

Multi-Level Marketing

Multi-level marketing, also known as MLM, is a business marketing strategy that many companies use in order to encourage current agents to perform while at the same time growing the team by recruiting and training new agents. This tactic of marketing helps boost the company's sales force not only from the sales of the primary agent, but also from the sales and profits of the agents they have recruited.



With our Multi-Level Marketing workshop, your participants will discover the specifics of how multi-level marketing works and how to effectively source agents. For many companies, it can prove to be a valuable tool for not only building revenue, but also for building their marketing and networking circles.

Course Outline:

Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Module Two: How Does Multi-Level Marketing Work

- Networking Marketing
- Independent Agents
- Commission-Based
- Agents Recruit New Agents
- Case Study
- Module Two: Review Questions

Module Three: Building a Contact List

- Leverage Personal Networks
- Warm Lists
- Internet Lead Generation
- Purchasing Lead Lists
- Case Study
- Module Three: Review Questions

Module Four: Recruiting New Agents (I)

- Draw on Personal and Professional Network
- Recruit Satisfied Customers
- Recruit Those Who Seek Work Flexibility
- Stress Benefits of Being Agent
- Case Study
- Module Four: Review Questions

Module Five: Recruiting New Agents (II)

- Invitation to Marketing Presentation

- Focus Presentation on Benefits
- Showcase Success Stories
- Provide Several Presentation Media
- Case Study
- Module Five: Review Questions

Module Six: Training MLM Agents

- Sponsorship/Mentorship
- Provide Training in Marketing
- Provide Training in Recruitment
- Provide Ethics Training
- Case Study
- Module Six: Review Questions

Module Seven: Sponsorship/Mentorship

- Pair New Agents with Mentors
- Benefits of Sponsorship/Mentorship to Mentee
- Benefits of Sponsorship/Mentorship to Mentor
- Best Mentorship Practices
- Case Study
- Module Seven: Review Questions

Module Eight: Provide Marketing Presentation Training

- Provide Training in Presentations
- Provide Copies of Marketing Presentation
- New Recruits Practice Presentation
- Offer Marketing Resources
- Case Study
- Module Eight: Review Questions

Module Nine: Provide Social Media Training

- Social Media is Key to Networking!
- Websites and Blogs
- Facebook and Twitter
- LinkedIn
- Case Study
- Module Nine: Review Questions

Module Ten: Provide Training in Recruitment

- Building a Contact List
- Leveraging Personal and Professional Networks
- Provide Presentation/ “Elevator speech” Training
- Discuss Follow-up
- Case Study
- Module Ten: Review Questions

Module Eleven: Provide Ethics Training

- MLM and Bad Rap for Ethics
- Only Follow-up if Opted In
- Keeping the Sales Pitch Honest
- Keep Expectations Realistic
- Case Study
- Module Eleven: Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations
- Recommended Reading