"

Designing Your Compensation Plan

Designing a successful compensation plan is about building a whole company. By "whole company," I mean one that satisfies 5 Key Areas of Competency and has those areas operating in unison with one another.

Each of the 5 areas are:

(1) Management
(2) Product and Service
(3) Opportunity
(4) Community
(5) Compensation

Management is the brain of your company. Without it, the company would blindly stumble without purpose, conviction, or direction. While disagreement among management can be healthy, the management team must share a common vision.

The first thing you must do is establish the management vision of who the company is and where it is going.

Once the vision is solidified, you are ready to bring in management personnel who share in and help drive the company towards its intended vision.

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Pressure selling may well cause people to join your company initially. Still, only a solid product or service will prompt them to continue buying.

Substance sells!

Opportunity

A successful MLM company will sell an opportunity, product, and service. Opportunity can come in many shapes and forms and does not always have to be strictly monetary.

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Recognizing this is essential to building a solid team and support structure (selling can be a tricky business!). Face-to-face activities that spur participation will lead to relationships on which the company can be built.

Unity through the community.

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A successful compensation plan accounts for the other four key areas before it is formulated.

Take into consideration the following when designing a compensation plan:

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When the compensation plan aligns with your organizational goals and philosophies, it stands a better chance of succeeding than one that does not.

Often, company owners will hire outside resources to assist with plan formulation. There is nothing wrong with that, and it can be beneficial. What should be considered, however, is that the outside party learns about the organization as a whole before designing a compensation plan to suit it.

The Modeler

MLM Compensation Plan Modeler & Specifications Document Creator

Incredible! An Online MLM Distributor Compensation Plan Modeler that allows YOU to create your own unique distributor compensation plan, plug in the percentages, understand your payouts (so you won't go broke), and then print out an fully documented MLM Technical Specifications PDF Document immediately, without the requirement to spend a single penny!

Show this Blueprint to your own programmers and watch their reactions. Let them know your EXACT requirements BEFORE they start programming!

The Blueprint you'll create can be used by any competent software programmer, but we hope you will choose MultiSoft.

More often than not, networkers contact software developers and ask... "how much is off-the-shelf software?" On the surface, it seems like a logical question. Still, it is a very naive approach to securing a software-based solution.
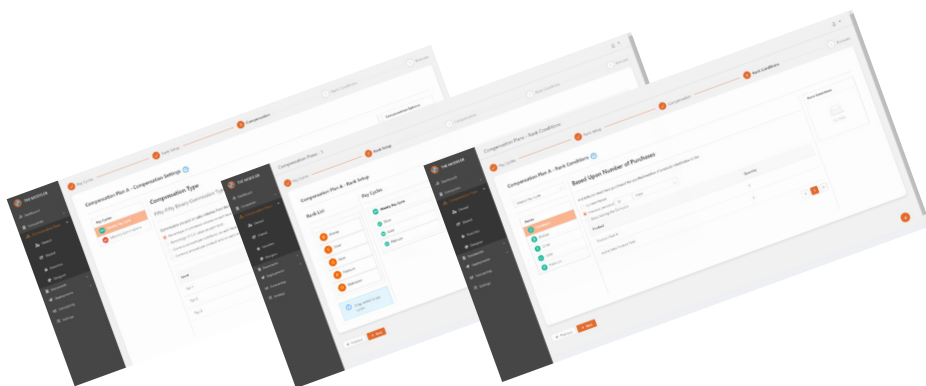
If I was a buyer and someone gave me a price for software without first knowing the exact requirements, I would run away as fast as I could!

How in the world could someone make a cost assessment or deem that I could consider anyone's MLM software "off the shelf" before fully understanding my needs?

There is no compromise, and ALL details must be addressed. Anything less is a song and dance aimed at securing your business, with actual delivery being little more than an afterthought.

Reputable software companies assess needs before offering solutions or pricing.

In this respect, software development is much like building a custom house... you wouldn't agree to start construction on a house before finalizing that your Blueprints fit your budget, right? It would help if you demanded the same level of professionalism when building your MLM software.

Get all the details on the table before anyone talks money!

Going through The Modeler will show you that even the simplest of compensation plans can get quite complicated when ALL of the questions critical to your software delivery are asked.

Before earning your business, we would like to earn your respect by investing our time and effort into building a long-term relationship...

Allow us to help you create and professionally document your Compensation Plan, free of charge!

Contact Steve today

+66 92 536 3380

Selecting The Right MLM Software Vendors

Since 1987 my team and I have had a front-row seat. We've seen why some MLM's succeed and why others don't.

Let us share our experiences with you to help you avoid the pitfalls and heartaches of failure. We are here to help you achieve the success you were destined for.

Your chosen software provider must have a solid background and experience in the MLM industry. At a minimum, they must employ technical and business experts who have worked in this industry, hands-on, for a minimum of ten years.

The software system must offer the processing speed and agility that ensures all transaction processing functions without delays or interruptions.

The system must be able to handle your massive business growth and not grind to a halt at some arbitrary level of transaction volume.

All MLM business modules must be fully integrated. This includes enrollment, shopping cart, payment platform, shipping, distributor compensation and commissions, report processing, and more.

From a technical viewpoint, the system must be PCI compliant, payment gateway compliant, and use the highest levels of security.

· The vendor must demonstrate and maintain a vested interest in your ongoing success. Poor telephone response is unacceptable.

· Inadequate staff with one-person-answering everything is equally unacceptable.

· The provider's response time for system additions and enhancements must be acceptable.

· The support service response time for a distributor network should be 24/7. Your distributors will not sit around waiting.

· Support services must be included in the subscription fee, not provided in a case-by-case manner with an additional cost per incident

Visit: MultiSoft.sg

Best MLM Software Award

MultiSoft Corporation

https://youtu.be/dPcqy0kLdS4
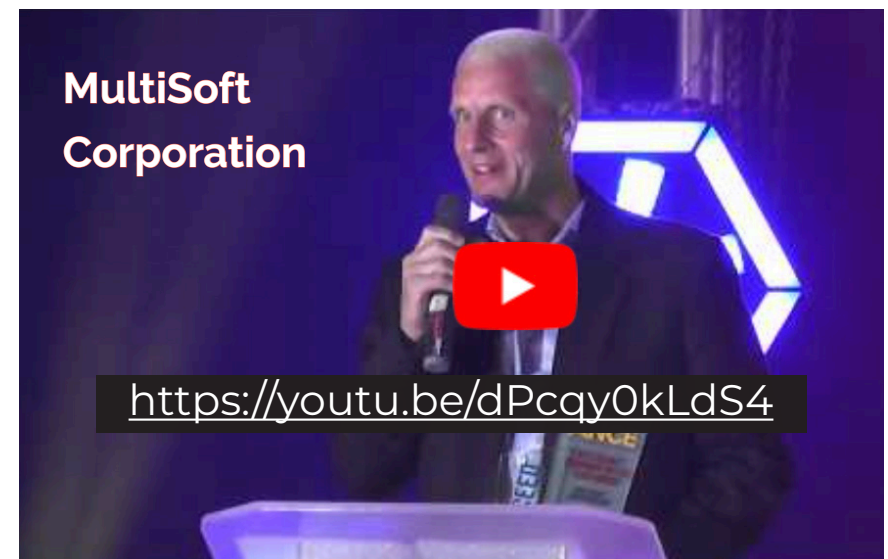
Software Vendor Evaluation

Before you embark on an MLM business venture, you must make sure your software vendor provides real-time everything, because you will be busy recruiting distributors and setting up your product distribution, and the last thing you need is to worry about is your software capabilities.
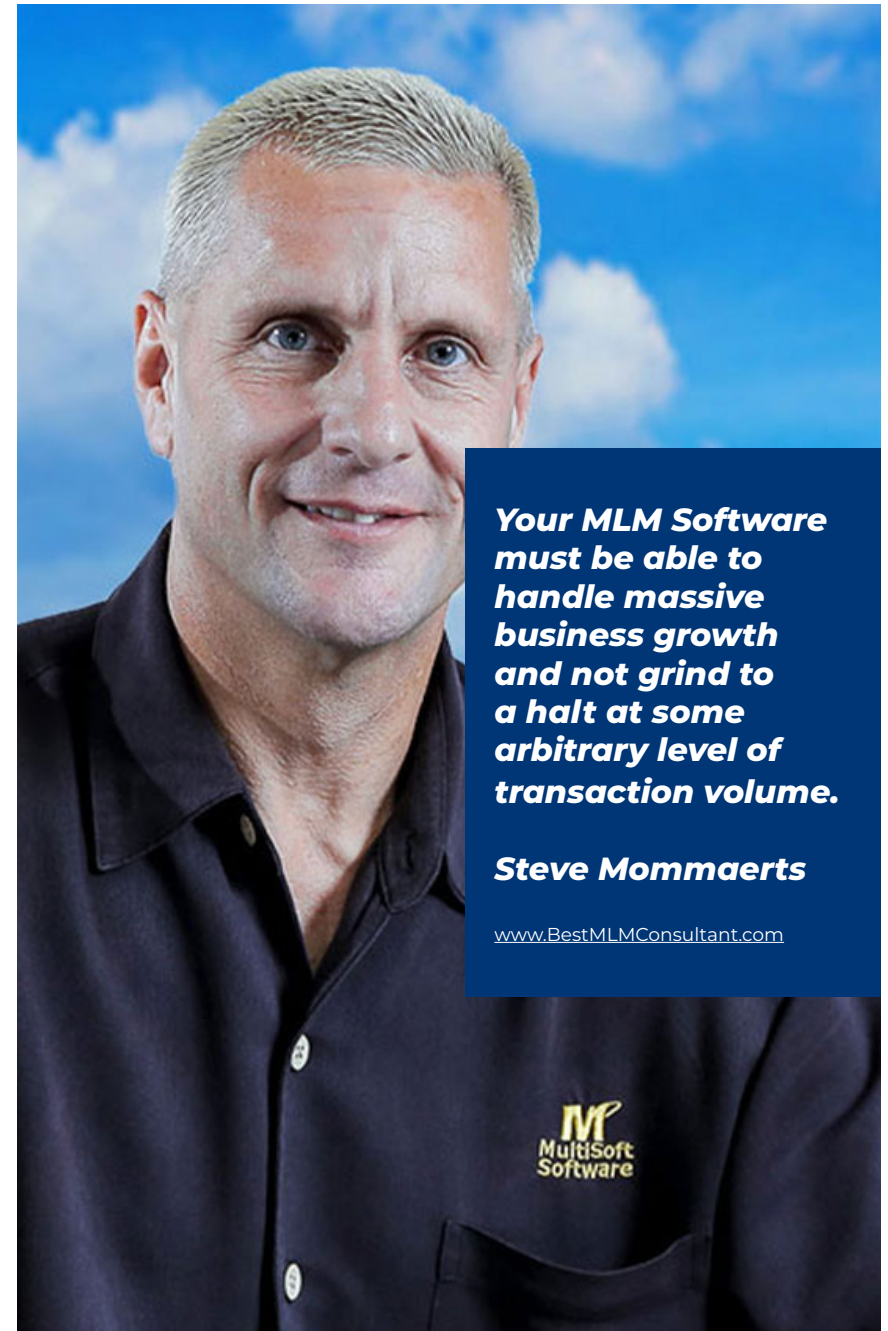
You MUST ask these questions BEFORE choosing your MLM software vendor!

Questions you must ask:

1. Does a relationship with your company provide my distributors with real value, along with world-class support services?

2. Will you have a genuine interest in our ongoing success, or are you only interested in just the initial sale?

3. Will Technical Support be available to me 24 hours a day worldwide, or only when your offices are open from 9-5?

4. Will your system have the capacity and flexibility to grow as my business expands, in other words, is your software truely scalable?

5. Do you have a time tested "Customer Retention Program," such as Loyalty Rewards, Discounts, and rebates, etc.?

6. Does your software support selling both Physical and Digital products and services?

7. Does your software support Sales tax, VAT tax, reporting, and open API's, etc,?

8. Does your software shopping cart offer the same favorable user experience as prominent retail organizations such as Lazada, Amazon, and Shopee?

9. Does your software have ready-made templates, and also will it support my custom design?

Protect yourself by asking the right questions

10. What processing capacity does your system have? Has it been tested with just a few thousand records, or with millions?

11. Does your business contract offer an acceptable software EXIT clause that also guarantees ownership of my data?

12. Are upgrades and system enhancements included or do you have to pay fees for system upgrades?

13. What price increase conditions, are written into your contract? How much and how often can you change prices?

14. Do you release new features and improvements for the software at no cost, or do you charge extra for each new release?

15. Are you flexible and competent in designing Compensation Plans, or do you only offer a "Fixed Plan" that may not suit my requirements?

