



Multi-Level Marketing

GLOBAL COURSEWARE

Getting Started

For many business people, the thought of multi-level marketing can seem kind of scary.

With a little education and training, many people find multi-level marketing a great tool for their company.

Workshop Objectives



- Know how multi-level marketing works
- Build contacts
- Recruit new agents
- Be familiar with social media and marketing
- Provide training for recruits

A black and white photograph of a hand holding a lightbulb against a cloudy sky. The hand is in silhouette, and the lightbulb is held up, with its filament visible. A horizontal line is drawn across the middle of the image, passing behind the lightbulb.

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Marketing is designed to bring people into something.

Sue Naegle

MODULE TWO

How Does Multi-Level Marketing Work

Multi-level marketing, also known as MLM, is a business marketing strategy that many companies use to encourage current agents to perform, while at the same time, growing the team by recruiting and training new agents.



Networking Marketing



Independent Agents

- Distributors
- Dealers
- Franchise owners
- Owners



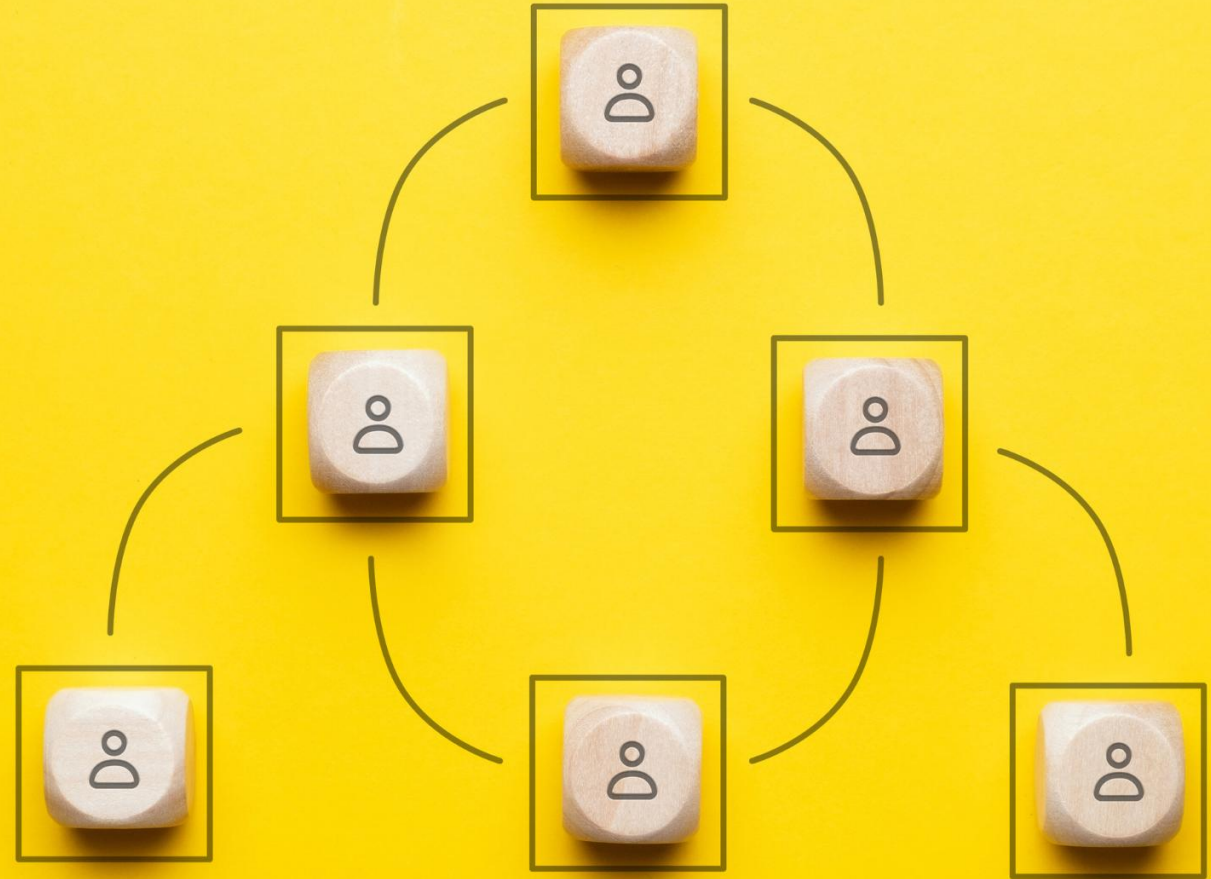


Commission-Based

Commission-based marketing means that the agent will receive a pre-set portion, typically a percentage, rather than a regular salary or hourly pay.

