# MAKING YOUR DECISION

## About Starting An MLM Company

**"Did you ever wonder why some MLMs fail and others achieve massive success?"**

*Allow Me To Help You In The Decision Making Process*
*— Robert Proctor*

Global Network Marketing Solutions — Since 1987

www.mlmstartupguide.com

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# Starting Your Own MLM Business

***"Did you ever wonder why some MLMs fail, and others achieve massive success?"***

This magazine is all about helping you make the decision to move forward with your business in the exciting network marketing industry.

In conjunction with our global team, I will personally work with you to launch your network marketing company. I will be with you every step of the way, from analyzing your product pricing to the design and implemention of your compensation plan, website design, vendor relationships, and more. I will teach you how to prepare for explosive growth, and then I will consult with you on how to manage and scale your business!

If you really desire to achieve long term success, you absolutely must learn as much as you can, and then align yourself with dedicated industry professionals that have experienced every aspect of the MLM industry.

This magazine, if read thoroughly, will help you navigate through the costly and timely maze of your MLM setup requirements so that you can make your decision feeling fully satisfied that you've done your proper due diligence.

Whoever you select as your Strategic Partner, YOU absolutely must partner with a company that will build upon a "relationship of value" rather than a "relationship of a price!"

Sincerely,

Robert L. Proctor

***"Allow Me To Help You In The Decision Making Process"***

***Hello, I am Robert Proctor.***

***My goal is to help you become successful with your MLM enterprise.***

***I encourage you to read my magazine cover-to-cover, and then contact me to discuss how we can build a lifelong business relationship together.***

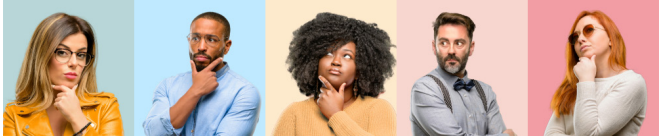
***Looking forward to hearing from you.***

***Sincerely, Robert***
***+1 888-415-0554***

# Let Me Teach You

## Get serious today!

# 1st Is MLM Right For You?



In many ways, we're being forced into entrepreneurialism, because the dream of a rewarding future, upward mobility, and an exciting career is fading more and more every day.

Large traditional businesses can no longer guarantee salaries or security. The payoffs today are layoffs, stagnating careers, and organizational politics.

## So much for a secure career!

The sooner you face the fact that employers can no longer fulfill your expectations of personal success and financial security, the sooner you can move forward with the decision to doing something about your future.

## What is the answer?

Owning a multilevel marketing business is a viable way to control your own destiny. The goals of meaningful work, personal satisfaction, and control over your own life can be achieved if you own your own multilevel marketing company, **and it's easier to get started than you might think**. So, precisely what's involved in starting your own multilevel marketing company?

For sure, you'll need a degree of entrepreneurial spirit, a mindset that gives you the confidence to work with people, and the motivation to pursue your dreams.

It will be much easier if you can rely on a proven support team to help you grow your business.

## Vision And Management

Management is the brain of your company. Without it, the company will blindly stumble around without purpose, conviction, or direction. While disagreement among management can be healthy, the management team must share a Common Vision.

The first thing you should do with your new company is to establish the "Management Vision"; what the company is, and where it is going. Once the Management Vision is set-in-stone, you are ready to bring in management personnel to help drive the company towards its intended Vision.

## Key behavioral qualities

Preparedness, on your part, to be coached by industry professionals is essential to your success.

Persistence and focus on work habits are essential because MLM is not a "get-rich-quick scheme."

MLM is a legitimate and legal business marketing model. Government regulators require MLM providers to prioritize retail sales and focus less on recruitment. Pyramid schemes are now outlawed in most, if not all, countries.

MLM relies on building networks of people who sell products to the end-user, through a network of independent contractors, referred to as Distributors. It is an established multi-billion-dollar marketing strategy spanning the entire world, and many experts predict that MLM could outpace franchising as a business model.

MLM organizations recruit individuals to act as independent distributors. These distributors are paid sales commissions, and operate as self-managed entities.

## A motivated entrepreneur can easily set up a network marketing company

MLM, as a business opportunity, has a low start-up cost and relies on the ability of individuals to recruit distributors and actively build relationships that foster win-win scenarios for all parties.

It reminds me that entrepreneurs are the doers of the world. And, it makes me think of what someone once said about people in general. "Folks are divided into three groups.

***90% of start-up ventures fail during their first year of operation***

Some spend their lives doing things, others have things done to them, and the rest watch."

The great Dr. Norman Vincent Peale says, "I want to tell you about the two most powerful words in the world. The first has only five letters, but it has the strength to move mountains. That word is called "FAITH." Faith in yourself, faith in others, faith in your abilities, and faith in your future. If you don't have faith, who will have faith in you?" For you, the entrepreneur, that faith must become second nature.

Then he speaks of the second of the two most powerful words in the world. So powerful, that if you allow it to, it can wipe out faith. That word is a four-letter word called FEAR, fear that you can't be or do something, fear of the past and its consequences, fear of tomorrow for what tomorrow might bring, fear that you might fail.

Joe Girard, an exceptional salesperson, says that you should:

***1. Believe in yourself.***
***2. Associate with confident people.***
***3. Tune up your confidence machine.***
***4. Be master of your ship.***
***5. Keep busy.***

MLM is for you if you can master these simple 5 Key Requirements.

