

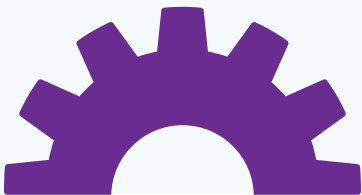
Best Practices for Supporting the Field

Sophisticated Audiences Necessitate Channel Shifts



What’s Working in the Field

- ♦ More authenticity, less glossy perfection on social media accounts
- ♦ Responding to evolving consumer expectations
- ♦ Responding to evolving entrepreneurs’ expectations
- ♦ Drip-training (Train in bite-size pieces)
- ♦ Effective personal-branding training
 - Less “I love gardening & dogs”
 - More “Connect with me for this unique, relevant perspective”
- ♦ Platform-specific training on social media
 - Demographics of platforms
 - Most effective post practices
 - How to: create reels/get better engagement/analyze results
- ♦ Social media practices like Curiosity Posts + Add, Tag, Message
- ♦ Trainings that show HOW-to vs. psychology of WHY-this
- ♦ Trainings that acknowledge best practices are evolving more quickly due to consumer sophistication
- ♦ In-person Trainings – people still love gathering with those they enjoy being around
- ♦ Team retreats
- ♦ Apps that make customizing communication simple and quick
- ♦ Allowing Distributors, Customers and Prospects to “see themselves” represented in corporate-produced material
- ♦ Roadblock-free purchasing & joining through excellent e-commerce platforms
- ♦ Active team connections via social media
- ♦ Perks for attending annual conferences in-person



What’s NOT Working in the Field

Despite some claims that “getting back to the basics of the channel” will reinvigorate growth, there are some former best practices that – when leaders double-down on them – drive away existing and prospective Distributors and Customers.

- ♦ Time-intensive commitments
 - Weekly team meetings
 - Annual conferences that are in-person only
 - Week-long Facebook parties
 - Hour-long Opportunity or Training Zooms
- ♦ Three-way calls as protocol for every prospect
- ♦ Commenting “Sent you a DM” to a curiosity-post responder
- ♦ Firehose/indiscriminate training—don’t teach Day 21 Distributors about email lists
- ♦ “Dialing for Dollars” (common consumer practice is not answering unexpected calls)
- ♦ Corporate-produced social squares/videos that are product ads
- ♦ Any social post that looks/feels like it’s selling something
- ♦ Weekly sales & promos—Distributors and Customers are recognizing they can wait for a deal
- ♦ Assuming experience gained by having a large organization = leadership skills



Best Practice Transitions

Sometimes a Best Practice experiences an evolution, rather than simply going away. Here are a few transitions that are getting improved results.

STANDARD	IMPROVED
<input checked="" type="checkbox"/> Long 3-way calls	<input checked="" type="checkbox"/> Convenience communications (messaging apps)
<input checked="" type="checkbox"/> Recognition on personal social media pages	<input checked="" type="checkbox"/> Recognition on corporate & team pages
<input checked="" type="checkbox"/> 10-12 months to earn incentive trips	<input checked="" type="checkbox"/> Shorter time frame for earning incentive-trips
<input checked="" type="checkbox"/> Incentive Trip once every 12-18 months	<input checked="" type="checkbox"/> More frequent incentive trips
<input checked="" type="checkbox"/> Websites that force potential unattached Customers/Distributors to choose a rep	<input checked="" type="checkbox"/> Assign an unattached Customer/Distributor after purchase/sign-up
<input checked="" type="checkbox"/> Forcing Distributors to “choose 1 DS company” to rank-up with	<input checked="" type="checkbox"/> “Platforming” only Distributors who don’t publicly recruit for other DS companies*

**“Platforming” is featuring a Distributor as a speaker or trainer on any company platform—such as a Zoom, a training or any corporate event.*

What Hasn’t Changed

These necessities remain a constant for field members, even though delivery/methods have shifted:

- ♦ Mastering the mundane
- ♦ A DMO (Daily Method of Operation)
- ♦ Good customer acquisition process
- ♦ Understanding that all offers must be something in which the prospect has already expressed interest
- ♦ Effective follow-up
- ♦ Actually following up
- ♦ Personal & leadership skill development
- ♦ Integrity