Agents Recruit New Agents

When current agents recruit new agents to join the team, it is known as creating *downlines*.



Practical Illustration



- Networking Marketing
- Independent Agents
- Commission-Based
- Agents Recruit New Agents

Module Two: Review Questions

1. Which of the following is a common network marketing company?

A. Avon

B. Google

C. JC Penney

D. Sony

Module Two: Review Questions

2. Network marketing companies are known for creating what?

A. Return policies

B. Downlines

C. Hassle-free sales

D. Contact lists

Module Two: Review Questions

3. Independent agents are also known as what?

A. Free agents

B. Distributors

C. Lone operators

D. Rebels

Module Two: Review Questions

4. How do independent agents typically earn their income?

A. From an hourly rate

B. From a set salary

C. From freelance work

D. From direct sales

Module Two: Review Questions

5. According to the module, commission-based marketing usually allows agents to have what?

A. High stress

B. Holidays off

C. Flexible hours

D. More paid time off

Module Two: Review Questions

6. Commission-based marketing is often known as the most _____ form of marketing.

A. Controversial

B. Lucrative

C. Depressing

D. Exciting

Module Two: Review Questions

7. When agents recruit new agents to the company, it is said to create what?

A. A high turnover rate

B. A recruitment cycle

C. A large office environment

D. A buddy system

Module Two: Review Questions

8. Based on the sales of the 'downline' agent, the stipend the recruiting agent receives is typically:

A. Less than \$200

B. No more than \$100

C. A percentage

D. Received three months after it is earned

Module Two: Review Questions

9. _____, also known as MLM, is a business marketing strategy.

A. Multi-level management

B. Multi-level marketing

C. Many hands make light work

D. None of the above

Module Two: Review Questions

10. Network marketing is a type of business that is known for its part time and _____ business practices.

A. Rigid

B. Flexible

C. Strict

D. All of the above



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You must develop personal contacts if you want to be successful.

Armstrong Williams

MODULE THREE

Building a Contact List

A contact list should include a wide range of people, including current and former clients, managers, coworkers and even former employers.

A black fountain pen with a silver-colored nib and clip is positioned vertically on the left side of the image. Behind it is a spiral-bound notebook with a yellow cover and a blue page. The notebook's white spiral binding is visible in the center. The background is a solid yellow color.

Leverage Personal Networks

Build your contact list from your personal networks so that you will always have different angles and options to use when seeking help or business leads.

Warm Lists

- Parents
- Siblings
- Friends
- Neighbors





Internet-Lead Generation

These types of lead generators are a great tool for agents to gather warm leads and gain a head start when contacting potential clients.

Purchasing Lead Lists

Any company purchasing a lead list should proceed with caution and consider other methods of building their contacts first.



Practical Illustration



- Leverage Personal Networks
- Warm Lists
- Internet-Lead Generation
- Purchasing Lead Lists