Helping you control and conquer that self-destructive fear is the purpose of this publication, "tune up your confidence machine" and be the "master of your ship" by turning fear into faith and confidence, with the knowledge you WILL turn your Vision into reality.

Software solutions must be combined with a comprehensive business solution and a support service plan, because of the extraordinary failure rate of start-up companies.

According to the U.S. Small Business Association, 90% of start-up ventures fail during their first year of operation. The common reason for the failure is that a significant percentage of people cannot fathom or manage all the nuances and requirements inherent in a new business venture.

***Here are 24 Reasons you SHOULD start your own Network Marketing Company...***

# 24 REASONS YOU SHOULD START A NETWORK MARKETING COMPANY

1

You believe network marketing is

## A BETTER WAY TO SELL

You have product(s) or service(s) that provide

**VALUE & BENEFIT**

to the end user

You genuinely want to help others

**ENHANCE THEIR LIFESTYLE**

Your product can be

**MARKED UP 6-8 TIMES**

from cost, and still be competitively priced

You have experience

**MANAGING A TEAM**

and can get the best out of people

5

6

You have an

**INSPIRING STORY**

behind your products, services, and company

You completely understand that you are in the

**NETWORK MARKETING BUSINESS**

(Embrace it)

7

You have a solid
**UNDERSTANDING**
of your
compensation plan

8

9

Arrogance,
greed and ego
**WILL NOT**
be your
driving force

You recognize
**MOMENTUM**
is what
network marketing
is all about

10

11

You are happy when distributors

**EARN A BIGGER CHECK THAN YOU**

You want to

**REWARD, RECOGNIZE & INCENTIVIZE**

your distributors

12

13

You promote events because you know

**EVENTS MAKE MONEY**

You understand
**QUALITY MLM SOFTWARE**
is critical to your success

You
**"LEAD"**
with Products
and
**"FOLLOW"**
with
Opportunity

You know
**ABSENTEE MANAGEMENT DOESN'T WORK**

You know where you are going
**(VISION STATEMENT)**
and how to get there
**(VISION PLAN)**

You have access to
**START UP CAPITAL & FUNDING**

You are
**PROUD**
to be in the multilevel marketing business

You know what
**BEING IN MLM**
is all about

At the end of
the day you
know you are in
**THE PEOPLE BUSINESS**

You know the
**DIFFERENCE**
between
"Marketing"
and
"Prospecting"

You know the more
you put in
# THE MORE YOU GET BACK

# The Perfect Product

## Every MLM company's mission should be to sell products and services.

With all the hype and hoopla that surrounds MLM, it really boils down to one thing and one thing only: Sell your products and services before all else!

Towards that end, MLM companies are no different than their counterparts who have chosen alternative methods by which to market and sell their wares.

Think about it. Is Walmart, a giant in retail sales, in business to make clever commercials, and promote smiley faces? No, of course not! Those things are merely support tools for their real purpose of selling product and generating corporate profits.

As a current or prospective MLM company owner, you cannot let yourself become mesmerized by the hyperbole of the industry. You must stay focused on the end goal of making sales.

The easiest way to maintain focus is to think strictly in terms of survival. **Question:** What is the one thing that you cannot remove and still have your company remain intact? **Answer:** Its products and services. MLM companies are sales organizations. Without a product to sell, there can be no sales organization and therefore, no company.

Choosing a viable product or service, understanding it, and making it salable is the foundation for your success. Focus on the merits of your product or service before getting caught up in lifestyle and double back-flip bonuses, and your chances of building a successful MLM company increase exponentially.

If you are contemplating the launch of an MLM venture because you are under the "get rich quick" ether, stop now and save yourself time, money and heartache.

The cornerstone of any successful MLM company is its product and service offerings. Whether it is a single dynamite product or an entire product line, a viable product is a surefire way to make repeat sales.

Pressure selling may well cause people to join your company initially, but only great products or services will motivate them to continue selling.

**Bottom line: substance sells.**

# The Best Compensation Plan

## Compensation Plan?

What is a Distributor compensation Plan? The Distributor Compensation Plan is the vehicle by which an MLM company rewards its distributors for selling their products and services.

The compensation plan pays its distributors on a certain amount of levels of sales activity.

Distributors are paid on their own personal sales, they are also paid a percentage of the sales of the distributors they personally recruit, and additionally on levels below them, and so on, as defined by the Distributor Compensation Plan.

*To be **successful** as a company and to enjoy the fruits of your labor, you must **prioritize selling a product or service.***

## Will It Make Me Rich?

A common pitfall encountered by new company owners is the notion that the compensation plan will be the most important source of revenue for the company.

Compensation plans are not supposed to be the vehicle by which the company makes money. Distributors make money through compensation plans, the company should always focus on making money through the sale of their inventory of products and services.

“Breakage” (unpaid commissions) is something that some people will site as proof that the compensation plan is generating revenue for the company. That could not be further from the truth.

For those unfamiliar with the term breakage, it refers to sales volume that was eligible to be paid out under the terms of the compensation plan but was not, because certain distributors did not qualify to earn them. While certainly a windfall, breakage does not represent revenue.