16. Do you offer emergency after hours and weekend support 24/7?

17. Do you fully understand network marketing?

18. How long have you been in business? More than 10 years?

19. Do you have qualified staff capable of finding practical solutions to both business and technical issues?

20. Will your system track genealogies graphically as well as multiple data-views?

21. Will your system calculate and pay accurate commissions, on-time, every-time, all-the-time?

22. Do your provider support-Multi-Level Marketing, Party Plans, Hybrid Plans, Affiliate Plans, and Influencer Plans?

23. Is your software provider a SaaS (Software as a Service) or. Versioned Software? - *SaaS is the only way to go!

24. Is your software capable of being fully Internationalized? NOT just multiple languages..., localized pricing and payments, localized invoicing and shipping, country specific content and languages

25. What Training options do you offer? (Very important). Example, Zoom, online videos, in-person, on-site, etc. and will ongoing Support and Training be provided in your subscription fee?

26. What is your level of security and Privacy options? PCI, GDPR, California Privacy Policy. Will my data be secure? What certifications do you have? Can you show them to me?

27. Do you assist with Merchant Accounts and Payment Gateways, and what is the difference between them?

28. Can you describe what you mean when you say you are a cloud service provider?

29. Do you provide an SLA (Service Level Agreement)?

30. What is your back-up process? Is it included in ? Is it a file or an image? Do we have any control over our backups?

31. Do you offer an Application Programming Interface (API) integration for third-party applications we may want, or need, in the future?

32. Is your software deployment the **"same day,"** or at least within the next day, or the same week?

33. How flexible is your Back-Office interface? Can **we** add content, videos, new web pages, modify or add products, change enrollment options, edit commission values, move distributors, add orders, or change our current payment gateway?

Your MLM Software must be able to handle massive business growth and not grind to a halt at some arbitrary level of transaction volume.

Steve Mommaerts

www.BestMLMConsultant.com

Introducing Steve Mommaerts

Hello, my name is Steve,

I am located in the Eastern Hemisphere, with offices in Bangkok, Thailand, and Manila in the Philippines.

I am ready and eager to help you with your business startup.

I work with Robert Proctor, CEO of MultiSoft (Est. 1987). Robert is located in the Western Hemisphere at our home office in Florida, USA. Robert and I work closely to manage the global challenge of helping international clients realize their network marketing dreams, goals, and potential.

I have lived permanently in Asia since 2009 and consider SE Asia my home. During my tenure here, I am delighted that many have become my personal friends and valued business partners.

I feel uniquely qualified to be an MLM Professional because I have extensive experience as MultiSoft's Vice President. I hope you don't think of me as arrogant when I claim to be the **"Best MLM Consultant."**

I have helped hundreds of businesses with everything MLM-related. From analyzing problematic compensation plans to creating robust websites that attract the top distributors, as you'll see when reviewing my website www.bestmlmconsultant.com.

I adamantly believe in building long-term relationships with MLM professionals before attempting to sell our MLM software and support services. Therefore, I speak with as many MLM entrepreneurs as possible every day.

I am easy to communicate with, and I hope you will pick up your telephone for an informal chat. I guarantee it will pay off for you if we spend a little time together on the phone.

I have the knowledge and experience to help you become the next "MLM Rock Star" in this highly competitive industry. I can prove it by rolling my sleeves and working with you on your new or existing enterprise today!

Each of the topics offered can be covered in as much detail as you require – you and I will build the curriculum to suit your specific needs.

Compensation Plans

We have a tremendous amount of experience designing Compensation Plans and programming them.

Whatever your goals or budget are, we can help you create a compensation model to fit. Whether you would like an "Off-the-Shelf-Plan" from our vast library or delve into a wholly customized job, our team can handle it.

Websites & Branding

Effective marketing and communication are based on the principle of sound design and professional "Branding." Quality website design is critical to building corporate brand identity and creating brand awareness on the Internet. We have the talent to help you.

Remember, you only get one chance at a first impression. I will help you make yours count!

My MLM Consulting is FREE!

My dedication to prioritizing long-term relationships before asking for a sale has enabled us to succeed. As a result, our team has a substantial brick-and-mortar presence internationally.

We have a strong MLM programming and support presence in SE Asia in Thailand and the Philippines, along with our parent office in Florida, USA. We maintain 24-hour LIVE support (not an answering service), and my team and I are ready to serve you proudly.

You would think that the best MLM consultant in Asia would have the most MLM experience, and you are probably correct.

In business since 1987 and with over three decades of experience as MLM software vendors to hundreds and hundreds of customers, we analyze Compensation plans and website designs better than most.

As an experienced MLM Consultant, I have the knowledge and experience to help you become the next "Rock Star" in this competitive industry. I can prove it by rolling my sleeves and working with you on your new or existing enterprise.

I will design my (FREE) consulting to fit your specific requirements. All you need to do is pick up the phone and call me for an informal chat.

Steve Mommaerts
Managing Director
MultiSoftware Asia LTD.

Please call me
+66 92 536 3380

WhatsApp
+66 92 536 3380

Join My Winners Team Today!

Call +66 92 536 3380

Introducing Team MultiSoft

The MultiSoft Story, from Garage to Global.

**The MultiSoft Story, from Garage to Global.**

Like many other start-up entrepreneurs, founder Peter Spary started MultiSoft with his brother Andrew Spary in their garage in southern California in 1987.

Since 1987 MultiSoft has enjoyed a front-row seat, we have seen why some MLMs succeed, and others don't.

Now, we want to share our experiences with you to help you avoid the pitfalls and heartaches of failure.

Software solutions must be combined with a comprehensive business solution and a support services plan. This is so because of the extraordinary failure rate of start-up companies.

According to the U.S. Small Business Association, 90% of start-up ventures fail and disappear during their first year of operation. People need help to fathom and manage all the nuances and requirements of a new business venture.
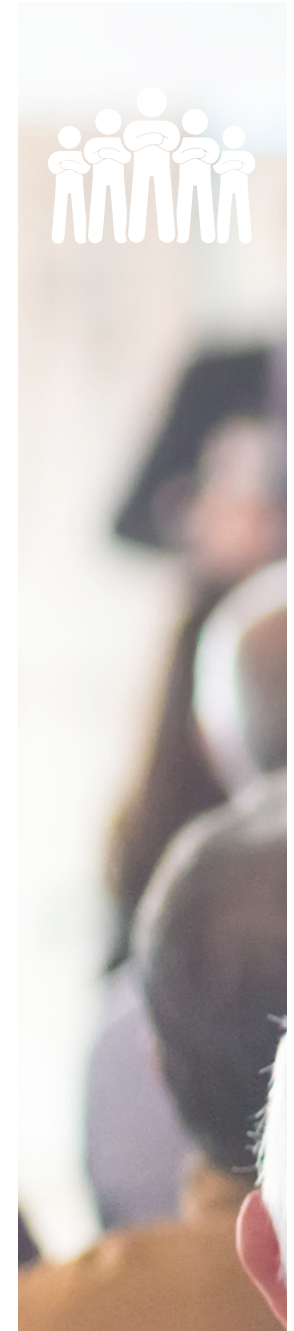
Our vision is to empower companies and individuals to succeed as multi-level marketing businesses. MultiSoft is always considered a "Strategic Partner" rather than a "Vendor."

We offer total solutions and support services.

We strive to build mutually successful relationships with our customers. These relationships give them everything they need to start and run a successful MLM company.

MultiSoft provides a unique combination of integrity-based leadership, social support systems, and value-added consulting.

Heading into 2023, we are proud to announce that MultiSoft is undergoing even more expansion in the Eastern Hemisphere.

It is common knowledge that network marketing experiences its most significant upturn during a depressed economy.

The MLM industry is set for massive global growth! And we are here to help.

We wrote the book

"The Compensation Plan Primer" and feel uniquely qualified to consult and provide our customers with the most suitable compensation framework for their business.

Available on Amazon.com

Are We The Best?

We think so, and want to share our experiences with you to help you avoid the pitfalls and heartaches of failure.

MultiSoft has invested over three decades of experience and spent, on average, over US$1,000,000 annually to improve MarketPowerPRO and has built a team of reliable and committed professional employees.

We believe firmly in the team concept. We strive to build long-term relationships based on mutual trust and cooperation. This approach lays the foundation for success and prosperity for our customers.

The value we attach to mutual business relationships extends to confidentiality, training, support services, and craftsmanship.

We understand network marketing, and you can put our experience to work for you today!

— **MultiSoft strives to remain the industry leader by maintaining high standards and a strong focus on always moving forward.**

— **MultiSoft works with creative people to discover new approaches to solve the everyday challenges that the industry faces.**

— **MultiSoft is a complete solution provider offering month-to-month Service Agreements, which can be canceled anytime without question.**

We have supplied MLM systems globally to the U.S., Great Britain, Australia, China, Sweden, The Philippines, Norway, Nigeria, Brazil, Mexico, Canada, Hong Kong, Singapore, and many more countries.

As your service provider, we will ensure that only "live people" answer our telephones.

MultiSoft will always support your company, answer your questions, and provide real-time, round-the-clock support.

So, to answer the question, is MultiSoft the best? — We think so, YES!

MultiSoft has become the preeminent global MLM software vendor.

Trust your new enterprise to the industry leaders

More than just software, we are a total MLM Corporate Solutions Provider able to take a complete startup and set them on the road to success!

We have built MultiSoft on the mission of helping you achive your dreams and helping you grow your company.

We value your relationship, but we also understand that shotgun weddings often lead to an unfulfilled union.

You will never feel shackled or suffocated because you are free to renegotiate or even leave with no questions asked at the start of any monthly billing cycle.

Following best business practices we strive to protect your sensitive data and we support PCI Compliant companies. Are you compliant?

Our system's standard features allow you to easily customize your website's look, touch, and feel to stand apart from the crowd.

Having built systems for clients in Britain, Australia, China, Norway, Sweden, Nigeria, Brazil, Mexico, Canada, Hong Kong, Singapore, Thailand and many more, we're always interested in helping with your international expansion.

We embrace international business with a host of built-in standard system features and op-

tional upgrade modules such as multilingual, multi-currency, and international shipping and warehousing.

We want you to know that we have been exclusively serving the network marketing industry since 1987. That's quite a few years and quite a bit of experience that we bring to the table for your benefit.

You will never hear six words from us: "Leave a message at the tone." That's because we believe in having genuine live people answer our phone lines. You are assured of getting a live person ready to assist with your next call to MultiSoft.

MultiSoft WELCOMES YOU

We highly recommend that you visit your Software Vendor Face-To-Face!

MultiSoft Corporation has fully staffed offices with dedicated, seasoned professionals eagerly waiting to meet you in person.

"Relationship" based business. It is all about relationships with your team, staff, distributors, customers, and vendors.

Your working relationship with your software vendor is critical, as it will be paramount to your success or failure.

We highly recommend you visit with each of your vendor partners face-to-face!

At MultiSoft, we consider ourselves "connectors," Working with us will save you thousands or even tens of thousands of dollars by connecting with us. We want to earn your business and will go the extra mile to satisfy you that you will be working with the "right" partner.

Since 1987, we have cultivated many industry vendor relationships that will become of great value in launching your company.

From helping you source products and services to introductions to merchant account providers, from sales tax to attorneys to marketing system providers, compensation plan consultants, compliance experts, digital printers, public speakers, trainers, and commission payment providers.

MultiSoft has cultivated relationships with the "right" vendors, vendors we will put you in contact with.

As your potential MLM and Party Plan Software provider, we can attest that MultiSoft will invest more time with your new business over the coming weeks and months than you will with nearly any of our competitor vendors.

When you visit us, you will have the opportunity to meet with the key staff on our team, people you will be working with as you launch your project.

We look forward to meeting you in person to understand your Vision Statement and help you with the best methods to execute your vision plan on time.

We will spend the necessary time with you to understand your reasons and desires for launching a network marketing company, review your products and services, including your pricing and profitability, and review or assist in developing your compensation plan.

We understand that you "never get a second chance at a first impression."

You will have the opportunity to meet with our Client Relations Manager, who will help navigate you through the process of communications and managed expectations. Both of which are critical to making sure that your vision is achieved. We will provide you with ideas, make comments, assist you with any perceived issues, and assure you that they will be handled appropriately and promptly. We invite you to watch our proud team live and in action.

You will also meet with our Training Manager, who will take you through the process of making sure you and your team understand our training methodology and assure you that you will be given access to the best training

possible, including online access courses and real-time web-based training from the comfort of your offices.

Our in-house training is where you will have an opportunity to meet us in person before going live and access our ever-increasing library of over 400 online training videos.

Lastly, the people responsible for ensuring your compensation plan is programmed, and calculating commissions correctly will be available to you to speak with.

You will have the opportunity to spend time with our Director of Compensation Plans. They ensure your compensation plan's ranks, requirements, and rewards are correctly understood. With the compensation plan, we will also help you discover any flaws, missing components, or controversial issues.

We highly recommend that you visit us in person before making any other commitment to your software vendor.

Steve Mommaerts
Managing Director

Call +66 92 536 3380

"Teamwork makes the dream work"

Steve Mommaerts

**Robert Proctor
President & CEO
MultiSoft Corporation**

Now is the perfect time to launch your network marketing, party plan, affiliate, influencer, or loyalty rewards company.

With the media about the bad economy, it makes you wonder if there is an industry that is not being affected by the recession. Network marketing is not only unaffected but has its most remarkable growth during tough economic times.