Module Three: Review Questions

1. Personal networks can include which of the following?

A. Coworkers

B. Past clients

C. Managers

D. All of the above

Module Three: Review Questions

2. Agents must be aware that not all of their contacts will be _____.

A. Very profitable

B. Exciting to talk to

C. Willing to help

D. Speedy

Module Three: Review Questions

3. A warm list is a lead list that typically contains what?

A. Names of people the agent knows

B. Names bought on a third-party list

C. Names of people their coworkers know

D. Names of clients found on the internet

Module Three: Review Questions

4. As per the module, what is one benefit of the agent creating a warm list?

A. The agent can create a contact list for a coworker

B. The agent does not have to buy a third-party list

C. The agent has more time to practice their presentation

D. The agent already knows the potential client

Module Three: Review Questions

5. Internet-lead generation can be completed through which of the following?

A. Email inquiries

B. Online surveys

C. Contact forms

D. All of the above

Module Three: Review Questions

6. Internet-lead generators allow the consumer to directly do what?

A. Request information from a company

B. Buy products directly from a website

C. Watch videos without visiting the company website

D. View marketing presentations

Module Three: Review Questions

7. Using a purchased lead list can cause the company to create what?

A. Warm lists

B. Spam

C. Excessive leads

D. Lead generators

Module Three: Review Questions

8. Purchased lead lists typically include what client information?

A. Home address

B. E-mail

C. Cell phone numbers

D. All of the above

Module Three: Review Questions

9. What is another name for a contact list?

A. Blue book

B. Black book

C. Red book

D. White book

Module Three: Review Questions

10. Keep your contacts up-to-date and check in with them periodically to ensure _____.

A. They are healthy

B. They are still employed

C. Communication remains open

D. None of the above

A black and white photograph of the Oracle Corporate Center, featuring several cylindrical glass skyscrapers under a cloudy sky. The word "ORACLE" is visible on the top of one of the buildings.

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Recruiting talent is no different than any other business challenge.

Vivek Wadhwa

MODULE FOUR

Recruiting New Agents (I)

The key to successful marketing is being able to recruit new agents and build the company.



Draw on Personal and Professional Network

When looking for new agents, begin speaking with friends, family, coworkers and even managers and department heads.

Recruit Satisfied Customers

Use this satisfaction to lead agents to more clients and more opportunities for advancement.



Recruit Those Who Seek Work Flexibility

One of the biggest points to stress when recruiting new agents is the need to be flexible – in both their time and their job duties.



Stress Benefits of Being Agent

If your company does not offer certain benefits the candidate is looking for, be honest with them and tell them what you can offer them.



Practical Illustration



- Draw on Personal and Professional Network
- Recruit Satisfied Customers
- Recruit Those Who Seek Work Flexibility
- Stress Benefits of Being Agent

Module Four: Review Questions

1. In most companies, one of the first steps of recruiting for positions is to do what?

A. Hire from within the company

B. Place an ad in the newspaper

C. Host a job fair

D. Retrain existing agents

Module Four: Review Questions

2. A personal and professional network can include which of the following?

A. Friends

B. Colleagues

C. Trainers

D. All of the above

Module Four: Review Questions

3. A satisfied customer can be a great tool as a what?

A. Free agent

B. Product tester

C. Consultant

D. Devil's advocate

Module Four: Review Questions

4. One benefit of recruiting satisfied customers is that they can do what?

A. Work for little money

B. Provide honest feedback

C. Quit whenever they want

D. Act as managers

Module Four: Review Questions

5. It is important for marketing agents to be flexible in what areas?

A. Their pay rates

B. Work schedules

C. Vacation times

D. Customer leads

Module Four: Review Questions

6. Agents that are flexible in different areas are more likely to do what?

A. Adapt well

B. Quit the company

C. Lose clients

D. Become bored

Module Four: Review Questions

7. Which of the following would be considered a benefit of being a marketing agent?

A. Pay rates

B. Medical insurance

C. Stock options

D. All of the above

Module Four: Review Questions

8. Why is It important for the recruiter to stress benefits?

A. The candidate will assume there are none

B. The candidate may not ask first

C. The candidate may think the recruiter is lying

D. The candidate may lose interest

Module Four: Review Questions

9. One of a marketing company's greatest tools are their _____.

A. Employees and agents

B. Call lists

C. Internet-lead generations

D. Colleagues

Module Four: Review Questions

10. When recruiting new agents, most hiring managers recommend _____.

A. Mentioning possible benefits

B. Waking up early

C. Hiring from within

D. Offering a lower salary



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Time spent on hiring is time well spent.