Revenue is generated only on product and service sales. Without sales, there could be no compensation plan (and no company either). A company with $10,000,000 in sales volume, but only a 10% commission payback trumps the company with $100,000 in sales volume and 100% payback. After all, 10% of ten million dollars is much more attractive than 100% of one hundred thousand dollars.

In summary, to be successful as a company and to enjoy the fruits of your labor, you must prioritize selling a product or service, and not rely on breakage within a compensation plan.

## Legal

Myths and rumors surrounding the legality of compensation plans are abundant. During my years in MLM, and contrary to popular belief, no one has ever been sent to jail because of the design of their compensation plan!

The focus of regulators will primarily be on how someone joins your company as a distributor and if your opportunity is considered a lottery, whether or not you are delivering value for money, and whether or not the validity of claims made about compensation is accurate.

## Delivering Value

If you are not delivering value for money received, you will most certainly run into problems. Remember, the purpose of network marketing is the sale of products and services. You must offer a legitimate product or service for sale if you are to be considered a legitimate company.

Assigning a value to a product or service is basically common sense. As an example, you could choose to sell a nutritional product, a product that has substance and can clearly show value. As long as it is priced in the same general range to similar products, it is justifiable in stating that the product has value.

***Common Myth***

*No one has ever been sent to jail because of the design of their compensation plan!*

## Lottery

Most of us are familiar with the concept of a lottery – a lottery player purchases an opportunity to win a reward. Regulators will scrutinize your company from this perspective.

If a purchase is required to earn commissions, you are probably going to be considered a lottery. If no purchase is required to earn commissions, you are probably not a lottery. You do not want to be viewed as a lottery.

MLM companies are in business to sell products and services. You can require that someone "sell" a prescribed amount of volume to earn commissions. However, you cannot require that a person make a "purchase" to earn a commission, a fine line, but an important distinction to always be aware of.

On the other hand, if you chose to sell, for example, prayers, the ability to demonstrate value becomes more difficult. Prayer isn't tangible – you cannot see it, smell it, taste it, touch it, or directly access it for personal advancement. Establishing the value of the prayer, or if it was even delivered for that matter, is practically impossible. Also, if you believe strongly in the power of the prayer, there is no precise cut method of establishing value for it.

## Claims About Earnings

Claims on earnings are another regulatory focal point. Any projection of earnings must be provided with the caveat that the statement is not a guarantee that such revenues will be realized. If you do make a claim, you must have the hard facts to back it up.

For instance, it is perfectly acceptable to state that "over half of our distributors make $1,000 in their first month", "so long as you can produce hard evidence that at least 50% of all distributors that join your company do actually earn $1,000 or more in their first month. If you cannot demonstrate the accuracy of such statements, then you are making false claims about earnings.

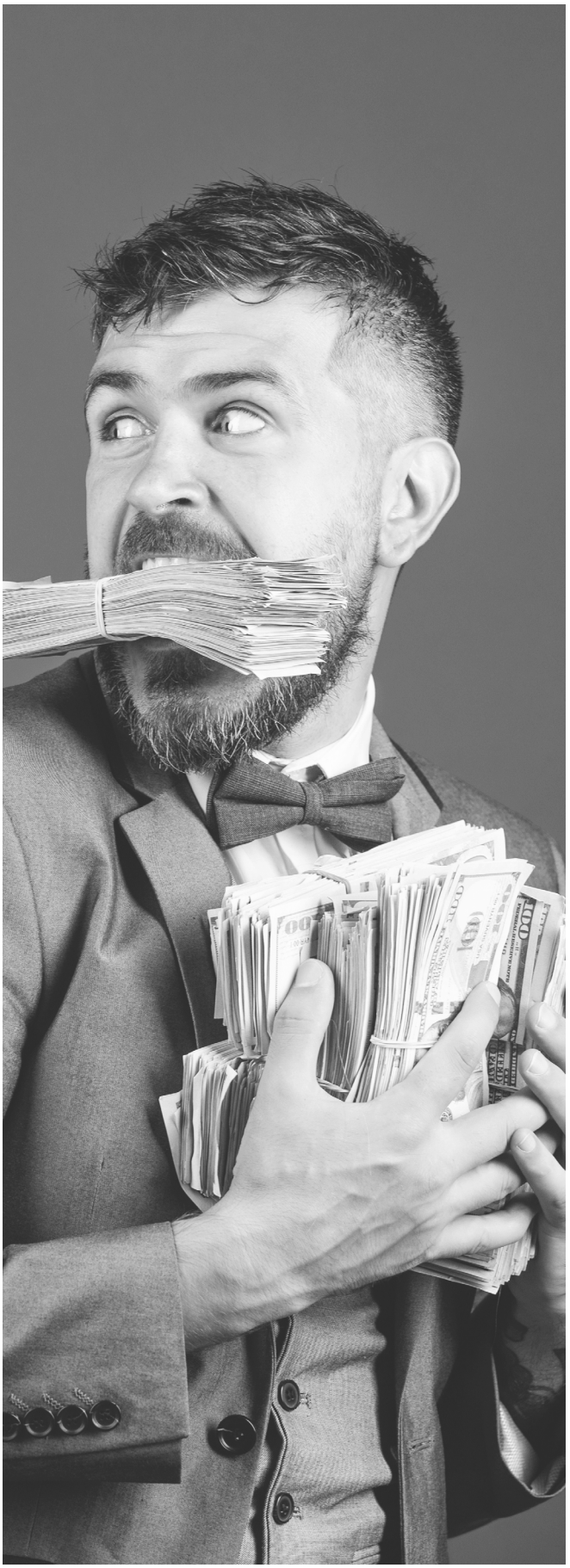
Do not let rumor, innuendo, and gossip govern how you select a compensation plan or run your company. Be sure to contact a competent MLM attorney. I am not an attorney, my understanding of legal issues related to MLM come from working with prominent industry attorneys. It is imperative that you seek your own sound legal advice. I would be happy to refer you to the top industry attorneys.

