

TOP

5

Ways to THRIVE in 2025



1

Recruiting



- 4 in 10 Consumers have a “side gig/hustle.” (Pymt.com May 2025)
- Millennials & Gen Z believe that “gigs” claiming to pay more than \$500 a month are a scam.
- GenXers don’t want to consider any opportunity that pays less than \$1k/month. (Bridgehead Collective, 2024.)

» Have strategies for both.

3

Sales



- Consumers can be trained to buy only during sales; a lose/lose proposition.
- 41% of Consumers stock up during sales. (Engage3, October 2024.)

» Have a sales strategy that protects the value of your hero product.

**Consumers are both potential brand partners and customers*

5

Create Urgency with Events



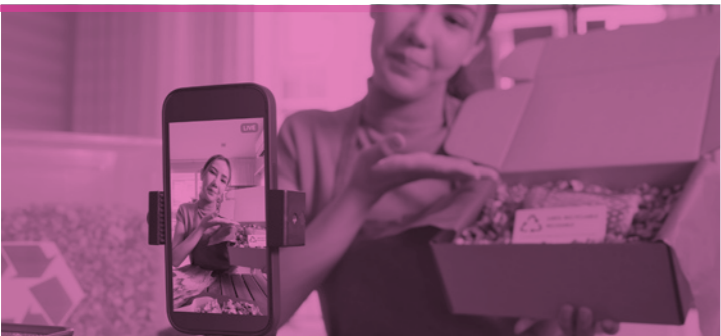
- Use incentives to drive desired behavior, not win the favor of top leaders
- Determine whether the incentive earners have kept pace with overall numbers (sales, recruiting, retention)
- Historically, conference attendance has created excitement—determine whether conference attendance has kept pace with active field size.
- If information shared at a conference is truly crucial, don’t gate-keep; offer virtual attendance.

» Travel and hotel expenses are on the rise; consider regional events to create excitement.

» Consider whether to combine the annual conference with the incentive trip—allowing the Field to earn or buy in.

2

Retention



- Consumers view influencers talking about all their favorite brands as authentic.
- Brand loyalty is declining among Consumers. (Zeta Global)
- Consumers don’t place loyalty to a brand above loyalty to being their authentic selves.
- Consumers want to be able to share what they love.

» Consider ways to allow brand partners to represent your products and feel they’re authentic to themselves.

4

Win Back Customers



- Know your abandoned cart rate
- Know the average purchase amount
- Know which promotions increased the average purchase
- Know which promotions brought new consumers

» Create a win-back campaign using the data above.