Robert Half

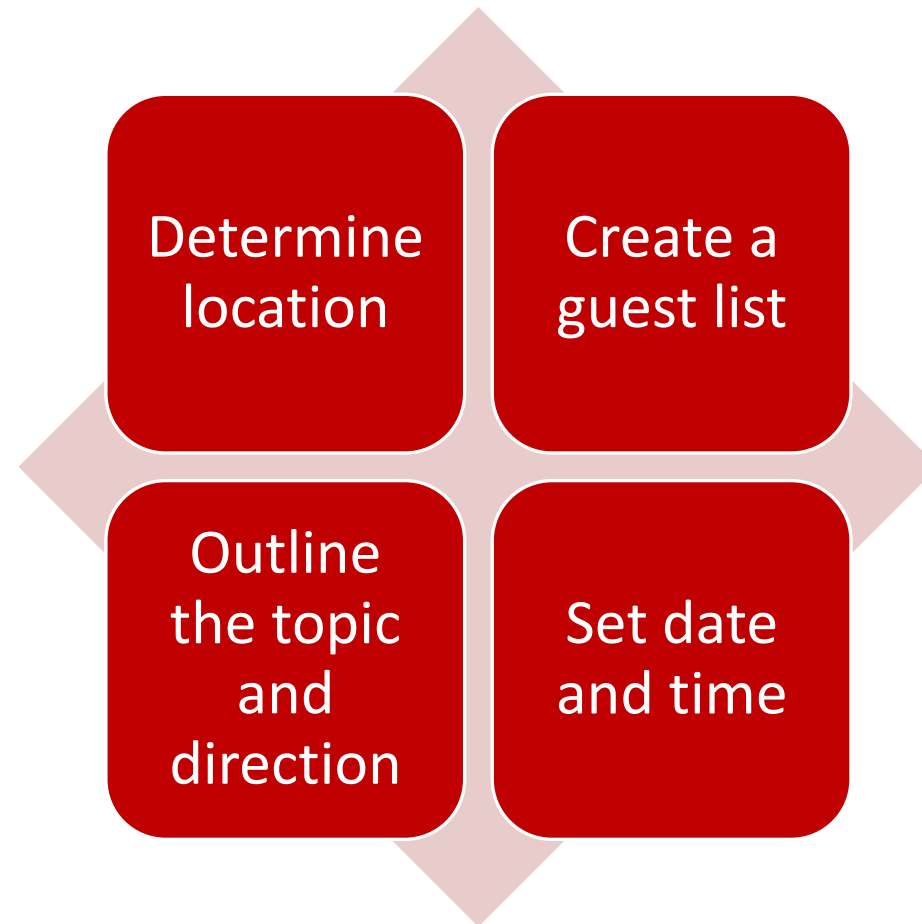
MODULE FIVE

Recruiting New Agents (II)

One of the main key points is to find agents that would not only adapt well to the organization, but can also make a meaningful contribution to it.



Invitation to Marketing Presentation



Focus Presentation on Benefits

Now that you have your recruits coming to your grand marketing presentation, it's time to let them know what's in it for them.





Showcase Success Stories

Allowing potential recruits to see real, live success stories makes them feel more confident in their ability to succeed within the company.

Provide Multi-Media Presentation

The most common form of presentations for marketing agents is either a video file or a PowerPoint presentation.



Practical Illustration



- Invitation to Marketing Presentation
- Focus Presentation on Benefits
- Showcase Success Stories
- Provide Multi-Media Presentation

Module Five: Review Questions

1. What is one purpose of a marketing presentation?

A. Putting on a fun show

B. Displaying the agents employed by the company

C. Explaining what a company does

D. Watching random videos

Module Five: Review Questions

2. Viewing a marketing presentation allows potential agents to do what?

A. Leave feedback

B. Ask questions

C. Call their friends to join

D. Leave early

Module Five: Review Questions

3. Which of the following is a benefit discussed in a marketing presentation?

A. Long work weeks

B. Low turnout

C. Small work groups

D. Pay rates

Module Five: Review Questions

4. Why are benefits considered an important factor for potential agents?

A. They can be considered a 'deal breaker'

B. They can take a while to explain

C. They are constantly changing

D. They are considered really cool

Module Five: Review Questions

5. What is a marketing success story?

A. A story of how the company started

B. A story of how the company recruits agents every year

C. An example of an agent who performs well in the company

D. An example of how to create a great marketing presentation

Module Five: Review Questions

6. In marketing, success stories are best showcased in what method?

A. In a live presentation

B. Showing pictures

C. Talking about them a lot

D. Having a letter read out loud

Module Five: Review Questions

7. Which of the following is one method of showing a marketing presentation online?

A. Handing out brochures

B. Filming a podcast

C. Displaying flyers

D. Creating a photo collage

Module Five: Review Questions

8. What is a non-technology-based form of marketing presentations?

A. Creating a slideshow

B. Filming a video

C. Posting to a website

D. Printed brochures

Module Five: Review Questions

9. Let your _____ know what the company has to offer and what they can expect from it.

A. Managers

B. Clients

C. Potential agents

D. None of the above

Module Five: Review Questions

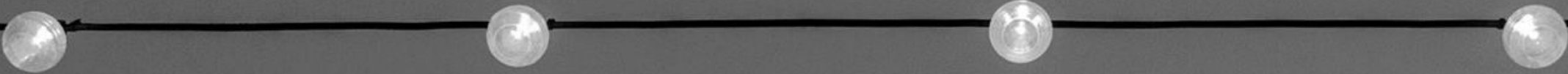
10. Finding the _____ for your marketing team can seem like quite a challenge.