People often ask when the best time to contact an attorney is. Our opinion is that it is best to contact an attorney after you have developed your business concept and designed your compensation plan, but before it is launched and announced to the public.

**NOTE:** The difference between a "legal" and an "illegal" company can often be nothing more than the replacement of a few keywords in your literature.

Having worked with thousands of companies from the perspective of designing and building software, it is surprising how often people think that the most crucial aspect of launching a new venture is the finalization of the compensation plan.

As the CEO and President of MultiSoft, a global software development company that makes its living programming MLM software and compensation plans, we've seen them all. Naturally, the more complicated a compensation plan is, the more rules, twists and turns it



employs, the harder, longer, and more costly, it can be to program. Commit the following to memory: Formulation of a compensation plan is NOT the most crucial aspect of launching a new company and, the more complicated a compensation plan is, the less chance it has of being a successful part of your business.

Too often, people come to us for software,convinced that they need either a Matrix Plan, Binary Plan, or the popular plan of the moment, yet still do not yet know what they are going to sell!

Unequivocally, a well-designed compensation plan is essential for a company's success. However, the cold reality is that a compensation plan does not guarantee success, it only helps place you and your distributors in a position to succeed.

A compensation plan that is designed to fit your company's product or service, target market and business philosophy will have a more significant positive impact than one that was intended to "pay a lot of money."

## Keep Perspective

When evaluating how a compensation plan fits into your company, keep perspective. Take a look at some of the other companies out there. Go to an Amway, Herbalife, Nikken, etc. opportunity meeting, not to be sold, but to learn more about how they function as a company.

The results of what you discover may surprise you. Not all companies are selling themselves on the prospectus of making their distributors wealthy overnight.

As an example, take a careful look at Amway. Amway distributors are coached not to expect an immediate cash windfall. Instead, they are taught how to build a business according to the Amway model and to expect a return on their effort at some point – often years – in the future.

The lesson learned from Amway is most impressive. They are one of the longest established MLM companies with an instantly recognizable name selling a high volume of product, all while being upfront in their assessment that a successful sales organization can take time to develop.

Amway has built its business on the principle of fostering "Culture and Community." These terms are representative of the understanding that people want to build relationships and feel efficacy in their ability to participate in a greater good.

Experts at culture and community building, Amway is a prime example of a company that has achieved a high degree of success without making their compensation plan the focal point of the business.

***"Formulation of a compensation plan is NOT the most crucial aspect of launching a new company."***

# Designing Your Compensation Plan

Designing a successful compensation plan is about building a "whole company." By whole company, I mean one that satisfies **5 Key Areas of Competency** and also has those areas operating in unison with one another.

**Each of the 5 areas are:**

**(1) Management**
**(2) Product and Service**
**(3) Opportunity**
**(4) Community**
**(5) Compensation**

## Management

Management is the brain of your company. Without it, the company would blindly stumble without purpose, conviction, or direction. While disagreement among management can be healthy, the management team must share a common vision.

The first thing you must do is establish the management vision – who the company is, and where it is going. Once the vision is solidified, you are ready to bring in management personnel that shares in, and helps drive the company towards its intended vision.

**Bottom Line:** send a universal message from the brain and the body will follow.

## Product/Service

The purpose of MLM is to sell product and service. If you are contemplating the launch of an MLM venture because you are under the "get rich quick" ether, stop now and save yourself time, money and heartache.

The cornerstone of any successful MLM company is its product or service offering. Whether it is a single dynamite product or an entire product line, a viable product is a surefire way to make repeat sales.

Pressure selling may well cause people to join your company initially, but only a solid product or service will prompt them to continue buying and selling.

**Bottom Line:** Substance sells!

PLANAHEAD

## Opportunity

A successful MLM company will sell an opportunity as well as product and service. Opportunity can come in many shapes and forms and does not always have to be strictly monetary in nature.

Often times, opportunity can be as simple as recognition – you would be surprised how many people are motivated by the opportunity to attend a company leadership conference or receive a special award pin which is a visual representation of achievement earned.

**Bottom Line:** build your ceiling high so that people don't bump their head when jumping for the dream.

## Community

The term Network Marketing aptly describes this industry for the very good reason that regardless of the amount of technology introduced, MLM remains a face-to-face business. MLM unequivocally serves as a social outlet for many people. You will have to build networks of relationships to succeed, MLM and solitude do not mix.

Recognizing and understanding this is essential to building a strong team and support structure (selling can be a tough business!). Face to face activities that spur participation will lead to relationships on which business can be built.

**Bottom Line:** forge unity through community.

## Compensation

A successful compensation plan accounts for the other four key areas before it is formulated.

Take into consideration the following when designing a compensation plan:

1. **Does it serve management's vision?** If it does, the organization will support thecompensation plan. If not, the compensation plan will be eroded by those that wish to change it.