It's not hard to see...

America is experiencing many economic challenges all at once, and we may have reached a tipping point. And, if you reside outside the United States, you will also be affected.

And just like the 2000 dotcom crash, the 2008 real estate crisis, and the 2020 corona crash.

Business owners and individuals who fail to prepare now may face challenging times in the coming months and years ahead.

But I am not the only one pounding the table here.

Bank of America's chief investment strategist Michael H. sent an urgent memo warning clients:

"'Inflation shock' worsening, 'rates shock' just beginning, 'recession shock' coming."

Fox Business says, "The U.S. economic outlook is darkening so rapidly that a recession may be on the horizon."

"Recession signals flashing red"... and called network marketing "the best-kept secret in the business world."

Fortune Magazine

That is why I'm writing to you today to say:

If you have ever considered launching your own network marketing company, party plan company, affiliate plan, loyalty rewards incentive, or influencer system, now is the time.

Why start a network marketing, affiliate marketing, party plan, affiliate, or influencer company now?

Economic downturns are a great time to get started in network marketing. It is times like these when downsizing and layoffs occur more rapidly. People begin to get tired of work or fear layoffs and an endless cycle of hiring and firing. In times like these, they are more receptive to starting their own business or joining a network marketing or similar company.

You may have thought of the 'back-burner' for several years. Still, when the economy goes south, suddenly, the idea surfaces again. In these times, you must be more 'ready and willing to take on the responsibilities of starting a network marketing, party plan, or affiliate/influencer company under these conditions.

There will always be those just willing to wait until companies start hiring again. There will always be those who will get a 'McJob' until they find something better. But there will also be more of those who want to strike out on their own – are you going to be one of those?

So 'recession' may be a dirty word everywhere else. But in Network Marketing, recession presents new opportunities!

Our company has been helping individuals and companies launch successful companies for over 35 years.

If you want to see the steps you can take right away to start your own company, help others generate income from a side gig, or create financial independence and give yourself more peace of mind.

I would like to meet you?

Schedule a **FREE 30 Minute Zoom Meeting** with me for more information.

There's no cost or obligation whatsoever.

Robert Proctor
CEO / MultiSoft Corporation

We love sharing our experinces with startups

WELCOME TO
MANILA

Is International Growth In Your Future?

Fully staffed offices, trained ready to serve you!

**STEVE MOMMAERTS
MANAGING DIRECTOR
MULTISOFTWARE ASIA LTD**

"You only get one chance at a first impression!"

Do you want to be in business, or do you want to dominate the marketplace and make vast amounts of money?

Suppose the purpose of your venture is to say that you're in business in Asia. In that case, several software vendors can assist you. But if you want to join forces and build long-term relationships with your Strategic Partners, it would be best to consider MultiSoft seriously.

More than just joining forces, we want to make you a superhero within the industry, an MLM superhero!

We built a scalable MLM software solution that will give you the power to professionally manage your distributors and facilitate sales worldwide. No matter where your business takes you.

MarketPowerPRO will give you the power you need to achieve your global goals.

Are you ready to "go global" and expand from a local business opportunity into a sizable multi-national powerhouse? If you are, we are here to help you scale up.

We have talented people and professional offices that specialize in helping network marketing companies just like yours expand internationally.

Why The Philippines?

The Philippines is a great Asian entry point for your company for various reasons. Foremost among them is that the country, on the whole, fully understands network marketing and is hungry for networking opportunities. Filipinos are great recruiters and friendly people.

Additionally, The Philippines has an eager workforce that speaks fluent English and offers very reasonable production and labor costs.

It is a country comprised of people that are looking for opportunities! Located nearby and time zone to Hong Kong, China, Malaysia, Singapore, Thailand, Indonesia, Japan, Taiwan, Australia, New Zealand, and other Australasia areas of network marketing interest. Manila, Philippines, is an excellent place for your company to establish a foothold for embracing the promise Australasia offers, one small step at a time.

Your Gateway into Asia

The professionals at the Philippines offices are headed up by Steve Mommaerts.

Steve is an avid rugby player from Green Bay, Wisconsin, USA, he and his team are well-positioned to help you transition into the Eastern Hemisphere MLM market.

Each member of Steve's staff is fluent in English, and your new Asia representatives are experienced at conducting business all over the "Australasian" region. They know the ins and outs of these countries and, quite simply, what works and what does not in Asian Network Marketing.

Contact Steve today...

+66 92 536 3380
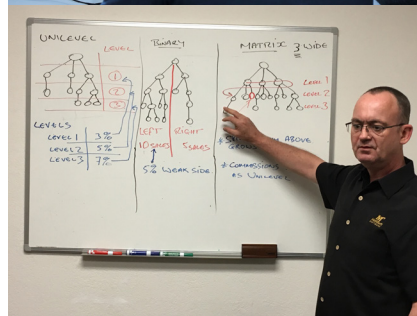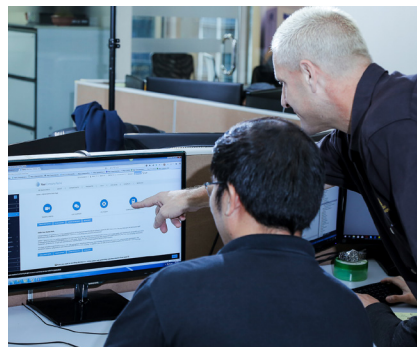
Steve's Personal Consulting

Because of my unique position as Managing Director of a three, plus-decades-old MLM software provider, I am confident I can provide the best MLM Corporate Consulting.

I have designed, built, and implemented thousands of compensation plans and corporate visions.

At the very last minute, I am often called upon to rescue faltering companies from disaster and bring them back to profitability. This is achieved through management, software, and systems evaluation, followed by restructuring and implementing a systemic approach to success.

I perform complete "facelifts" on the image and missions of many companies, enabling them to stand out in the highly competitive MLM industry.

After I have become familiar with your corporate philosophy and marketing strategy, any items not included in one of my following consulting packages can be completed on a per-item basis.

My consulting and support services are available to both start-up and existing companies.

Here's to your success.

**Steve Mommaerts
Managing Director**

My Free Package

No Charge Consultation!

I will be happy to invest a few hours into reviewing and discussing your entire project. Preferably face-to-face, but we can use Zoom.

We will analyze your start-up ideas, your compensation plan, your product and service strengths and weaknesses, and all other areas of importance that should be considered.

I can meet with you in the hope you'll consider us for a future strategic partnership.

For Serious Start-ups

Full Day — $2,500

This package is designed for a company that has a fundamental idea for a marketing plan and needs assistance with analysis or completion while working on a limited budget or a short deadline.

Our time together will include assistance in formulating or improving your existing Distributor Compensation Plan to fit your budget, product, or service.

An in-depth Technical Specifications Document is the all-important Blueprint you'll need to ensure that you are actually going to get what you expect from your chosen software vendor!

My consulting package includes up to one full day of consultation and four hours of additional telephone consulting.

Consultation can be held in Bangkok, Thailand, or Manila, Philippines. Or in Florida, USA.

**+66 92 536 3380
or
+1 239 945 6433**

We take your vision and make it a reality. Our approach to our clients individual needs, is what sets us apart from the rest.

Some design companies often do not take the time to understand the client's business well enough to offer a comprehensive solution.

Multisoft Corporation understands how to create your brand and identity and project your Internet presence in a way that produces revenue.

From conceptual strategy to comprehensive turn-key solutions, we leverage diverse experiences and proven techniques to deliver results. Multisoft can provide your new or existing company with the following design services.

**Contact Steve at:
+66 92 536 3380**

MultiSoft Testimonials

Customer service has been outstanding. Learning a new system is a challenge and the team at Multisoft made it painless. It works the way it is supposed to and our users call it beautiful and easy to use.

Lawrence P. – Texas

The President of MultiSoft said "As things change we as a company must change to make things better." We find that the team of people who are based in both the USA and overseas have been helpful and supportive.

Alyssa H.

The MultiSoft team is simply the best in customer service! They are quick to address any issue or request for guidance and they are always detailed in their response. I have been with them for around 6 years now - with multiple websites - and have never thought about switching companies.

Colette T. - Idaho

The software covers ever possible need you can imagine for your company and more. The staff is always helpful and patient. The trainers can take a complicated issue and explain it to you in simple terms.

Randy S.

It is not that you never have issues with software however what does matter is how they are handled. 99.5% of the time there are no issues that take place. What impresses me the most is that when they do happen how quickly they get resolved and the amount of care and compassion that is expressed.

Randy M. - Nevada

By far their greatest strength is their attention to detail and a genuine interest in making sure all your needs are met. They are 100% problem solvers. Our Account Executive is always available to listen to our concerns and help find ways to address our needs.

Cynthia P. - Florida

Software is extensive, creative, and responsive. Through 2 different projects and nearly 3 years, I have yet to encounter something we wanted to implement that didn't get done.

Carl B. – New Jersey

Multisoft has been in business for over 20 years, they are the true pioneers in the MLM arena!! Robert Proctor and his staff go above and beyond to meet all of your expectations. From the initial consultation until the time you're ready to launch your company.

Matt D. - Florida

MultiSoft provides a clean, efficient, and effective platform for our Advocates and Customers to conduct their business and grow their teams. MultiSoft also provides a user-friendly platform for our customer service team to likewise support all field activities and growth.

Randy A. - Utah

Multisoft has all experience in the MLM industry. If you wish to start your MLM business with experience you should start with Multisoft. They have all kinds of industry relations and experience with MLM Business beyond a software company.

Cengiz K. - Turkey

Avalara has an incredible eco-system of over 700 partnerships, and MultiSoft represents the best of what we hope for in our relationships with technology solution providers.

Brian B. - Utah

How easy they are to communicate with. Their response time on tickets and issues is great! They are so helpful with us especially with helping us take on the task of starting our company and developing our compensation plan.

Alyssa H.

Level of service provided by the Multisoft team has made our choice clear that we are with right vendor for our needed. Support has solved every issue we have encountered, even with third party integrations.

Billy H. - Florida

The site provided ease of use while allowing us to create a sophisticated website VERY rapidly!

Eric A. - Australia

Brandy, I want to personally thank you for the help and support you have been providing for this past year. You are the "shining light" of the entire organization.

Leon K. - Philippines

I have spent 25 years in the IT business. You are one of the best teams I have ever seen. I am very happy to work with you. Thank you for your great support.

Cengiz - Turkey

Great service and very helpful people! But be aware that you need to do a lot of work setting up the MLM website and you will also need to learn everything about the system, and this is kind of time consuming, but well worth your efforts.

Kanidtha O. - Australia

Thanx so much and for your personnel, we in South Africa are not used to good service and the service I am getting from your guys is phenomenal.

Otto - South Africa

https://get.testimonialtree.com/details/?u=26262

Upgrade Your Software Vendor!

Upgrade Your Software Vendor!

Relationships are EVERYTHING in MLM!

Answer these three questions?

1) Do you have an excellent working relationship with your Software Vendor?

2) Do you enjoy working with your account executive, project manager, compensation plan team, and trainers?

3) Do you feel your software vendor wants to help you, or just trying to extract more money from you?

Are they vested in your success or vested in your failure?

Do you feel they are providing you "value" with their software and support services?

A software vendor is similar to a marriage in that not all marriages are perfect. And, it is not a matter of "IF" you will have a

problem but rather "WHEN" a problem arises how they will respond.

MLM Software does not need to be expensive.

Yes, you can hire overseas developers located in different time zones whose price sounds **"too good to be true."** But inexpensive usually means cheap, and overly priced usually means they prefer to work with large mature companies and not start-ups.

As you grow, does the software vendor offer an option to upgrade the fee agreement and pay only a monthly flat rate fee? Move to your cloud environment? Or host on your in-house servers?

WARNING. Make sure you fully understand the financial arrangements before signing on the dotted line.

Contract Release.

1) Make sure you have a no penalty "out" clause in the agreement that releases you from the contract if things don't go well.

2) Does the contract include you owning "YOUR data?"

3) Careful with annual contracts. Let's face it – if something goes wrong, you don't have months or even a year to change vendors – your distributors won't wait!

4) Do you have to "pay one time" for upgrades?

5) Do they charge for every module, or do they have packages available that meet your needs, not just for today but for the future?

Is Technical Support included?

1) Do you have to pay extra for support and training, or is it included in your monthly SaaS/ASP fee? It should be!

2) Is training available online, or do you have to pay to travel to their offices? If so, do they have multiple offices?

You must partner with a provider with a vested interest in your success.

If your MLM software vendor is not charging monthly fees or it sounds too good to be true, it probably is! If there are no flat monthly fees then expect to be billed for support, training, hardware, bandwidth, upgrades, enhancements, and much more!

If your software vendor is charging you only a one-time amount for setup scripts, or APIs, and not providing you with support or proper training, then they do not have a vested interest in your success!

Meaning when you have a problem you are going to be paying additional for fixes, enhancements, training, support, maintenance, hardware, bandwidth, servers and much more.

Because these items should be included in your monthly SaaS fees.