A. Best location

B. Icebreakers

C. Right candidate

D. Incentives



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Confidence comes from discipline and training.

Robert Kiyosaki

MODULE SIX

Training MLM Agents

In order to keep agents with your company and make them a functioning part of the team, they must receive the proper training and learn how to do what they were hired to do.



Sponsorship/ Mentorship

Sponsors and mentors are still used in many companies today and can be a great resource for new employees.

Provide Training in Marketing

Give the new agents the tools they need to be a great marketing agent.





Provide Training in Recruitment

Marketing
presentations

Job
descriptions

Company
details

Benefit
information

Providing Ethics Training

Ethics training is designed to help new agents confront any workplace behavior and policies that they may face.



Practical Illustration



- Sponsorship/Mentorship
- Provide Training in Marketing
- Provide Training in Recruitment
- Provide Ethics Training

Module Six: Review Questions

1. A mentor is designed to mainly offer what?

A. Influence

B. Advice/feedback

C. Networks

D. Leverage

Module Six: Review Questions

2. A sponsor is designed to mainly offer what?

A. Feedback

B. Support

C. Influence

D. Advice

Module Six: Review Questions

3. One of the first aspects to discuss in MLM training is what?

A. The basics of marketing

B. How to close the sale

C. How to create networks

D. The need for uniforms

Module Six: Review Questions

4. Training should initially be based on what?

A. The trainer's agenda

B. The size of the learning class

C. Their pay ranges

D. The agent's job duties

Module Six: Review Questions

5. What is one tool discussed in recruitment training?

A. Persuasive speaking

B. Product prices

C. Company history

D. Proper uniforms

Module Six: Review Questions

6. Why is recruitment training typically longer than other training sessions?

A. It is the most boring to cover

B. There are more skill sets to discuss

C. Many agents quit during this phase

D. There are less agents available to teach it

Module Six: Review Questions

7. Which of the following is one aspect of ethics training?

A. Pay rates

B. Office behavior

C. Dress code policy

D. Time off request process

Module Six: Review Questions

8. What is one practice of ethics training?

A. Journaling

B. A slideshow

C. Silent reflection

D. Role playing

Module Six: Review Questions

9. To create a good team, new recruits must _____?

A. Share contacts

B. Train other recruits

C. Receive proper training

D. None of the above

Module Six: Review Questions

10. If new agents don't receive adequate training after being hired, many will ____.

A. Speak to HR

B. Ask for a transfer

C. Quit

D. Leave early



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*Colleagues are a wonderful thing – but mentors, that's where
the real work is done.*

Junot Diaz

MODULE SEVEN

Sponsorship/ Mentorship

Establish sponsors or mentors for agents during their probationary period so that they can have someone on their side from the start.

Pair New Agents With Mentors

Some companies pair employees based on similar goals or ambitions, while some pair employees base on similar characteristics or traits.



Benefits of Sponsorship/ Mentorship to Mentee

- Gain confidence
- Build contacts and networks
- Develop personalized goals and actions





Benefits of Sponsorship/ Mentorship to Mentor

Satisfaction of helping another employee

Further develop leadership skills

Gain new perspective

Best Mentorship Practices

- Peer buddies
- Q&A
- Group sessions
- One-on-one sessions



Practical Illustration



- Pair New Agents With Mentors
- Benefits of Sponsorship/
Mentorship to Mentee
- Benefits of Sponsorship/
Mentorship to Mentor
- Best Mentorship Practices