2. **Does it fit the product/service being sold?** This can require time and practice to determine. For instance, a product with a low commissionable margin may not be suitable for a Binary.

3. **Does it offer opportunity?** Be sure to build a plan that provides plenty of room for growth and future achievement. This can be in the form of additional ranks or increased earning potential; the level of difficulty for reaching goals can vary, the essential element is allowing prospective distributors to visualize a future for growth within the opportunity.

4. **Does it foster community?** Compensation plans should be a catalyst for getting distributors to work together. Design bonuses that are dependent on working with the sales organization instead of against it. Many traditional sales outlets encourage pitting salespeople against each other. In MLM, we want our distributors to work together whenever possible.

When the compensation plan lines up with the other organizational goals and philosophies, it stands a much better chance of succeeding than one that does not.

Often times, company owners will hire outside resources to assist with plan formulation. In and of itself, there is absolutely nothing wrong with that, and it can undoubtedly be beneficial. What should be a consideration, however, is that the outside party learn about the organization as a whole before designing a compensation plan to suit it.

**Bottom Line:** a lucrative compensation plan will not lead to a successful company, however, a successful company will make a compensation plan profitable.

The Modeler

TheModeler.com

# "TheModeler.com"

## MLM Compensation Plan Modeler And Specifications Document Creator

Incredible! An Online MLM Distributor Compensation Plan Modeler that allows YOU to create your own unique compensation plan, plug in the percentages, understand your payouts (so you won't go broke), and then print out an MLM Technical Specifications PDF Document mmediately, **without the requirement to spend a single penny!**

Show this blueprint to your own programmer's and watch their reactions. Let them know your EXACT requirements BEFORE they start programming!

The blueprint, you will create, can be used by any competent MLM software programmer, however we hope you will choose MultiSoft.

More often than not, networkers contact software developers and ask... "how much is off the shelf software?" On the surface, it seems like a logical question, but in reality, it is a very naive approach to securing a software-based solution.

If I was a buyer and someone gave me a price for software without first knowing the exact requirements, I would run away as fast as I could!

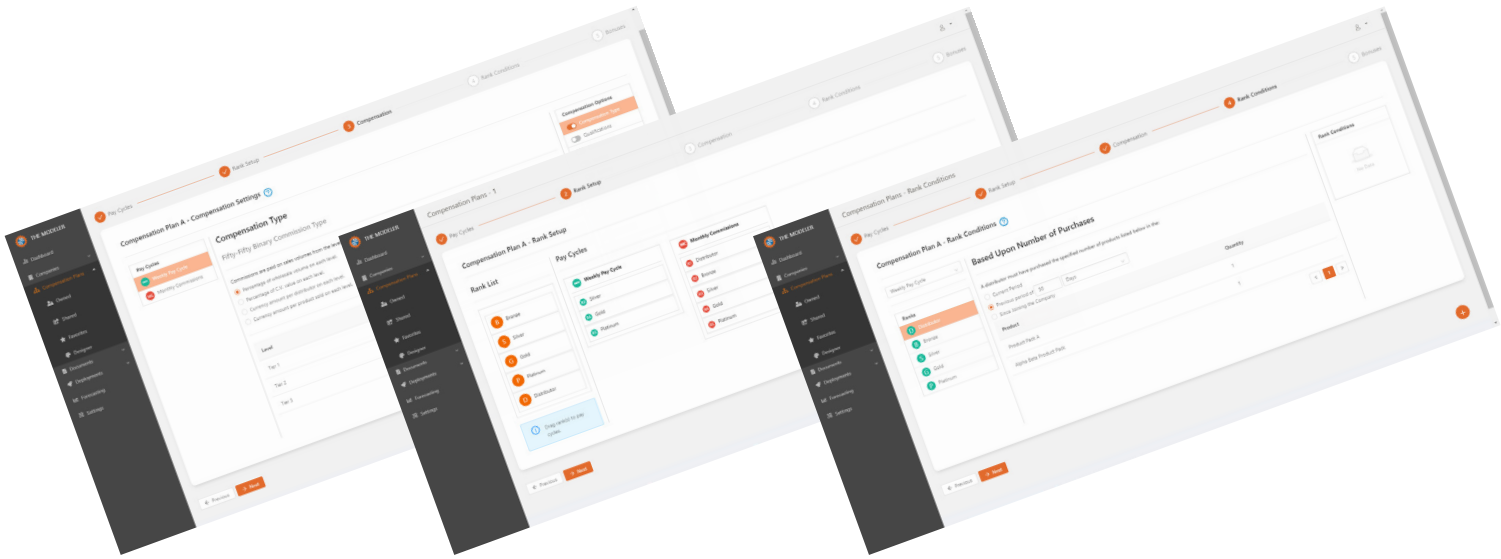
How in the world could someone make a cost assessment or deem that I could consider anyone's MLM software "off the shelf," before fully understanding my needs?

There is no compromise; ALL details must be addressed. Anything less is a song and dance aimed at securing your business with actual delivery being little more than an afterthought.

## Reputable software companies assess needs before offering solutions or pricing.

In this respect, software development is much like home building... you wouldn't agree to start construction on a house before determining if the Blueprints fit your budget – you must demand the same level of professionalism when building your MLM software.