Application Service Providers (ASPs) who offer monthly SaaS (Software as a Service) fees should include support of your servers, cloud computing

services, bandwidth, enhancements, maintenance, and backups of your data.

They should also include proper training and support whether it be by a help desk system, telephone, zoom, email or in person.

Monthly SaaS/ASP fees should increase only in small increments as your business expands.

In all business relationships there must be a win-win scenario.

There cannot exist a relationship that becomes an irritation to either of the parties involved, because if it is not a win-win the relationship will eventually deteriorate.

Does your MLM Software company release new upgrades, new features, new software enhancements?

1) Is your provider vested in your success and will they continually be upgrading and improving their core software, by adding new enhancements and features that will allow your distributors to sell more products

and recruit more distributors? This can only be accomplished by a team of developers and NOT a one-man operation, one person cannot keep up with your growth especially if they have multiple customers!

2) Did your account executive and their project manager ask you more questions than you did during the initial interview?

3) Did you hear "YES" more often than you remember, only to find out later they meant "NO"?

4) How long have they been in business? MLM is a demanding industry and it is critical that you partner with a provider that has at least ten years of hands-on experience, because being a "great" programmer is not enough.

Network marketing is all about momentum and even excellent programmers will tell you that the additions or changes you will absolutely need in the future, will say something like "with enough time, and enough money I can do anything," unfor-

tunately you cannot put everything on-hold in our industry, you CANNOT stop recruiting and selling, if your software is not working for an excessive period of time, it is the start of your company failing (we have seen that scenario many times in our 36+ years in business.)

1) Has your provider been in business for less than ten years?

2) If they have been in business for LESS than ten years, they most likely need to gain the necessary experience to understand, predict, and prepare for all the unique nuances of complex network marketing compensation plans and what your customers and distributors need.

3) Does the software provider insist on designing your MLM Compensation plan? Are they selling you an "Off-The-Shelf" compensation plan, or can they program to a set of rules, requirements, and rewards provided by your 3rd party consultant?

4) Do they create an Software Architectural Docu-

ment (SAD) that fully details your exact requirements, or do they just send a sloppy poorly worded couple of pages of notes? The SAD is your Blueprint and your assurance that when the software is delivered it will be exactly what you were expecting.

Today's compensation plans are not the simple "Binary, Matrix or Unilevel" of years gone past. Today's compensation plans have numerous ranks, each with a unique set of requirements to achieve those ranks.

They must document:

1) The Ranks in your plan,

2) The Requirements to achieve those ranks, and

3) The Rewards associated with those ranks.

Do they understand that "Rewards" are broken down into three sub-sections?

1) Reward (financial),

2) Recognition (Rank and Title, and yes, there is a difference).

3) Incentives; bonuses that could be earned and re-warded outside the com-pensation plan, such as gifts, travel, benefits, etc.

Do they understand the various bonuses widely used in today's network marketing industry?

1) Is your software able to add new bonuses into the com-pensation plan, or are you "stuck" with the compensa-tion plan they programmed and "sold you"?

2) Is the software focused on "recruiting" more than it is "selling" and providing "value" to customers and distributors alike?

3) Do they also include training and support, whether it be via a help desk system, tele-phone, email, or in person?

4) Do the monthly SaaS/ASP fees increase as your busi-ness demands grow.

In all business relationships, there must be a win-win sce-nario.

A relationship that irritates ei-ther party can't exist because the relationship will eventually deteriorate.

1) Does your MLM Software company release new up-grades, features, or software enhancements?

2) Is your provider vested in your success or failure? Will they continually upgrade their software by adding new enhancements and features that will allow your distributors to sell more products and recruit more?

3) Are you working with a ma-ture MLM Software vendor with experience in provid-ing professional support, or does the company consist of just a few people working under minimal overhead facilities?

4) Are they located overseas in a far-off time zone that sleeps when you are work-ing? Will they be impossible to reach when you need them?

Your MLM Software provider, if they are a true partner, will handle all of the development aspects from "lead to launch" for you, so you will be able to focus on what you do best – recruit, grow your company, and build sales.

Some software companies will sell you "Off-The-Shelf" software, or "scripts," to install yourself, or a pre-packaged "API," for which you then have to obtain servers, hire developers and contract with hosting companies, etc.

A professional Software com-pany will feel like a "family," with staff that you should look forward to speaking with you rather than avoid you.

Your MLM Information Tech-nology provider must be an ex-tension of your company – they should feel as though they are "part of your company" while not being employees.

1) Do they provide emergen-cy after-hours support and weekend support?

2) Does the provider pick up the phone every time you call, or do your calls go to an answering machine? Or even worse, do they want to communicate only by email?

SUPPORT AND TRAINING ARE CRITICAL TO YOUR SUCCESS!

Here are a few of the most common complaints we re-ceive from current and potential clients and those looking to change providers:

"The same person that sold me the software is my sup-port representative and trainer."

"It takes too long to get anything done."

"They are rude when I call or email."

"They often do not answer the phones."

"They do not always return phone calls."

"They are slow to respond to my calls."

"They don't care about my distributors or me."

"They are not vested in our success."

"There is no after-hours or weekend support."

Over 60% of users use their mobile phones to research, shop for, and buy online products and services.

If your website is not mobile-friendly, your distributor enrollment, shopping cart, and visitors will leave your website, and you will never know they have been there.

Make sure your MLM Software company provides replicated mobile (adaptive and responsive) distributor websites (the front-facing pages of your website), and this does not mean "mobile applications," which are entirely different from mobile websites.

Do they support 3rd party APIs?

Network marketing companies want their MLM Software providers to do one thing above all else – calculate commissions accurately, on time, every time, and all the time.

1) Can 3rd party companies integrate their software product with your MLM Software, such as banking merchant accounts etc.?

2) Are there any additional fees, including one-time or monthly?

3) If you require a new API to be programmed, how fast can they program and deliver?

Over 60% of users use their mobile phones to research, shop for, and buy online products and services.

Here are just a few of the 3rd party systems you will likely want to integrate at some point:

1) Payment Gateways / Merchant Account Providers; how will customers and distributors pay?

2) Commission Payment Platforms (eWallets and Debit Cards); how will you pay distributors their commissions?

3) Sales Tax and Calculations (with over 15,000 jurisdictions in the US, plus VAT, etc. – You will need real-time tax tables.

4) Logistics (warehousing, shipping, and fulfillment).

5) Lead Capture and Lead Management.

6) Email Communications.

7) Accounting, CRM, ERP.

8) Newsletter Systems.

9) Help Desk, Live Support, and Trouble Ticket Systems.

10) External Websites (not part of their software).

11) Blogs such as WordPress which is much more than just a blog.

12) Social Media/SMS texting.

More Questions

Question: How are your customers and distributors finding your products and services?

Question: Where are they hearing about your products and services?

Question: How are they researching your products and services?

Question: How long have they been in business? Are they a one-hit wonder that created an MLM Software system for only one company?

Question: Have they seen more MLM companies fail than they have succeed?

Question: Were they successful as experienced distributors before starting their software business?

Question: Have they built and led large organizational downlines?

Question: Have they owned and operated their own Network Marketing Company?

Question: Can they review and decipher your compensation plan and help you avoid pitfalls or provide recommendations to enhance it?

Question: Do they work with industry leaders, consultants, speakers, marketers, attorneys, designers, coaches, etc.? Or, do they consist of a few "geeks" working from their homes who programmed a website and believe they know how to manage a complex MLM Software system?

If your MLM Software provider has been in business for less than ten years, they most likely need to gain the experience

necessary to understand all the unique nuances of various network marketing compensation plans.

You must partner with an MLM Software company whose leadership consists of owners that have been network marketers, have owned network marketing companies, have been successful (or failed and learned) in previous network marketing companies, or have been industry consultants. You need a team that has "been there" and "done that."

1) Does your MLM Software provide the ability for customers and distributors to sign-up AND log in using their social media accounts such as Facebook/Twitter?

2) Can your customers and distributors share your website's products, services, pages, content, etc., on their social media platforms?

Do they understand the MLM industry?

Is it easy for your customers to buy products and enroll in AutoShip?

Many software companies are focused too much on the "distributor back office" and not on the "retail customer experience." And if recent settlements with the FTC are any indication the "retail side" of network marketing will become even more critical than ever – you should be more focused on retail customers and less on distributor recruiting.

What does your shopping cart look like?

Have you seen the best online retail companies shopping carts, such as Amazon, Target, Walmart, Shopee, Lazada and eBay? Their shopping carts are intuitive.

MLM distributors and their retail customers expect a professional retail buying experience, not a ugly homemade shopping cart experience!

You absolutely MUST provide a high-quality retail shopping experience, or you will lose sales.

We've always said, "if they join for the products, they will stay for the opportunity, whereas if they join for the opportunity,

they are just looking for the next best latest opportunity (products and services be damned).

"You never get a 2nd chance at a 1st impression" so make your first impression the best possible – and if your shopping cart is not at the highest level of design, use, functionality, and convenience you won't be making sales, mark my words.

Today's consumer expects a robust, easy-to-navigate, feature rich, educational, informational, and most important, "easy to buy with one click" shopping cart experience.

Here are several important items you need to make sure your Shopping Cart does provide:

The shopping cart should resemble the rest of your website, not a pop-up window with a different look and feel!

1) Single Page Checkout.
2) Cross Selling / Cross Promotion.
3) Social Sharing.
4) View Multiple Images.
5) Mouse-over and Zoom Images.
6) Download Images.

7) Custom Attributes (Size, Color, etc.)
8) SKUs per Product.
9) Videos.
10) Tabs to load more onto the product /SKU page.
11) Discount Coupons / Coupon Codes.
12) Ratings & Reviews.
13) Ingredients.
14) Specifications.
15) Shipping.
16) Product Sorting (the way you want).
17) Specials, Featured, etc.
18) Is it simple for Distributors to enroll in your business?

Let's face it, besides selling products and services that provide value for customers, the top priority of any network marketing company is for distributors to sponsor new distributors into their organization.

1) How complicated is it for distributors to enroll in your business opportunity?

2) When distributors enroll, are they taken away to a new window or screen that does not resemble the corporate website they just came from?

3) Does the enrollment form consist of many annoying steps or a one step, simple page process?

4) Is the distributor enrollment form intuitive, or do your Distributors have to jump through hoops to enroll? Is the enrollment form clean, concise, and easy to understand?

5) Does it look current with today's technologies, or is it "**old school**" looking?

6) Can distributors sign-up using their social media profiles, such as Facebook or Twitter?

7) Are newly enrolling distributors able to quickly identify and select their enrollment options, including packages, AutoShip's, and optional products?

8) Can your distributors determine your software provider by making simple changes to the website address?

9) Are your enrolling distributors able to select whether to enroll as an individual or a company?

10) Are they able to select their preferred replicated site name that is easy to recall for marketing and advertising?

11) Is the enrollment process PCI (Payment Card Industry) compliant (meaning their credit card data is protected?)

12) Is their replicated distributor website instant, or do they have to wait an hour or even a day for a "process" to run to create their replicated website?

13) Are you able to enroll distributors in multiple countries using their preferred language, currency, and tax identification requirements?

Enrolling Distributors

The enrollment screen is essential! Enrolling new distributors must be accessible, concise, and representative of your company, products, and services.

As the saying goes, "you don't get a second chance at a first impression" regarding your website, products, services, and brand identity. You have 3-7 seconds to make a "good first impression," and most likely, you will not receive a second chance.

1) Is the software overwhelming, and difficult to manage, and too challenging to integrate with third-party companies?

2) Do they provide base website designs and content pages for you to start with, or are you forced to hire an outside web design firm to create and manage your website?

There is a good chance you'll want to utilize WordPress as the "front-end" for your company or just for blogging. Does your MLM Software provide plug-ins for WordPress, and do those plug-ins support "replicated distributor websites"?

Are you in control, or are you being controlled?

1) Does your MLM Software provider have a good team of developers, designers, and support representatives available to help you? Or do you have to find developers to integrate the software and set it up on your serv-ers or cloud environment (it sounds easy until you try to do it on your own)?

2) Are you able to update the website when you want, or do you have to keep opening your wallet each time you change the site, such as a new menu or web page?

3) Are you able to add content to your website yourself, add video, and social media, create pages, add products, add enrollment options, update commission values, move distributors, add orders, change your payment gateway provider, etc.?

4) Is the software overwhelming, difficult to manage, and too challenging to integrate with third-party companies?

5) Is your website mobile adaptive/responsive? Is it able to incorporate parallax web design components? Do they provide base website designs and content pages for you to start with, or are you forced, instead of being optional, to hire an outside web design firm to create and manage your website?

What is your "time to launch"?

Can you get up and running in a few days or weeks, or will it take many months to set up your website, program your compensation plan, and integrate with simple 3rd party providers?

IS THE MLM SOFTWARE BUILT FOR YOUR GROWTH?

From the outside, everything looks great. You have a good relationship with your MLM Software provider, your website looks presentable, and you are selling products and enrolling distributors – life is good.