Module Seven: Review Questions

1. A mentor can offer what to a new agent?

A. Advice

B. Feedback

C. Support

D. All of the above

Module Seven: Review Questions

2. New agents are typically paired with mentors who have done what?

A. Traveled outside the country

B. Started out as a beginning agent with the company

C. Been promoted recently

D. Was recently hired with the company

Module Seven: Review Questions

3. What is one benefit mentees receive from mentorship?

A. They don't have to work with their boss

B. They gain confidence

C. The environment is less strict

D. The training doesn't last very long

Module Seven: Review Questions

4. What is one aspect mentors can help mentees with?

A. Do their work for them

B. Refer them to another department

C. Build their networks

D. Salesmanship

Module Seven: Review Questions

5. What is one benefit mentors receive from mentorship?

A. Develop leadership skills

B. Shorter work days

C. A training bonus

D. A promotion

Module Seven: Review Questions

6. Helping new agents can establish mentors as what within the company?

A. Know-it-alls

B. Common trainers

C. Push-overs

D. Subject matter experts

Module Seven: Review Questions

7. What is one practice used in mentoring?

A. Live drills

B. Individual sessions

C. Videos

D. Hypnotizing session

Module Seven: Review Questions

8. Why is it important to document the mentoring practices used in the company?

A. So other trainers don't copy them

B. To allow the mentee to have a copy of them

C. To know what practices are beneficial

D. So the mentor can remember how to do it next time

Module Seven: Review Questions

9. For new agents, a _____ can be a great resource and tool to have in their corner.

A. Sponsor

B. Mentor

C. A and B

D. None of the above

Module Seven: Review Questions

10. The most common type of mentoring is using _____.

A. Journaling

B. Group sessions

C. Q&A

D. One-on-one pairs



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*Training empowers people to realize their dreams and
improve their lives.*

Sylvia Mathews Burwell

MODULE EIGHT

Provide Marketing Presentation Training

One of the final steps of the recruiting process – and ironically, the main thing that brought in new agents for training – is creating and using a marketing presentation.



Providing Training in Presentations

When creating a marketing presentation, one of the first aspects to consider is how you want to present it.

Provide Copies of Marketing Presentation

- Slides from a PowerPoint presentation
- Pamphlets
- Programs





New Recruits Practice Presentation

As the agent practices, act as their audience and provide any tips or critiques that could help them improve.

Offer Marketing Resources

The trainer should remind them that it may be helpful to offer the presentation in different formats.



Practical Illustration



- Provide Training in Presentations
- Provide Copies of Marketing Presentation
- New Recruits Practice Presentation
- Offer Marketing Resources

Module Eight: Review Questions

1. Presentation training typically focuses on what?

A. Customer service

B. Information delivery

C. Marketing basics

D. Employee communication

Module Eight: Review Questions

2. What is one method of marketing presentations?

A. A printed flyer

B. Employee training session

C. A handbook

D. Microsoft PowerPoint

Module Eight: Review Questions

3. What is one way an agent can provide copies of their presentation?

A. Show it on a big screen

B. Make the session viewable online

C. Provide printed programs

D. Invite a lot of people to watch it

Module Eight: Review Questions

4. What is one benefit of providing copies of a presentation to the audience?

A. The audience can take notes

B. The audience can take notes for other companies

C. The agent only has to speak once about a topic

D. It eliminates questions the audience may have

Module Eight: Review Questions

5. When practicing their presentations, agents should start by doing what?

A. Presenting in front of a large group

B. Practicing with small groups

C. Doing online videos only

D. Asking to present with another person

Module Eight: Review Questions

6. While the agent practices their presentation, the trainer should do what?

A. Offer criticism

B. Stare at the agent the entire time

C. Provide feedback

D. Leave the room

Module Eight: Review Questions

7. Why is it important to offer different marketing resources?

A. In case one method breaks

B. In case no one likes the first method

C. It allows the agent to pick which one they like

D. It gives the audience viewing options

Module Eight: Review Questions

8. When an agent is able to offer more marketing resources, they do what?

A. Become more versatile

B. Become stressed

C. Favor one method over another

D. Get bored with the material

Module Eight: Review Questions

9. One of the final steps of the recruiting is creating and using a _____.

A. Client list

B. Recovery system

C. Marketing presentation

D. Sales pitch

Module Eight: Review Questions

10. When creating a _____, one of the first aspects to consider is how you want to present it.

A. Board meeting

B. Marketing presentation

C. An upcoming team meeting

D. Black book



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Social networking sites provide an unparalleled ability for people to stay connected in new and unique ways.

Michael Bennet

MODULE NINE

Provide Social Media Training

With the rise of technology, social media has become a whole new world in the marketing industry.



Social Media is Key to Networking!