**Make certain to get all of the details "on the table" before anyone talks money!**



Going through The Modeler will show you that even the simplest of compensation plans can get quite complicated when ALL of the questions that are critical to the delivery of yourcompensation plan and MLM Software are asked.

Before hopefully earning your business, we would like to earn your respect by investing our time and effort into building a long-term relationship... allow us to help you create and professionally document your compensation plan.

*Review at*
**www.TheModeler.com**

**Please reach out to us for help when using The Modeler. You'll most likely require our assistance in setting up your compensation plan... just pick up the phone and call us.**

**Florida +1 239-945-6433**
**Nevada +1 702-550-7835**
**Toll Free +1 888-415-0554**
**Philippines +63 2 856 9775**

# Selecting The Right Vendors

**Since 1987 my team and I have had a front-row seat. We've seen why some MLMs succeed and why others don't.**

Allow us to share our experiences with you, to help you avoid the pitfalls and heartaches of failure, we are here to help you achieve the success you were destined for.

Your chosen provider must have a solid background and experience in the MLM industry. As a minimum, they must employ both technical and business experts who have worked in this industry, hands-on, for a minimum of ten years.

The software system must offer the processing speed and agility that ensures all transaction processing functions without delays or interruptions.

The system must be able to handle your massive business growth and not grind to a halt at some arbitrary level of transaction volume.

All MLM business modules must be fully integrated. This includes your enrollment, shopping cart, payment platform, shipping, distributor compensation and commissions, report processing, and more.

From a technical viewpoint, the system must be PCI compliant, payment gateway compliant, and use the highest levels of security.

- *The vendor must demonstrate and maintain a vested interest in your ongoing success. Poor response behavior is unacceptable.*
- *Inadequate staff with one-person-answering everything is equally unacceptable.*
- *The provider's response time for system additions and enhancements must be acceptable.*
- *The support service response time for a distributor network should be 24/7. Your distributors will not sit around waiting.*
- *Support services must be included in the subscription fee, not provided in a case-by-case manner with an additional cost per incident.*

# Software Vendor Evaluation

## Let's summarize the essential Features and Services that your MLM Software provider must supply.

Do you enjoy working with your current MLM software vendor, their account executive, your project manager, the compensation plan team, and your training coordinator?

### Questions you must ask

- Does your provider offer you and your distributors real value for their software, business, and support services?
- Does your provider have a vested interest in your ongoing success?
- Do you receive first-class Support when a problem occurs?
- Is Support available to you 24 hours a day worldwide or only when their offices are open from 9-5?
- Is your monthly or yearly subscription fee on par with the level of Support and training offered?
- Does your potential provider show more interest in your budget than your real needs?
- Do they offer a monthly product and service fee that includes 24/7 support, or do you have to pay extra for support?
- Does the provider's business contract offer an acceptable software exit clause that also guarantees you full data ownership?
- Do you have to pay a one-time fee or ongoing fees for system upgrades?
- Does the provider price every module separately, or do they offer a complete business solution for today and into the future?
- What price increase conditions, are written into your contract? How much and how often?
- Does your potential provider release new features and improvements to the software at no cost, or do they charge you extra for each release?
- Is the provider flexible and competent in designing your Compensation Plan, or do they only offer you a "fixed" Plan that may not suit your requirements?
- Does the provider offer emergency after hours and weekend support?
- Does the provider give you a ready-made replicated website which is responsive and adaptive (mobile friendly)?
- Does the provider offer an Application Programming Interface (API) integration for third-party applications you may want or need?
- Does the system offer Content Management and distribution so that distributors can create, promote, and share product and service information on social media channels?
- Does the software focus more on "recruitment" than "retail customer experience"?

***Recent FTC settlements show that networking marketing companies must place more emphasis on e-commerce solutions and less on distributor recruitment (aka pyramid schemes).***

- Do the shopping cart and payment gateways offer the same favorable user experience as prominent retail organizations like Amazon, Walmart, or eBay?
- Is the provider's implementation period "same day," or at least next day or same week? You should question the compensation plan and system integration with required third-party applications.
- How flexible is the replicated website interface? Can you add content and videos, new web pages, modify or add products, enrollment options, and commission values, move distributors, add orders, or change your current payment gateway?

# Technology Questions

Before you embark on an MLM business venture, you must make sure your software vendor provides **real-time support**. You will be too busy recruiting distributors and setting up your product distribution. The last thing you need is to worry about software capabilities.

## The following are important questions you MUST ask, BEFORE moving forward with your software vendor relationship!

1. Will your chosen system have the capacity and flexibility to grow with you as your business expands?
2. What processing capacity does the system have? Has it been tested with just a few thousand records, or with millions?
3. Does your provider understand network marketing? How long have they been in business?
4. Does your provider have qualified staff capable of finding practical solutions to both business and technical issues?
5. Will the software system track genealogies graphically?
6. Does it calculate and pay accurate commissions?
7. Does it support Multi-Level Marketing Plans, Party Plans, and Hybrid Plans?
8. SaaS (Software as a Service) vs. Versioned Software - Which is the best way to go?
9. What type of Back Office and Support systems are in place?
10. What are my Customer Service and Support options? Is international support important?
11. What is the importance of international software (it's a small world)?
12. What about Training? Do they provide online, in-person, and onsite training? Are training videos or courses provided?
13. What are the Features & Functions of the perfect MLM system?
14. What type of Security and Privacy systems are in place? Are they PCI, Privacy Shield, GDPR, and California Privacy Policy certified?.
15. Why are shopping and eCommerce systems important?
16. Do they have customer retention programs? Loyalty Rewards, Discounts, Parties, etc.?
17. What are the differences between Merchant Accounts and Payment Gateways?