Then one day, out of nowhere, the software seems to slow to a crawl, distributors are unable to enroll, customers are not able to place orders, the website won't load, you start seeing errors all over the place, commissions that used to take a few minutes are now taking hours or more.

This is reality, and it happens more than you might think.

Imagine that you decided to work with an MLM Software company whose software looked good during the demo.

Their setup price sounded good and was less than your budget, then, soon after opening you start encountering problems that you know will eventually destroy your business.

What problems? Possibly more than one of these common problems:

1) The database was not properly designed and is not scalable – it's "locking."

2) The database is not normalized correctly to run at optimal performance.

3) The database and the code behind it are sitting on the same server (not separate servers).

4) The genealogy was designed to handle a few hundred or a few thousand distributors but not 100's of thousands.

5) The software was not properly designed, cannot control the load, and is timing out.

6) The code behind it was not optimized and is not re-factored from time to time.

7) The web servers do not incorporate load balancing.

8) The servers you thought you were on are single servers with low bandwidth.

9) Your MLM Software is not in a cloud platform.

10) The developers need to gain the experience you thought they did or sold you on.

11) They don't have the experience in network marketing you thought they did.

12) The developers work "banker's hours" (Monday- Friday, 9 am – 5 pm) and are not available to handle critical problems.

13) You went with an inexpensive overseas development team that you cannot reach during your business hours when the timing is critical.

When you visit Facebook or Amazon to log in, submit a post, update your profile, upload a video, add a picture, or run a live stream, do they open multiple windows and require you to log in to numerous different areas?

So why would your MLM Software provider force you, your customers, and your distributors to open a new or different window?

Why would they open a new window for your distributors to enroll? One that looks completely different from your corporate or replicated distributor website?

Why would they open a new or different window to access the back office?

Why would the shopping cart look utterly different from your corporate website, antiquated and old, unlike Amazon, eBay, or any modern shopping cart?

It's not a matter of "if" you will encounter a problem, nor a case of "when."

Why would you have to log in to a completely different website address as an administrator to update your products, pages, menus, content, inventory, etc.?

Why indeed?

What does all this mean? Why do they have different windows

for logins, enrollments, shopping carts, and back offices that don't look like the corporate or replicated distributor websites?

It means that the Software provider has cobbled together different applications, programs, and tools to provide you with a "supposedly" seamless solution. They did not develop the MLM Software from "the ground up" in a "central source code" environment. It means you were not sold a "seamless single site system." With so many systems having to talk to each other, it's not a matter of "if" you will encounter a problem. It's a matter of "when."

In this fast-changing world, "instant gratification" is an understatement. Today "technology generation" demands technology to be "real-time."

Suppose your MLM Software has "scheduled updates" of any of the items listed below. In that case, your MLM Software provider is not a real-time system! In this fast-changing world, "instant gratification" is an understatement. Today's "technology generation" demands technology to be "real-time."

Here are just a few items your MLM Software absolutely MUST incorporate. Otherwise, you'll be closing your doors soon after they open.

You absolutely MUST have these functions:

1)   Real-Time Enrollment
2)   Real-Time Replicated Websites
3)   Real-Time email
4)   Real-Time SMS
5)   Real-Time Genealogy
6)   Real-Time Sales
7)   Real-Time Ordering
8)   Real-Time Back Office
9)   Real-Time Products
10) Real-Time Website Updates
11) Real-Time Comm. Funding
12) Real-Time Inventory
13) Real-Time Sales Volume
14) Real-Time Downline Volume
15) Real-Time Distributor Count
16) Real-Time Customer Count
17) Real-Time Commission
18) Real-Time Forecasts
18) Real-Time Discounts

**Contact Steve:
+66 92 536 3380**

Easy Steps To Get Started

Get Started Today!

1) Visit Steve's website: bestmlmconsultant.com

2) Visit mlmbuilder.sg and create your 5-Day, Free Trial.

3) Watch the Videos at Multi-SoftTube.com

5) Contact MultiSoft, or visit mlmstartupguide.com to schedule a free 1-hour call.

6) Email a Copy of Your Compensation Plan to Steve at steve@multisoft.com.

7) Review your compensation plan with Robert, Steve, or Andrew to determine how much you will actually pay out to ensure your new business will make money!

8) Have Steve walk you through the Themodeler.com so you know your Plan can be programmed in days, not months.

9) Discuss your products and pricing with Steve to help determine the retail price of your products.

10) Activate your Trial Software at Mlmbuilder.sg .

11) Connect your credit card merchant account.

12) Learn how easy it is to collect payment through our partner payment gateways.

13) Discuss the multiple ways we can streamline the paying of commissions to your members globally using one of the numerous global wallet partners Multisoft has built relationships with.

14) To expedite your launch, schedule a "one-on-one" ZOOM conference with Steve and get all of your questions answered quickly.

You will receive your FREE, no obligation, "Compensation Plan Blue Print."

The first thing to do is go to www.mlmbuilder.sg and build a free, branded to you, demo MarketPowerPRO system, then call Steve: **+66 92 536 3380.**

"Steve Will Get You To The Finish Line"

MarketPowerPRO
International

MLM Software
Since 1987

Introducing MarketPowerPRO

The Proven Solution Since 1987

MarketPowerPRO offers speed, agility, and unlimited expansion capabilities to cater for your business growth. MarketPowerPRO was built with cutting-edge-technology.

We have taken state-of-the-art products and integrated them to bring our customers the positive user experience inherent in current Internet technologies.

MarketPowerPRO combines merchandising, storefront, marketing, campaign management, transactional management, genealogy management, reporting, commission management, and fulfillment functions into a robust cloud-hosted, fully integrated system that delivers an outstanding user experience.

MarketPowerPRO is a software suite that is complete in every essential aspect of running an MLM organization.

MarketPowerPRO is scalable and uses the latest software technologies. You will have a software suite that is complete in every essential aspect of running an MLM organization.

Consumers demand and expect a quick response and good user experience. MLM transactions must be Real-time interactions

The best MLM software system should provide the following types of transactions in real-time:

• **Distributor enrollments**
• **Replicated websites**
• **Genealogy**
• **Order and sales processing**
• **Back Office services**
• **Product additions**
• **Commission funding**
• **Inventory status reporting**
• **Sales volume reporting**
• **Downline volume reporting**
• **Distributor count reporting**
• **Customer count reporting**
• **Commission forecasts**
• **Discount calculator**

A sample of some of the more popular features:

- ☑ *Retail/Wholesale Bonus*
- ☑ *Levels Bonus*
- ☑ *Stair-Step Unilevel*
- ☑ *Weak Side Binary*
- ☑ *50/50 Binary*
- ☑ *1/3 / 2-3/ Binary*
- ☑ *Multi-Step Binary*
- ☑ *Binary Differential Roll-Up Bonus*
- ☑ *Fast Start Bonus*
- ☑ *Multi-Tier Fast Start Bonus*
- ☑ *Customer Acquisition Bonus*
- ☑ *Matching Bonus*
- ☑ *Generational Matching Bonus*
- ☑ *Jump Start Bonus*
- ☑ *Lifestyle Bonus*
- ☑ *Team Volume Bonus*
- ☑ *Referral BonusPowerStart Bonus*

- ☑ *Car Bonus*
- ☑ *House Bonus*
- ☑ *Generational Bonus*
- ☑ *Infinity Bonus*
- ☑ *Rank Achievement Bonus*
- ☑ *Matching Rank Achievement Bonus*
- ☑ *Top Sales Bonus*
- ☑ *Top Recruiters Bonus*
- ☑ *First Order Bonus*
- ☑ *Downline Commission Bonus*
- ☑ *Differential Roll-Up Bonus*
- ☑ *Rebate Bonus*
- ☑ *AutoShip Rebate Bonus*
- ☑ *Points Accumulation Bonus*
- ☑ *Coded Bonus*
- ☑ *And so many more...*

International Features

- Multi-Country Site Design.
- Multi-Country Menus.
- Multi-Country Enrollment.
- Multi-Country Products.
- Multi-Country Invoices.
- Multi-Country Currencies.
- Multi-Country SEO Data.
- Multi-Country AutoShip.
- Multi-Country Terms/Conditions.
- 30+ languages.
- Country specific product & service pricing.
- Invoice numbering per country.
- Multiple currencies.
- Tax management by country.
- Customizable exchange rate settings.
- Country-specific pages and menus.
- Commission values by country.
- Customizable website skins per country.
- Country specific payment methods.
- Country specific enrollment options.
- Country specific commission payments.
- Product and associate SKU data per country.
- Country specific SEO and meta data.
- AutoShips by Country.
- Country specific forms and agreements.

MarketPowerPRO Functions

MarketPowerPRO is scalable and programmed using the Microsoft.net technology.

- Built on Microsoft's .NET framework and SQL server technology optimized for speed.

- Cloud-based, Software as a Service (SaaS).

- Application server architecture.

- Modular subsystems.

- Scalable and expandable system structure.

- Mobile-centric design (responsive/adaptive).

- Real-time data Internet transactions.

- Highest level of accessibility, reliability, and advanced security.

- Scalable to MILLIONS of data records.

- Unlimited bandwidth (14 providers).

- Unlimited data storage available (SSDdrives).

- REST API Libraries for 3rd party integration.

- Multi-Lingual and Multi-Currency.

- Google Analytics and Address Verification.

Security

- Native SQL security layers.
- Data encryption with Secure Socket Layer (SSL).
- PCI compliant - Scanned Monthly.
- Managed Firewalls and VPN's.
- Client Dedicated SQL Server(s) - upon request.
- GDPR and California Privacy Policy compliant.
- CAPTCHA Login security.
- Multi-Factor 2FA Login and Change Authentication.

- Manage Roles and Access by Users.
- Microsoft NET 2.0 Role Management.
- Account, IP, and Country Specific Blocking.
- SHA2 / NSA Level Credit Card Encryption
- MD5 Password Encryption.
- Credit Card Tokenization (specific providers).

Network

- 24x7x365 management and monitoring.
- Global Cloud DNS.
- 7+ Data Centers.
- 2+ Content Delivery Network's (CDN's).
- 10+ Tera-bytes of SSD (Solid State Drive) Storage.
- 180+ Virtual CPU's.
- 562+ GB Memory.
- Load Balancers.
- Real-Time Backup
- 24x7x365 Daily Backup with Separate Storage.

Payment Systems

- 66+ credit card gateways.
- 16+ eCheck gateways.
- 5+ eWallet gateways.
- PayPal, Stripe, and Square.
- Crypto-Currencies.
- Administrator Overrides,

Cash, Check, Wire.
- AutoShip and Recurring Billing.
- Country, currency, and exchange rate settings.

Shopping Cart

- Can be completely customized per client.
- 60+ Shopping Cart Settings.
- Standard Cart, Quick Cart, or Single SKU Cart.
- State of the art checkout process with AVS.
- Physical or Digital Products.
- Unlimited Categories with role management.
- Unlimited Sub-Categories.
- Unlimited Products and Unlimited SKU's.
- AutoShip Sign-up in-the-cart.
- Kit Builder.
- Specials and Discounts offers.
- Product recommendations.
- Discount Coupon Code Generator.
- Banner Ad Generator.
- QR Code generator.
- Prepaid card codes.
- Redemption vouchers.
- Product and SKU attributes (Size, Color, etc.).

- Product Tab Management.
- Print Catalog from the cart.
- Add ShareThis.com or AddThis.com sharing.
- VAT Tax compliance.
- Manual and Real-Time 3rd Party Sales Tax.
- Shipping Calculation: Real Time, Price, Weight.
- Free Shipping Settings by Price and AutoShip.
- Inventory and Warehouse management.
- Shipping management, 7+ providers.
- ShipStation and ShipWorks integrations.
- Integrates with any 3PL logistics provider.

Enrollment System

- Customizable set of enrollment options.
- Required or Optional Enrollment purchase.
- Required or Optional Product purchase.
- Required or Optional Auto-Ship purchase.
- Sponsor / Placement Validation (no orphans).
- Locate sponsor by name, ID, site name, location.
- Bypass Enrollment Options.
- Address Verification with Google AVS API.

Genealogies

- Horizontal & Vertical with pop-up overlays.
- Binary, Unilevel, and Matrix.
- Full Screen View Mode.
- Unilevel Leg Volume Viewer.
- Data Viewer Genealogy.
- Down-line Report Generator.
- Rank Count by Leg.
- Leader-boards - company and personally enrolled.
- Rank History.
- Rank Makers History Board - company and personally enrolled.
- Spilling Management.
- Genealogy Viewer Settings.
- Administrator Genealogy Settings.

Role Management

- Create base roles.
- Create application roles.
- Set roles for individual users.
- Manage pages by roles.
- Manage menus by roles.
- Manage modules by roles.
- Set roles for individual users.
- View, Edit, and Publish roles.

- Login as other user settings.
- Edit Secret Questions settings.
- View Secret Answer settings.
- Change Management logs.

Comprehensive Report System

MarketPowerPRO Enterprise produces an extensive number of reports by periods of day, month, year, period, or cycle. Reports can be exported to MS Word or Excel, and produced in PDF or XML format.