Over the years, social media continues to grow with new applications being created every day.

Websites and Blogs

A blog can either stand on its own site or be linked to the company's official website.





Facebook and Twitter

Like Facebook, Twitter allows companies to create a profile and invite people to follow them, create posts that encourage conversations, and engage with their clients.

LinkedIn

LinkedIn is helping businesses expand their brands and make their presence known on social media.



Practical Illustration



- Social Media is Key to Networking!
- Websites and Blogs
- Facebook and Twitter
- LinkedIn

Module Nine: Review Questions

1. Why is social media said to be the key to networking?

A. It connects people together worldwide

B. The sites are all owned by the same people

C. It works as a great training tool for new agents

D. The sites allow users to be anonymous

Module Nine: Review Questions

2. What can businesses MOST likely accomplish on social media sites?

A. Create new products/services

B. Rewrite their training procedures

C. Directly connect with customers and clients

D. Train their employees

Module Nine: Review Questions

3. According to the modules, websites are usually recognized by what factor?

A. Their place on the internet

B. The .com suffix

C. Their page's bright colors

D. The slow ability to load properly

Module Nine: Review Questions

4. Web blogs were first introduced and used as what?

A. Photo galleries

B. Social media sites

C. Chat rooms

D. Personal online journals

Module Nine: Review Questions

5. Facebook is one social media site that allows companies to do what?

A. Market to customers around the world

B. Act as an individual person

C. Join social groups

D. Troll other users for marketing leads

Module Nine: Review Questions

6. Twitter is a social media site that was created in what year?

A. 2008

B. 2006

C. 2004

D. 2002

Module Nine: Review Questions

7. LinkedIn is a social media network that is designed for what?

A. Friends and family

B. College students

C. Parents

D. Business professionals

Module Nine: Review Questions

8. Since launching in 2003, LinkedIn has reached approximately how many registered users?

A. 15 million

B. 12 million

C. 9 million

D. 6 million

Module Nine: Review Questions

9. _____ is a tool that links people from all across the globe.

A. Myspace

B. Xanga

C. Social Media

D. Photobucket

Module Nine: Review Questions

10. _____ is designed to keep people connected.

A. The phone book

B. Social media

C. Sunday dinner

D. The workplace



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Hire for passion and intensity – there is training for everything else.

Nolan Bushnell

MODULE TEN

Provide Training in Recruitment

Before an agent can go out into the world to seek new agents, they have to know the rules and methods of how to recruit them!



Building a Contact List

As a trainer agent, you may need to help out the trainee by providing a few leads for them to start with.

Leveraging Personal and Professional Networks

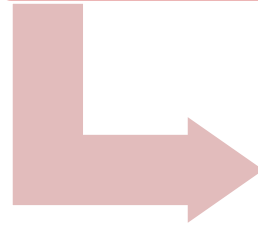
Remind them to always use their manners and return any favors they may receive.



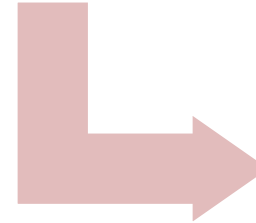


Provide Presentation/ “Elevator Speech” Training

Determine
your
objective



Show your
rarity



Timing is
everything

Discuss Follow-up

One of the most important steps of a presentation is the potential to follow-up with interested recruits.



Practical Illustration



- Building a Contact List
- Leveraging Personal and Professional Networks
- Provide Presentation/ “Elevator Speech” Training
- Discuss Follow-up