*The last thing you need is to worry about software capabilities.*

# To Ask Your MLM Software Provider

MLM Software providers are popping up everywhere, you must protect yourself!

## Protect yourself by asking the right questions

18. How will you pay your distributors?

19. Logistics - Do they support Physical vs. Digital / Products and services- (Shipping, Fulfillment, Tracking, etc.)?

20. Charging Sales Tax, Developer API's, Web Services, etc.

21. DEFINE YOUR CLOUD SERVERS
Can you please define what you mean when you call yourself a cloud services provider?

22. INFRASTRUCTURE
What is your infrastructure? Is this a highly available resource?

23. SCALABILITY
Is this scalable – and what does that mean to you? Are you limitless in your capacity and my consumption or do I need to project my growth in any way?

24. DISKS / DRIVES
What kind of disks are being provided? How do they compare to existing disks you are using today? What kind of disk speeds are guaranteed?

25. BUSINESS CONTINUITY
Can you please clearly define your BC options and what is and is not included in your base pricing?

26. RESERVATION
Are the resources guaranteed reserved to you? Can you oversubscribe them?

27. LOCATION
Where is my data going to be located?

28. SECURITY
Is my data secure? What certifications do you have?

29. SLA
What is your SLA (Service Level Agreement?

30. CONNECTION
How are you connected to the Internet? Are you working with multiple providers? What is the peering network?

31. BANDWIDTH
Is bandwidth measured and billed or included in SaaS Pricing?

32. BACKUPS
What is your back up process? Is it included? Is it file or image level? Do we have any control over this?

33. CONTROL
How much control do we have over our data? Do we own our data?

34. MIGRATION
What is your approach to migration? Who is responsible for migration? What is the process and what resources do we need?

*The system must be able to handle your massive business growth and not grind to a halt at some arbitrary level of transaction volume.*

# Introducing Robert Proctor

Hello, I am Robert Proctor, and I would like to start by saying if you are considering starting a Multilevel marketing company, congratulations!

You are entering an industry where your sole responsibility is to empower and inspire others to see your vision. Done right, it can be the most personal and financially rewarding experience of your life. Done wrong, it can be costly, in time, money, and reputation. Network marketing is about education, communication, duplication, and compensation.

If you have a product or service that provides value to others and you desire to financially impact the lives of thousands, potentially tens of thousands, of individuals and their families, by helping to put a few hundred or even a few thousand extra dollars in their bank account each month, then continue reading.

If, however, you are looking for a way to make a quick buck or generate enough money to buy a new Rolex or a fancy sports car, I recommend you stop reading and become a sales representative or distributor, and NOT start a network marketing company.

I'm sure that we have many common traits. First and foremost, you are an entrepreneur at heart. You envision a better life for yourself, your family, your friends, and for others. You want to impact the lives of others positively. That you are teachable and willing to take risks, to achieve your dreams and life goals.

Truth be told, my "unofficial title" is "Psychologically Unemployable Serial Entrepreneur." Every day I get to work with entrepreneurs just like you, I experience enormous satisfaction helping to put individuals in business, helping to keep them in businesses, and, most importantly, helping them to grow their businesses.

First, let me make this very clear — starting a multilevel marketing company is not easy, and the only way to make it easier is to surround yourself with brighter, more intelligent, and more experienced individuals, that have "been there, and done that."

Starting a network marketing company takes hard work, and it takes smart work. It takes perseverance and determination. Your family and friends will probably think you have lost your mind. For the first year, you can expect 7-day work weeks and 18-hour work days. It requires real relationships with vendors, distributors, customers, and employees.

It takes customer service skills. It takes empowering others and stepping out of their way so they can lead. It takes a complete absence of greed and ego. It takes relying on other's ideas and suggestions and knowing which

ones to listen to and which ones to disregard. It takes pushing down arrogance and stupidity.

It takes recognizing that distributors, the ones leading the charge and following your vision, are independent sales agents. Your distributors are your "volunteer army," not your employees; and in today's gig economy, they have alternative choices.

Yes, it takes money, which is your least concern. Money is easy, everything that comes along with it and what you do with it is what matters.

*"If you want to be successful, you have to Jump, you have to take a leap of Faith" — Steve Harvey.*

*"Say Yes, Tell the World, Figure It Out" — Eric Worre.*

*"There are no shortcuts.... There are 4 types of action; retreating, doing nothing, normal action, massive action"*

*— Grant Cardone.*

As the CEO and President of the leading global software provider to the Multilevel Marketing Industry, MultiSoft Corporation (in business since 1987), I can tell you that **massive action** is the only action that matters and the one single step you should take to succeed.

Since 1999 I have been involved in the launch of over one thousand Multilevel Marketing Companies. I have been fortunate to be involved in almost every aspect of helping clients launch their network marketing companies. From software and e-commerce to directing website and UI design, setting up server farms, compensation plan review and design, sourcing logistics, how to hire the right staffing, print media, developing onboarding systems, and much more.