- Accounting reports.
- AutoShip reports.
- Enrollment reports.
- Gateway reports.
- Genealogy reports.
- Sales reports.
- QuickBooks Export.
- Abandoned Carts reports.

Loyalty Rewards System

- Customers, Distributors, or both can earn settings.
- Customers referring customers can earn settings.
- Generated from Enrollment, Shopping Cart, AutoShip or Administrator Add Orders.
- Can Be Used for Products, Taxes, or Shipping settings.
- Can be set to expire or not.
- Required participation time before redeeming Rewards.
- Rewards removed if associated AutoShip is canceled with time settings to remove.
- Set per Product or AutoShip.
- Flexible settings to increase Loyalty Rewards based upon participation time settings.
- Orders can be split payment or 100% Loyalty Rewards used.
- Loyalty Reward orders generate no CV, partial CV or full CV.
- Customers or Distributors can convert Rewards to cash.
- Cash Conversation Settings.
- Customers or Distributors can transfer Loyalty Rewards settings.

Distributor Back Office

- Replicated distributor website.
- Real-time dashboards.
- Key Performance Indicators.

- Personalized site name.
- Contact personal sponsor.
- Personalized support page.
- Manage public profile.
- Upload personal photo.
- Manage personal profile.
- Manage Social Media profiles.
- Manage personal calendar.
- Set default language.
- Set default currency.
- Update tax identifier.
- Opt out of leader boards.
- Opt out of rank makers board.
- Opt out of search modules.
- Update login details.
- Update password.
- Update date of birth.
- View upcoming events.
- Credit cards management.
- Bank accounts management.
- Manage billing addresses.
- Manage shipping address.
- View communications.
- Send Dashboard Communications.
- Newsletter subscriptions.
- Contact management.

- Detailed commission history.
- Commission methods.
- Variable genealogy settings.
- Holding tank/waiting room.
- Detailed order history.
- Search, add or delete orders.
- AutoShip management.
- Real-time genealogy viewer(s).
- Real-Time Leader-boards.
- Real-Time Rank-makers.
- View and add distributors.
- View and add customers.
- Add customer orders.
- Add distributors orders.
- Loyalty rewards history.
- Party Plan management.
- Training tools.
- Marketing tools.
- Google analytics for traffic.
- Facebook pixel integration.
- Forms and Agreements.

Distributor Management

- Add, view, sort, search, edit, distributor details.

- Advanced search and filtering.
- CSR send email communications with attachments.
- CSR add notes (appendable).
- Enter trouble tickets.
- Manage credit cards.
- Manage bank accounts.
- Add orders.
- Add AutoShips.
- Real-time change of sponsor, enrollee, and placement.
- Edit statuses and rank (vesting module).
- View their genealogy.
- Commission adjustment.
- Order and AutoShip history.
- Manage addresses.
- Manage personal information.
- Manage tax ID's.
- Edit user-name and password.
- Manage roles.
- Enable, Disable, Delete, Undelete.
- Administrator commission adjustments.
- Rank and Title Management.
- Exemptions management.
- Selection of commission

payment methods.
- Login as distributor.

Website Management

- 36+ Pre-built website designs.
- 10+ Pre-built mobile menus.
- Domain Name Server Settings.
- Replicated Distributor sites.
- Multi-Domain - i.e. Separate Opportunity and Retail Sites.
- Create and edit menus.
- Link menus to pages, products, or open to new windows.
- Create and edit pages.
- Create and edit modules.
- Drag and drop content editor.
- Robust HTML content editor.
- 400+ drag and drop editable content widgets.
- Revert or restore previous page updates or changes.
- Upload to corporate image library.
- Search Engine Optimization.
- Iframe and external content insertion.

- Internationalization set-up.
- Show or hide countries.
- Country visibility settings.
- Country Tax ID settings.
- Currency management.
- Currency Exchange rates.
- Global search and replace.
- Multiple languages settings.
- Edit multiple languages.
- Recycle bin / deleted history.
- Login page settings by roles.
- Logout page settings by roles.
- Social media sign-up and login settings.
- Google AVS settings.
- GDPR cookie settings.
- Distributor support page settings.
- User sign-up rule settings.
- Age verification settings.
- CAPTCHA code settings.
- Email relay settings.
- Maintenance mode settings.

Company Management

- Company dashboard.

- Key Performance Indicators.
- 30 Module / 3rd party settings.
- Global updates of corporate profile.
- Global updates of variable replacements.
- Corporate logo setup.
- Distributor no photo setup.
- Restrict enrollment to unique email address settings.
- Package and handling settings.
- Global updates of variable content merge replacements.
- Maximum AutoShip attempt settings.
- Maximum credit card use by single distributor or customer.
- Company mail merge.
- Credit card acceptance settings.
- Corporate genealogy.
- View settings for genealogies.
- Credit card processing setup (66+ gateways).
- ACH payment processing setup (16+ gateways).
- Restriction of company sponsorship and selling options.
- AutoShip Behavior set-

tings.
- Shopping cart settings.
- Shopping cart discount settings.
- Party plan settings.
- Loyalty rewards settings.
- Transaction history.

- Shipper details (FedEx, UPS, DHL, USPS, Australian Post, Canada Post).
- Customized sign-up settings (forms, fields).
- Shipping regions and methods per region.
- Free shipping with Auto-Ship
- Premier (think Amazon Prime).
- Registration settings (Distributors, Customers, Users).
- Newsletter management (email and SMS).
- Notifications management (email and SMS).
- Calendar and events management (with Google maps).
- FAQ Management.
- Announcement management.

Product Management

- Unlimited warehouses.
- Add / receive inventory.

- Transfer between warehouses.
- Physical and digital products.
- Unlimited categories and sub-categories; product naming, images, and permissions.
-     Unlimited products in categories and sub-categories.
- Manage product brands.
- Manage vendors / providers.
- Measurement units.
- Sales tax settings.
- Assign to enrollment options.
- Maximum # of purchases.
- Hide after enrollment options.
- Product banner generator.
- Short and long descriptions.
- Insert product details, images and thumbnails.
- Kit building and kit inventory.
- Related product suggestions.
- Product tabs management. for testimonials, benefits, rate and review, videos, and more.
- Product sorting management.

- Variable pricing for customers, distributors, and AutoShips
- Assign commission type, value, points, volume per product.
- Schedule products to show and disappear - think holidays.
- What's New, specials, featured, coming soon and best sellers.
- Set minimum order quantities per product.
- Assign product attributes like size, weight, height, color.
- Post out of stock, or check stock quantity notice per product.
- Monitor out-of-stock situations and available stock.
- Manage AutoShip settings.
- Managing packaging and weight per product SKU.
- Upload merchandise related PDF's, videos, audio Podcasts, Flash presentations to the website.
- Discount coupon management.
- Pre-Paid Card code management.

Order Management

- Invoice numbering schema.
- Advanced order searching with 17+ filters to search by.
- View by payment status, shipping status, order status and order origination.
- Add or remove payments.
- Add or remove shipments.
- Edit credit to order values.
- Edit line item products and values.
- Print packing slips.
- Print detailed invoice.
- Orders details sent by email.
- Payment history.
- Track order status with carrier.
- Pending shipment management.
- Pending or partial order tracking.
- Shipment by total order. amount.
- Administrator add orders.
- Administrator shipment overrides.

- Administrator payment overrides.
- Administrator payment and commission value overrides.
- Refund, Return, Replace, RMA (Return Merchandise Authorization) management.

Party Plan Management

- Maximum party duration.
- Maximum parties per month.
- Redeem rewards in cart.
- Enable / disable party codes.
- Physical or on-line parties.
- Party time-zone settings.
- Email and SMS settings.
- Separate party card for orders.
- Distributor host party price settings.
- Host and Customer discount percent settings.
- Calendar date format settings.
- Time display format settings.
- Host rewards grid settings based on party order total including discount items, free gifts, and discounted shipping.
- Customer rewards grid settings based on personal order total including discount items, free gifts, and discounted shipping.
- SKU reward settings; distributor price, host price, available for party, available for discounts, available for free gifts.

Party Plan System

- Physical or on-line parties.
- Distributor party dashboard.
- Host party dashboard.
- View and register to attend upcoming parties (integrated with Google maps).
- Request to host a party module.
- Dynamic hostess rewards module.
- Dynamic customer rewards module.
- Distributor party calendar.
- Invite a host module.
- Invite party attendees.
- Distributor approve or decline party requests.

- View parties in process, upcoming, completed, and canceled.
- Distributor party management.
- Host party management.
- Host invitation system.
- View registered attendees by party.
- Distributor view orders and rewards per party.
- Host party order entry cart.
- Host 1/2 price, free gifts, discounts, and free shipping.
- Customers 1/2 price, free gifts, discounts, and free shipping.
- Split shipping by party order.
- Customers redeem rewards, discounts, and gifts during ordering.
- Host reward and redemption history.
- View sales totals by party.
- View orders by party.
- View rewards by party.
- Email and SMS Invites.
- Bulk upload attendees by comma separated file (CSV).

Customer Management

- Advanced search, add, edit, and delete functions.
- Add, search, edit, or delete orders.
- Administrator notes management.
- Administrator AutoShip Management.
- Administrator email communications.
- Support ticket management
- Roles management.
- Simulate customer experience.

Distributor & Customer AutoShip

- AutoShip configurations available in shopping cart.
- AutoShips can contain attributes (size, color, flavor, etc.)
- Customizable AutoShip naming.
- Admin preset or user definable AutoShip date(s)
- Upcoming AutoShip reminder notifications
- AutoShip can be tied to Loyalty Rewards system.
- Multiple AutoShip dates (every X days, weeks, months, years, etc.)
- Variable shipping and payment methods per

AutoShip.

Communication Systems

- Email relay management.
- SMS management.
- Newsletter management.
- Notifications and Auto-responder management.
- Newsletter and notification templates.
- 3rd party communication tools integrated.
- News management.
- Calendar and events management.
- FAQ Management.
- Share with a friend feature.

Compensation Plan Management

- Wizard based configuration.
- 27+ rank condition settings with 100's of configurations.
- Management of spilling – left, right, strong, weak, auto-balance.
- Compensation plans incl. Unilevel, Matrix, Binary, Stair-Step, Hybrid, Combo, and Cus-

tom.
- Multiple business and income center support.
- Binary plans - 1/3 - 2/3, 50 - 50, unlimited cycles, Weak Side, or Stair Step.
- Leg locking for launch period.
- 20+ Binary bonus configurations.
- 20+ Matrix bonus configurations.
- 37+ Unilevel bonus configurations.
- Bonus pools.
- Custom bonuses available.
- Minimum commission setting; pay if commissions exceed.
- Commission check register.
- Enrollment integration with products, AutoShip, and 3rd party vendors.
- Commission period settings
- Bonus and commission processing.
- Automatic creation of commission periods.
- Daily, weekly, monthly, quarterly, annual custom commissions.
- Manual or automatic commission processing.
- Administrator run, view, audit, close commission

periods..
- Administrator re-open commission periods.
- Integrated with several eWallet commission providers.
- Commission history reports
- Data export to QuickBooks or Excel .csv.

Sponsorship Rule Management

- Company or Distributor set
- Distributor enrollment search features.
- Administrator sponsor / placement change.
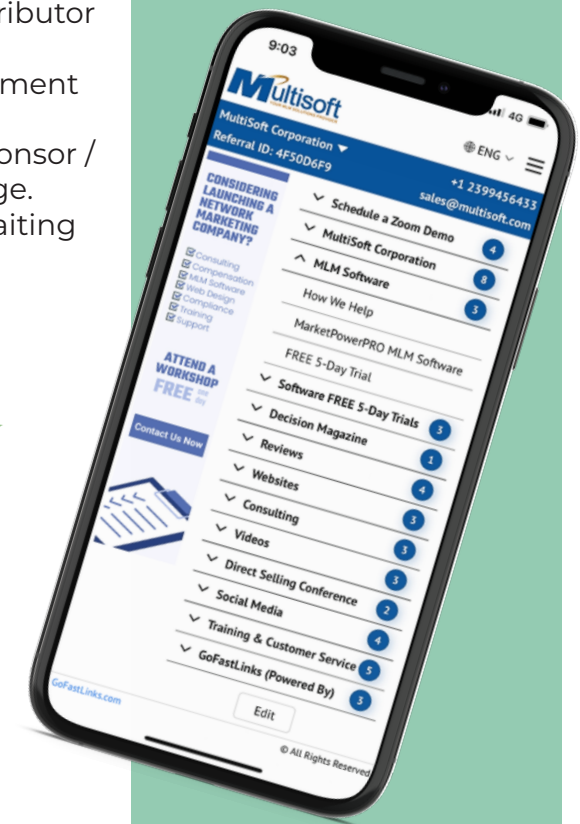- Holding tank / waiting room system.

Software Pricing

Free Quotes And Expert Guidance

Always ahead of the curve with innovative, competitively priced, cutting-edge MLM software solutions. We have MLM Software to fit EVERY Budget.

Our focus isn't just about being the best, it is also about keeping our software within easy reach of the start-up entrepreneur.