Module Ten: Review Questions

1. Agents in training are taught to do what?

A. Build their profile first

B. Join all social media sites

C. Reach out to build their network

D. Stay off the grid for a while

Module Ten: Review Questions

2. What can a trainer do to help new agents build their contact lists?

A. Stand by and watch the agent work

B. Give them your list of contacts to copy

C. Tell them who to contact

D. Provide warm leads

Module Ten: Review Questions

3. What is one way agents can leverage their personal or professional network?

A. Read books on professional business

B. Attend professional seminars

C. Watch presentations online

D. Ask their mentors to contact people for them

Module Ten: Review Questions

4. When leveraging a network for help, the agent must remember to do what?

A. Return the favor

B. Ask for more favors

C. Nothing

D. None of the above

Module Ten: Review Questions

5. An elevator speech typically lasts how long?

A. 1 to 2 minutes

B. 2 to 3 minutes

C. 3 to 4 minutes

D. 4 to 5 minutes

Module Ten: Review Questions

6. When creating their own marketing presentation, the new agent must determine what?

A. The purpose of the presentation

B. The music they want to use

C. What to color on their poster boards

D. Their stage name

Module Ten: Review Questions

7. What is the final part of a marketing presentation?

A. The product introduction

B. The fact slides

C. The wind up

D. The follow-up session

Module Ten: Review Questions

8. An agent should be prepared to do what during a follow-up session?

A. Answer questions from the client

B. Clean up the presentation area

C. Repeat everything they said in the presentation

D. Pay for the rental hall

Module Ten: Review Questions

9. Before an agent can go out into the world to seek new agents, they have to know the _____ of how to recruit them.

A. Rules

B. Methods

C. A and B

D. Secrets

Module Ten: Review Questions

10. A _____ will have the answers when the recruits have questions.

A. Manager

B. Trained agent

C. Member of HR

D. None of the above



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Without ethics, man has no future.

John Berger

MODULE ELEVEN

Provide Ethics Training

Clients will investigate any company they want to do business with, so it is important to ensure they see a positive and ethical stance from the company.



MLM and Bad Raps

When MLM agents move out into the market, it is important for them to always act ethically and honestly.

Only Follow-Up if Opted-In

We discussed that it is important to secure follow-up sessions with clients after a presentation has been given.



Keeping the Sales Pitch Honest

Ensure that the channels of communication are always open, and keep interest genuine.



Keep Expectations Realistic

When agents prepare to sign on new agents or deliver a sales pitch to a customer, it is important to keep the expectations realistic.



Practical Illustration



- MLM and Bad Raps
- Only Follow-Up if Opted-In
- Keeping the Sales Pitch Honest
- Keep Expectations Realistic

Module Eleven: Review Questions

1. What is one reason MLM is said to have a bad reputation?

A. The agents are mean

B. The presentations are boring

C. Their processes can be misleading

D. The company is too big

Module Eleven: Review Questions

2. What can an agent do to counteract the MLM's bad reputation?

A. Divert attention

B. Act honestly

C. Make up rumors about a competitor

D. Don't answer any questions

Module Eleven: Review Questions

3. An agent should never do what regarding a follow-up session?

A. Offer the session to the client

B. Answer questions outside of a follow-up session

C. Give clients information about setting up a follow-up session

D. Pressure the client

Module Eleven: Review Questions

4. Agents are trained to follow-up with a client at what point?

A. If the client opts them in

B. At the beginning of the presentation

C. Immediately after the presentation ends

D. Several days after a marketing event

Module Eleven: Review Questions

5. A marketing or sales pitch should never include what?

A. Photographs

B. False facts

C. Bright color

D. Long forms of text

Module Eleven: Review Questions

6. An agent should always be willing to do what for clients?

A. Give a free trial of the service

B. Provide special pricing for certain customers

C. Offer their friends a discount

D. Answer their questions

Module Eleven: Review Questions

7. How are expectations made realistic for marketing agents?

A. They are aware of work they must do to succeed

B. They are told they can make big bonuses after several projects

C. They think they can take time off when business is slow

D. They are unsure of how much of an investment they need to make

Module Eleven: Review Questions

8. According to the module, how are expectations made realistic for the marketing client?

A. They know how to contact the agent

B. They are unsure if they need to pay money now

C. They are made aware of result turnaround times

D. They think the agent will go away if they don't look at them

Module Eleven: Review Questions

9. Ethics in the workplace is essential and _____ responsibility.

A. The boss'

B. The new recruit's

C. Everyone's

D. No one's

Module Eleven: Review Questions

10. Clients will investigate any company they want to do business with, so it is important that your company present as _____.

A. Positive

B. Ethical

C. Online

D. A and B

MODULE TWELVE

Wrapping Up

Although this workshop is coming to a close, we hope that your journey to learning Multi-Level Marketing is just beginning.



Words From the Wise

Best results are often achieved well before you need a job, by consistently networking so that when you find yourself job-hunting you have a large network to work with.

- Erik Qualman

Whether B2B or B2C, I believe passionately that good marketing essentials are the same. We all are emotional beings looking for relevance, context and connection.

- Beth Comstock

Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they'd like to go.

- Seth Godin