



# How to Run a Successful Direct Selling Business

*Presentation by Amelia Ramphadi, Amimo Holdings Pty Ltd - 14/10/2018*

***In this article you will discover the simple basics on how run a Successful Moringa Multi Level Company. I hope you will learn and enjoy this presentation.***

Multi Level Marketing/ Direct selling business can be a good opportunity, provided the emphasis is placed on selling products rather than introducing up new members.



## Getting Started:

In order to start your own network marketing company you can enroll with an existing company, such as Amiskin or start your own from the ground up. Alternatively, you'll need to establish a relationship with a wholesaler or manufacturer to turn out your actual product if you want to eliminate the costs of being a manufacture.

### What will you need:

#### 1. A REGISTERED BUSINESS:

Have a registered business and you'll need to register for tax as well, e.g. Close corporation, Company, etc

#### 2. PRODUCT:

Choose the product that you want to sell. However you will need to do market research if you want to be the manufacturer as well. That means you'll need to know what the market needs, what problem will you be solving before you finalizing on your product. For example, at Amiskin we decided to manufacture and sell skin products that are being manufactured from Moringa and other essential oils, the reason being most people nowadays are health cautious and are facing lot of skin challenges. Our products eliminate those challenges.

If you decide to be a manufacture as well, make sure your products has been tested and good manufacturing practice is been practiced.

#### 3. BRANDING:

Chose branding that will attract customers. Compare your packaging with your competitors and come up with the best packaging and branding that will represent your Brand. Colour combination is also important on your branding.

## Your Team:

You will need to have a team of professionals. These can include IT Personnel, Design and marketing team, Sales people, Finance personnel, QA if you are a manufacture.

### Compensation plan and Price Structure ( IT and Finance Team)

Set the wholesale price based on your costings /expenses and also set up selling prices for your agents. Decide on the compensation plan either:

Binary Plan structure, Unilevel, Generation plan, etc. At the end of the day you must decide. Establish a commission structure for your agents on several different levels. Set

commissions at, e.g., 10% for first-level sales, where agents earn money off those people they recruit. Set commissions on levels two and three at 5% each, for example, allowing agents to earn commissions off people they recruit. ( See the example of Amiskin Compensation Plan attached.)

### **THE IT TEAM**

Design the professional website which explains the business opportunity you offering. Decide on the network marketing software for commission-payments. Integrate your compensation plan with your software. Use your commission-payment software to calculate the commissions of all agents. Let the system pay commission when its due. Also decide how you going to pay agents, either cash, eft, by using their commission to pay for ordered stock or by giving them discounts. The system must allow the agents to login and see how their business is doing.

### **THE MARKETING TEAM**

Create an instruction manual for all agents – the manual should explain how to earn commission, how to progress through ranks, etc, and also highlighting various ways to advertise their network marketing businesses.

Create a distributor's kit for all potential agents, which includes the instruction manual, a catalog, price list, pamphlets and order forms. (e.g., see what Amiskin Starter kit includes.)

Design business opportunity presentation which will be used when there is a gathering or a group of people.

## **Marketing Your Business**

Advertise your direct selling business opportunity in major business opportunity magazines, Social media, Newspaper, Local radio stations, TV, etc. However word of mouth is still the best and is free.

Mail a sales letter brochure and order form out to people who respond to your ads. Call people back when they inquire about your network marketing opportunity. Recruit agents into your business on an ongoing basis.

Get a merchant account through your bank so you can accept credit cards online. Create self-replicating sites for your agents so they can recruit their own distributors.

Self-replicating sites will have the same URL or address as your site, but with unique extensions or identification numbers, e.g., [www.amiskin.co.za/modjadjiA7255](http://www.amiskin.co.za/modjadjiA7255). This should be automatically be created by the system when you enroll your agents.

Decide on how you going to deliver your products to your agents as they cannot all be collecting from the office.

Always encourage and motivate your agents by giving them incentives.

## **Final Checklist:**

### **Items you will need**

- Product
- Commission payment software
- Instruction manual
- Catalogs
- Brochures
- Price lists
- Membership forms
- Order forms

### **Reasons that can kill your direct selling business.**

- If you are always out of stock
- Failure to respond to queries
- Failure to deliver ontime
- Failure to payout commissions on time without communication
- Failure to promote your business to new and existing customers or agents

### **What is the easiest way to start your networking marketing:**

1. Contact Amiskin via email or whatsapp - +27727705040 or info@amiskin.co.za
2. Receive your membership application and complete it
3. Chose the starter kit of your choice and deposit the required amount
4. Whatsapp or email your form and deposit slip
5. Within 3 -7 days receive your products if you are in South Africa
6. Immediately start selling your products.

***Just by doing that you would have eliminated all the hassle of becoming a manufacture.***

Experience the value and fulfillment to build a consistent, reliable and growing income by becoming Amiskin agent.

Thank you very much for your time. I hope you all benefitted from my presentation.

All I can emphasise is that follow your dreams and vision.

Be your own version.

Write your own story.

We all EAT AND PLANT MORINGA, but our story will never be the same.

From me Amelia-

I Love you all.

Keep making noise about Moringa.

*Eat and Plant Moringa*