From start-up to already established enterprises, we have solutions **from $499 to $300,000.**

Fully internationalized, Market-PowerPRO can be further customizedto fit your every need.

Contact me for a FREE system analysis, compensation plan consulting and pricing.

Steve +66 92 536 3380

25 Reasons You SHOULD Start An MLM Company

1   You honestly believe network marketing is a better way.

2   You have product(s) or service(s) that provides value and benefit to the end user

3   You genuinely want to help others enhance their lifestyle.

4   Your product can be MARKED UP 6-8 TIMES from COG and be competitively priced.

5.   You have experience managing a team and can get the best out of people

6.   You have an inspiring story behind your products, services, and company

7.   You own the proprietary rights to your products and services.

8   You understand that you are in the network marketing business (embrace it)

9.   You have a solid understanding of your compensation plan.

10.   Arrogance, greed, and ego will not be your driving force.

11.   You understand that momentum is what network marketing is all about

12.   You are happy when your distributors earn more money than you.

13.   You want to reward, recognize, and incentivize your distributors.

14.   You promote events because you know that meetings make money.

15.   You agree that quality MLM software is critical to your success as an MLM company!

16.   Lead with products and follow up with opportunities.

17.   You know why you must be the face of your business

18. You know where you are going (Vision) and how to get there (Vision Plan.)

19. You have access to startup capital and funding.

20 You are PROUD to be in the business of multilevel marketing.

21. You know what being in MLM is all about.

22. At the end of the day, you know this is a "people business."

23. You know the difference between marketing and prospecting.

24. You know the more you put in, the more you get back.

25. You know which vehicle will get you to your destination.

JOB = JUST OVER BROKE
MLM = MAKE LOTSA MONEY

Mini MLM Article

How Should I Price My Products and Services?

How should I price my MLM Products? What markups or margins should be in an MLM product or service? How Do You Determine the Pricing for Your Products or Services?

What you must keep in mind is that your products are usually just like the ones being sold in traditional retail environments. Retail outlets must budget 60-70% for advertising a specific retail product. In network marketing, 60-70% is going to commissions, and the advantage is that you only pay for performance. In retail, you're putting that money out in advertising and hoping it will generate sales.

In network marketing, you typically want a 6-8x markup over your cost of goods. If you have a product that costs you $10, your retail should be $60-$80. Remember that it's a retail price, not the price you will sell to distributors or preferred customers.

Preferred customers: customers that may have signed up for a monthly AutoShip, or some other form of subscription membership. Typically, you'll want to provide a 10% discount.

Based on our previous example, that would be a sales price of $54.

For Distributors, they will want to see a discount in your retail pricing of about 20-25%, so your distributor pricing for the example product would be $45.

That's $35 left for the company, and you will need to pay a portion in commissions to the distributors that sold these products. Typically, you want to pay about 40% of the retail sales price in commission. 40% of our retail price is $24, and taking that out of the $35 leaves $11 left for the company.

You can adjust that commission between 30-40% to your commissions, but you will want 1 to 1.5 times your cost of goods in profit for the company.

But really, it depends on the product. Some markets are higher. For example, skincare products can see as much as 10-15x markup, and ingestible and diet drinks as much as 8x-10x.

MultiSoft

Mini MLM Article

What Is the Best Compensation Plan for Me?

What is the best Compensation Plan for your company? Will you use a Binary, Matrix, Uni-level, or Hybrid Model? Which Compensation Plan is the best?

In Multilevel Marketing, company owners and distributors get paid for their sales and sales made by distributors they recruit. Compensation plan structures place distributors "downline" from the person who recruited them.

Compensation hierarchies can have several tiers, and distributors are paid based on their position in the downline. They can also earn a variety of bonuses. A compensation plan has three primary objectives: recognizing, rewarding, and incentivizing your distributors.

As a business owner, you must look at your products and services and decide which compensation plan best suits your company structure. What will best motivate your distributors, and leaders, to perform at the highest level and feel proud of their mission and the industry in which they work?

The three main compensation plan types, they are Binary Plans, Matrix Plans, and Uni-level Plans.

The Binary Plan

We can best describe this plan as a two-x infinite depth plan. If this sounds confusing, it is a structure in which distributors can only place two other distributors directly below their frontline. Any additional distributors recruited are placed below

the distributor's frontline. This creates a downline extending to infinity but in tiers with only two distributors at each level.

The Unilevel Plan

This is the most straightforward compensation plan to use. This plan has unlimited width, but fixed depth. With no width limit, every distributor you recruit could be placed directly under yourself.

The Matrix Plan

This is a fixed width and a fixed depth plan. This plan gives the company owner better control of distributor payouts. It limits the number of distributors a sponsor can recruit.

Compensation plan add-ons and benefits

You can add numerous add-ons to these plans to recognize, reward, and incentivize your sales team.

These add–on features include:

Matching bonuses
Generational bonuses
Infinity bonuses
Rebate bonuses

Car bonuses
House bonuses

If you are launching or operating a multi-level marketing company, you need to know about the various compensation plans. After all, this is how you recognize, reward, and incentivize your distributors.

Other compensation and reward bonuses can also be added into your compensation plan.

While the Compensation Plan Structures may seem relatively simple, the fine details can get complicated. We encourage you to contact a consultant with enough experience to help build a compensation plan that best fits your business's needs.

MultiSoft

Mini MLM Article

What Does a Properly Documented Compensation Plan Look Like?

What Should a Compensation Plan Look Like? What is a Properly Documented Compensation Plan? What Should You Have in a Properly Documented Compensation Plan?

What's in a Compensation Plan?

Any compensation plan is made of 3 essential things; Ranks, the requirements to reach those ranks, and the rewards for reaching those ranks.

You will need to properly document your compensation plan and explain every rank, every requirement to get to that rank, and every reward paid for when they reach that rank.

Most importantly, having examples in your compensation plan would be best.

So often, we receive a simple excel spreadsheet with columns and rows showing a rank and an associated percentage, **without** any rules or requirements for reaching that rank, how they can join the company and how they get to that rank, how they can earn that rank over time, or what the requirements are to earn that rank. You can now have simple or complex conditions to get to those ranks.

We also want from any MLM company or consultant that you're working with examples, with a full breakdown of the ranks, the bonus, and the steps to get it, showing a genealogical structure, whether it's a binary, Unilevel, or Matrix. We want to see how someone earns that rank – sometimes, there are two or three different ways.

Now, why is this so important?

You will entrust your compensation plan to a company like mine that will custom program that compensation plan.

In another one of our videos, I say, *"You'll never get a second chance to make a first impression,"* and that's the case when it comes to paying your distributors more than anything. You want to ensure that your compensation plan is adequately documented and understood by the programmers, support team, and compensation team setting that up.

Now, most importantly...

You and the company that you select to program your compensation plan needs to sign the document.

So often, we see compensation plans designed and there's no signature from the client, there's no signature from the designer, and no signature from the developer.

Months later, as expectations change, you may want to go back to that compensation plan and if it's not signed, and some-thing was said over the phone or by email, it may not have been included in the compensation plan.

Everybody needs to sign that comp plan; you can digitally sign it with tools such as Do-cuSign.

So. Ranks, Requirements, Rewards, Examples, and Most Importantly, make sure that the compensation plan is signed by everybody.

MultiSoft

Mini MLM Article

Do I Really Need an App?

Should you have a mobile app for your new MLM company?

Do MLM and network marketing companies use mobile apps?

These are all reasonable questions. While you can build a mobile app, we don't recommend it.

Before smartphones, e-commerce websites were explicitly designed for desktop browsing. Mobile apps grew in popularity as smartphone usage grew because of the limitations of mobile website design.

At the time, you had more options from a design perspective, and the user had a better aesthetic experience.

That isn't the case anymore, though. Nowadays, almost everyone has a smartphone, and with it, the library of available apps has grown exponentially.

Why Apps Don't Work Anymore

These days, everyone has an app, your bank has an app, your gym, and even your children's school has an app. People have so many different apps on their devices, and many will only install another to purchase your product.

You need to provide an easily accessible mobile website that doesn't require any additional installation process or occupy valuable storage space.

Development costs are another big hurdle when it comes to creating mobile apps. Apps, especially those built for Android and iOS, require development teams proficiently coding on both platforms. In many cases, separate groups for each version.

Apps need to be tested on every different device and require frequent changes and updates to keep up with updates to the Android and iOS operating systems. This adds to a costly and potentially problematic way to offer online shopping for mobile devices.

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Mini MLM Article

Your Responsive Website

Today, mobile shopping is moving toward responsive websites explicitly designed to read the user's device display size and restructure the page for that user's best visual experience.

Because responsive websites operate on standard internet coding languages like HTML and CSS, they don't need to be redesigned or constantly changed to accommodate every device or operating system. Making them far more affordable and convenient for the company and the user.

Our Recommendation

It's okay to have apps, but they should be lead management, social media, contact marketing, or follow-up applications. They should be something other than apps you're going to expect or require your customers to download to shop for your products.

Take a serious look at www.gofastlinks.com and watch the YouTube video.

MultiSoft

Mini MLM Article

What Should I Look for From My MLM Software Company?

When you search Google for MLM Software, you'll find literally millions of results. In those results, you'll see a lot of 'noise.' It makes it very difficult for those unfamiliar with it to know or understand what they should be looking for. Sometimes people go for the most expensive, thinking the higher the cost, the higher the value. Others go the inexpensive route and try to find whatever is most affordable.

How Many Companies Have They Launched, or what Employees Do They Have?

Companies that have launched many different businesses will have the experience to help you navigate the issues that could be significant struggles for your company down the road.

How many employees do they have? Ask to speak with Marketing Director or Compensation Plan Manager. How many people they employ gives you a glimpse into the resources of their business.

We tell people that "it's not if there's going to be a problem; it's when." And it would be best if you made sure that the Software company you trust with your business has the resources to handle a significant emergency quickly.

How Many Offices Do They Have?

Companies with multiple offices will typically provide more extended hours of customer service. Additionally, a company with a single office running out of a strip center is a higher risk than a company with multiple offices around 10, 20, or 30+ years. You need to ask yourself, "what happens if this company closes?"

Do They Understand Your Compensation Plan?

If every question you ask them is "Yes," they probably don't fully understand it. Their main goal is to extract as much money as possible from you by convincing you they already know your plan. Ask them to explain your compensation plan, and have them reiterate how your Binary, Unilevel, or Matrix is structured or your ranks, requirements, or rewards. Anyone can have a sales pitch, spend some time with them, and ensure they understand your business's details.

Did They Ask You More Questions Than You Asked Them?

The first question most shoppers ask is, "how much is it?" How can anybody tell you what the price of your custom software will be without knowing what your needs are? Are they asking about your products, services, logistics, payment gateways, and merchant accounts? Consider all these things when launching your network marketing company. Your software company needs to do all the integrations – so they should be asking 2-3 times as many questions to understand what they need to do.

How Much Experience Do They Have?

Above all else, your MLM Software company should have experience. You should ask them, "How long have you been doing this?"

Nowadays, anyone can create a website that makes them look like a million-dollar company overnight. You want to ensure it's not just a group of guys that launched one company and now think they have the knowledge and skills to handle every situation.

Take the time to do your due diligence when looking for your MLM Software. Make sure they have the experience and the resources to properly assist you. Ask lots of questions and expect that they ask more. You're in for nasty surprises down the road if they don't.

MultiSoft

Mini MLM Article

How Should We Run Conference Calls?

As an MLM Company, should you conduct conference calls with your distributors?

How should you run these conference calls? What benefits do you earn from conference calls? Yes, you should arrange regular conference calls. These calls build momentum and team spirit, and participants can learn from each other.

Your distributors should know what to expect from these conference calls, which motivates them to attend.

Organizing conference calls

Based on our experience helping launch thousands of MLM companies, we recommend a regular structure with three conference calls per week. These calls can have a set agenda:

Weekly Call 1:
Products and Services

Weekly Call 2:
Opportunities

Weekly Call 3:
A sizzle call

To make these calls exciting and rewarding for the participants, structure them along these lines.

Plan each conference call for a duration of approx. 20 minutes. Conduct each call on the same day of the week.

1. Focus on benefits and opportunities.

2. Spend 2-3 minutes letting people introduce themselves and share their credentials, role in the company, and location. This should be done in a way that builds excitement and expectations.

3. Finish each call with a 2–3-minute Q&A session.

4. Remind everybody to attend the next scheduled call.

Products and Services

Allocate 12-13 minutes to discuss the company's products and services. Focus on the benefits provided to customers; the value customers receive.

Opportunity

Structure the agenda around opportunities and how they benefit other people. You may focus on one specific area of your compensation plan or new market trends.

Sizzle call

The word "sizzle" implies something "hot." You introduce somebody who can deliver real value to help distributors grow their business. It could be about online advertising, social media, or event organization. Use your creativity and insight to give participants something of value for their business.

To summarize, the first few minutes should create excitement with participants introducing themselves and exchanging greetings.

Next, the call coordinator introduces him or herself. This person must also control the agenda and prevent the call from degenerating into a general chat session about anything.

At their best, conference calls create the momentum essential for businesses to succeed and grow. There's a saying that "meetings make money and create momentum."

MultiSoft

Mini MLM Article

How to Pay Your Distributors

How should you pay your distributors? How often should you pay? Should you impose a minimum earned amount before you pay?

You must confront these questions if you operate or intend to launch an MLM company. The answer is that you should pay commissions as soon as possible, and you should pay the total amount to which your distributors are entitled.

Should distributors earn a minimum amount before they get paid?

Distributors need to recoup their initial investment and be rewarded with a regular payment schedule. Modern communications technology offers instant payment solutions, and there is no valid reason to withhold distributor payments. Use online tools to recognize, incentivize, and reward your distributors. In days before the Internet, multi-level marketing companies could withhold distributor payment for several months. Today, your distributors would see this as a strong disincentive.

Your distributors need a product or service offering that enables them to earn back their initial investment within three to four weeks at most and earn regular commissions.

How to pay your distributors

As a startup company, the easiest way is to send your distributors a cheque. Find a company that gives you the ability to print cheques and import payment data into an accounting package like QuickBooks or Great Plains.

As your company grows and reaches 300-400 distributors, you need to look for an e-wallet debit card platform. If you distribute branded debit cards, all commercial transaction distributors become an advertisement for your company.

How often should you pay distributors?

With our experience in launching over 1,000 MLM companies, we feel the following schedules will work well:

Pay fast-start bonuses weekly. Pay commissions based on a Unilevel or Matrix compensation plan monthly.

When you reward your distributors by paying them as quickly as possible, they can grow their business by buying advertising and marketing.

MultiSoft

Mini MLM Article

Your Corporate Merchant Accounts

Are you aware of the standard Merchant Account Requirements?

Without a Merchant Account, your business cannot accept any payments from credit or debit cards.

Merchant Account Requirements – What You Need to Know

The ability to accept credit cards is vital for any business – particularly if you are planning on providing products or services online. To be able to offer credit card payment methods to your customers, you'll have to deal with a merchant account provider. These companies can help you set up credit card processing for your business, so you never miss sales from no-cash shoppers.

However, it is essential to realize that there are some necessary requirements you should be able to meet to be approved by a merchant account provider. Please, read on to learn more.

Maintainan online presence.

Your business needs a website to match merchant account providers' requirements. Think of it to demonstrate your business's legitimacy and reputability and provide important information to your customers and partners.

Proof of quality products/services.

Merchant account providers want to know what you offer before to ensure that your products or services can generate demand and provide value to

consumers. Merchant account providers will also investigate what businesses sell to avoid fraud and scams.

Terms and Conditions + Compensation plan

Your website should always display precise terms and conditions and a compensation plan. The former will clarify your policies towards customers and partners (such as distributors).

At the same time, the latter will ensure you have the plan to reward the institutions you team up with, even without requiring purchasing products/services. Multi-Level Marketing services can help you create outstanding compensation pants and T&C, carefully considering the clarity of the content.

Your conditions need to be more appealing and convincing if expressed overly technically.

Cancellations and Refunds

A clear cancellation policy with your partners and distributors and solid refund policies for your clients are essential.

Policies and Procedures

Your business policies are critical, and you should display them on your website. Merchant account providers will also consider your P&P

Privacy and Data Security

Privacy is highly relevant to merchant account providers: they'll want to know how you handle customer data and what you plan on doing with the information you gather from your consumers.

Given the sensibility of credit card data and personal information you'll collect through your business, reputable merchant account providers value strong privacy policies and customer protection.

For similar reasons, a merchant account provider will also ensure you serve your customers with appropriate safety precautions for their information. Your website should have SSL and other industry-standard protections.

Annual Fees

Most merchant account providers are weary of annual fees, which means they will be liable for 12 to 18 months.

Communication and Spam

Your communication ethics are almost as important as your privacy policies. Spam (unsolicited aggressive advertisement of your services through the web or other means) is often frowned upon and associated with fraudulent activities.

Our Recommendations

In your merchant account application, be clear you operate a network marketing company. To safeguard your business, get 3 or 4 merchant accounts. Impose on your distributors the need to minimize refunds and charge-backs to your merchant bank account.

MultiSoft

Mini MLM Article

MLM or Party Plan?

What is the difference between MLM and Party Plan software?

Are MLM and Party Plan software modules similar, or are they significantly different?

Is software for MLM also suitable for Party Plan applications? While there are similarities, there are also significant differences.

First, let's explore the similarities.

Similarities between MLM and Party Plan software

Over the twenty years we have worked with and launched over 1,000 MLM companies, we have encountered many Party Plan companies. Many of these companies need to realize that there are essential differences between MLM and Party Plan software.

What works with MLM software may not be suitable for Party Plan software and vice versa.

However, on the surface, the backend functionality of both applications looks similar. They both include functions like:

1. Replicated websites
2. Genealogies
3. Shopping carts
4. Administrative tools

Differences between Party Plan and MLM software

The real difference with Party Plan software centers on how distributors and party hosts can best use the software in ways

where MLM software imposes restrictions.

Host or hostess invitations

With Party Plan software, a distributor should be able to invite a host or hostess to host a party. The software must include two unique features:

The ability to extend invitations to different hosts, hostesses, and party guests.

Distributors must be able to store and retrieve information about hosts and hostesses stored in their backend.

MLM software does not include functions for host management and guest invitations.

Scheduling and calendar systems

Distributors who arrange a hosted online party, in their home, at a hotel, or at a functions center must be able to schedule the event and send invitations for a function at a particular date and time at a specified location.

The Party Plan software should also include an invitation plan follow-up system outlining the agenda and reminders of what the party offers that will motivate guests to attend. This can be handled with mobile messaging.

This requirement is unique to Party Plan software and not included with your typical MLM software. This type of calendar system must be incorporated on the distributor-replicated website.

In addition, the Party Plan software must include an order system for party supplies, complete with delivery instructions for food and drink suppliers and other specialized vendors.

Finally, the Party Plan software must be able to reward the invited host or hostess with product or service discounts, direct payments, or other arrangements.

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Mini MLM Article

Are You Treating Your Distributors Like Employees?

Is a distributor an employee? How should I treat my distributors? Do MLM distributors have requirements as employees do?

Distributors are NOT employees; you shouldn't treat them like they are if you want to keep them in your organization.

Employees work for you and earn a paycheck. Distributors are a volunteer army selling your products and services in exchange for a commission.

We once participated in a call where we overheard a company owner screaming at one of their distributors because they hadn't met their recruitment or sales goals. Even as the CEO of a company, you do not yell at your employees. You speak to them professionally, in a professional manner.

For some reason, we have witnessed many entrepreneurs treat their distributors and their volunteer army like employees.

As a network marketing company owner, you're not paying for your products to take shelf space or for the expensive marketing costs that traditional businesses rely on. You have a volunteer army that believes in you, your products or services, and the opportunity you've presented them with.

They're going to hit the streets to enlighten you, your products, and your services, and you know what? They're going to get a paycheck if they show results. MLM and Network

Marketing is a "Pay for Performance" Industry.

Unless they're a sales director or other executive employees of your company, these volunteers have taken on your opportunity because they believe in it.

The beauty for you is that you only need to pay them when they perform. What you cannot do is REQUIRE them to perform. With an employee, you can require that they come in from 8am to 5pm, take a 1-hour lunch break, and I pay them for their time during that period of time.

You can't require that distributors be there at 9 am or 2 in the afternoon. Most distributors are working jobs, and they joined your opportunity believing it would improve their lives.

Before you get on conference calls or speak about how you treat distributors, think about what made YOU start your own business.

You wanted to make your own path. The same is true of your distributors. They wanted to create their own company because they saw a vision, and they tried to change and improve their lives.

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Notes

Notes

Notes

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Website Resources:

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- gofastlinks.com
- mlmcorporate.com
- multisofttube.com
- marketpowerpro.sg
- multisoft.com
- multisofttube.com
- mlmstartupguide.com
- mlmbuilder.com
- mymlmsocial.com
- themodeler.com
- partyplanbuilder.com
- affiliate-builder.com
- mlmkickstart.com

Publications

- How to Start Your Own MLMCompany
- The Compensation Plan Primer
- The Distributor Training Manual
- The Perfect Product
- MLM Start-Up Guide
- MultiSoft Magazine
- What to Look for in an MLM Software Provider

Merchant Account Approval

MarketPowerPRO comes complete with 75+ integrated credit card payment gateways.

For various reasons, many Network Marketing companies encounter problems in obtaining a merchant account with a bank. Should you encounter this problem, MultiSoft has solutions available to you.

We have also developed our own proprietary eWallet, and we invite you to contact us for details on how this solves the merchant account issue.

Legal Referral

We have established relationships with legal experts who can help you with compliance issue.

Website Technical Issues

Solutions for domain registration, SSL certificate, and SEO.

Business Promotion

We share our experience in promotional activities like advertising, networking, and event coordination.
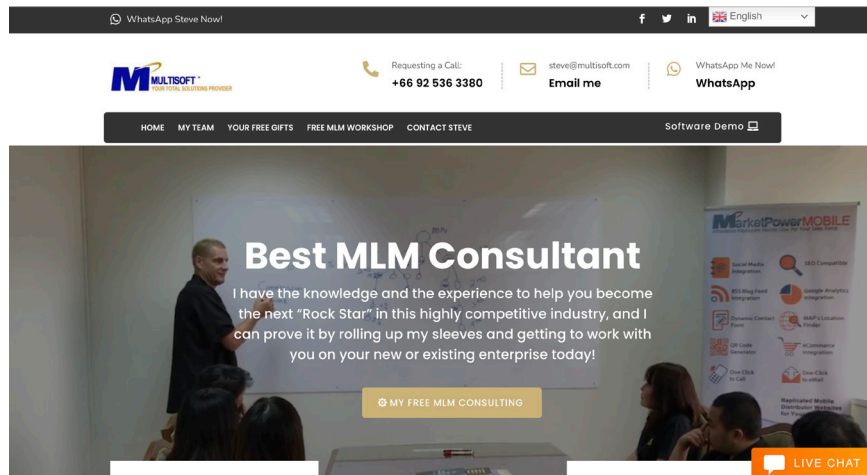
In closing

Trust your instincts, choose what is right for your unique situation and best of luck as you hit the recruiting trail!

If you would like help with the design of a new compensation plan, review of an existing compensation plan, additional information on compensation plans, or simply assistance with MLM in general, please contact me at:

Sincerely,

Steve J. Mommaerts

**Steve Mommaerts
Eastern Hemisphere MultiSoft
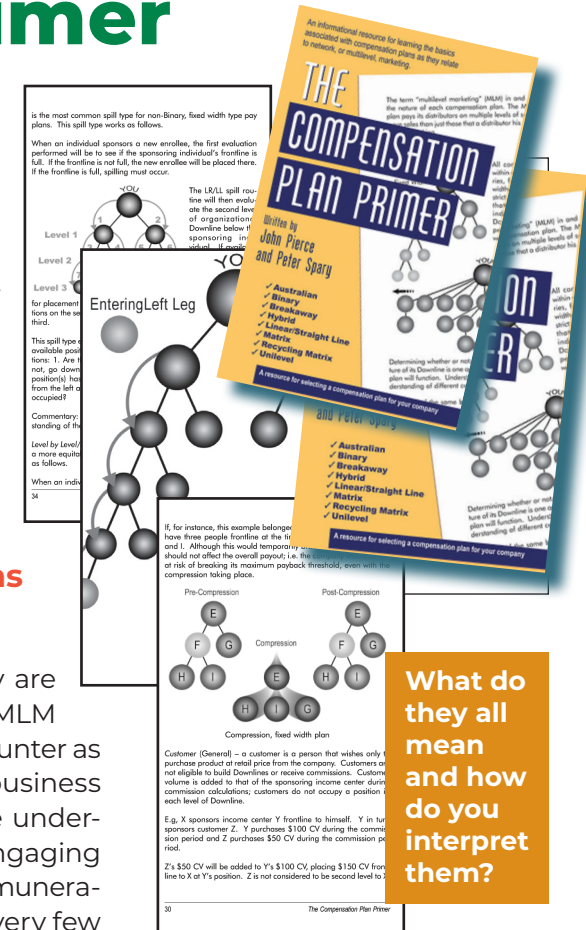+66 92 536 3380**

bestmlmconsultant.com

The Compensation Plan Primer

The least understood facet of multilevel marketing is compensation plans. Copious amounts of resources and systems exist for learning the arts of recruiting, selling and management, while compensation plans have remained the great enigma of the industry.

Why are compensation plans such a mystery?

The answer is that they are the one thing unique to MLM that people do not encounter as part of other sales or business relationships. Everyone understands the concept of engaging in work and receiving remuneration in return, however very few people are exposed to the MLM compensation framework prior to joining a MLM company.

What do they all mean and how do you interpret them?

Levels, compression, generations, Binary, Unilevel, Matrix – these are just a small handful of the terms that a typical person is not accustomed to associating with a paycheck, but which are commonplace in MLM.

**Buy at: Amazon.com
"The Compensation Plan Primer"**

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