Today, unfortunately, less than ten percent of those one thousand companies are still in business. Why did some succeed and many more fail?

I have witnessed companies with arguably the best compensation plans and most unique products and services, close their doors within a year. I have also worked with companies that have the craziest compensation plans, and products, you could find anywhere and not know anything about Multilevel marketing. Incredibly they became highly successful.

**What was the difference between the ones that succeeded and the ones that failed?**

Simple, it was leadership and momentum! Their achievements came from working with and listening to the right industry experts. They recognized they *"did not know what they did not know."*

As an example, I worked with a company several years ago that had grown to over fifty-thousand distributors and over sixty-million in sales, in under a year, and then just six months later closed the doors. How could a company get this large and then fail? Simple, they changed the distributor compensation plan even after they

were advised by me not to.

Success came to those individuals that understood the "value" they must provide in an industry which flips the typical corporate America businesses model upside down, by embracing the fact that they are in the network marketing industry. Yes, product sales are of primary importance, but network marketing is all about relationships. Be passionate about your relationships!

***My responsibility to my clients is** to share my experience, knowledge, successes, and failures, and connect you with the right people and the right companies that will work **to help make you successful.***

***"Formal education will make you a living; self-education will make you a fortune." — Jim Rohn.***

No truer words were ever spoken to describe the industry of Multilevel Marketing. Unfortunately, you won't likely find any formal classes in high school or college that will teach you how to launch a network marketing company. So, you must work with people that have "the right stuff," and can take you from vision to success, and from concept to commissions.

When consulting I tell clients "I have been involved in the Network Marketing Industry since I was four years old". This is my earliest memory of mom and dad dragging me to Tupperware home parties with them. However, my path to becoming an industry leader in network marketing was not overnight and was a rocky one at best. In fact, in my early 20's, during my time in corporate America, while working for one of the nation's largest banking institutions, I become so disenfranchised with Multilevel Marketing, I thought I had sworn it off forever.

My "formal" education certainly did not prepare me for the network marketing industry or the knowledge and relationships I have developed over the years, which are

necessary in the industry today.

I have had the opportunity to work with the best consultants, attorneys, and 3rd party providers in the multilevel marketing industry.

Since 2012 I have also been fortunate to be a keynote speaker at the MLM Startup Conference in Las Vegas, where I also maintain a staffed office.

**"Train people well enough so they can leave, treat them well enough, so they don't want to" — Sir Richard Branson**

I don't consider myself to be the "typical" consultant, who wants to keep themselves **"on the drip"** for as long as possible by pointing out problems that you are then responsible for solving. Instead, I think of myself more as a "connector," as well as a coach, trainer, or mentor.

My responsibility to my clients is to share my experience, knowledge, successes, and failures, and connect you with the right people and the right companies that will work to help make you successful.

Most "consultants" tend to look at things with the mindset of "If it is not broken, don't fix it." Whereas I look at things with the mindset of "If it's not broken, did we try to break it? If it's not broken, when is it going to break? And, if it's not broken, when is it going to be outdated or replaced?

Benjamin Franklin said, "By failing to prepare, you are preparing to fail," and later Winston Churchill modified that to "Failing to plan is planning to fail."

However, this infers, that if you plan to succeed, you won't fail. If you want your plan to be successful, plan it, monitor it, and manage it, or find people that will do it for you.

My son, now in college, taught me the 5 P's: **"Proper Planning Prevents Poor Performance,"** which sums it up better than Benjamin Franklin or Winston Churchill ever did.

If you are going to fail, and you will from time to time, you need to learn to "fail often, fail fast, and learn from your failures." I believe Nelson Mandela said it best with "I never lose. I either win, or I learn". When we stop learning, we start dying, and you should spend time everyday learning.

**Consider the following few questions to gauge whether you are failing to plan or planning to fail and whether you have considered the 5 P's I mentioned earlier:**

— What is the difference between Direct Sales, Multilevel Marketing, Affiliate Marketing, and Influencer Marketing?

— How much mark-up from your COG (cost of goods) to the retail sales price is needed to generate commissions and yet remain competitive and profitable?

— Do you know how to design and implement a compensation plan that will reward, recognize, and incentivize your distributors?

— Do you understand your compensation plan so when your distributors call you can provide quick answers?

— What is the difference between a "legal" MLM and an "illegal" MLM (a pyramid or ponzi scheme)?

— Do you believe your corporate attorney, who set up your corporation, knows anything about compensation plans, product claims, or the states you must register as an MLM?

— Is the bank where you have your personal and business accounts at going to provide you with a merchant account for your Multilevel marketing company?

— Are companies such as PayPal, Stripe, and Square going to provide you with the ability to accept credit cards?

— How are you going to find, and more importantly retain, customers and distributors in the ever-growing gig economy?

— Do you need a National Sales Director? And if so, where are you going to find him or her?

— Where do we find a website design company and is WordPress powerful enough to be the way to go?

— What do you "need" from a software provider versus what do you "want" in a software provider?

— What's the difference between .php, .net, and how important is it that the software is scalable and intractable with other platforms?

— Is your product or service taxable, and how are you going to track and remit, your sales tax?

— How are you going to pay commissions to your distributors?

The landscape of today's business climate is changing faster than ever before in history, thanks to the Internet.

**"Did you do what you said you would do?" — Peter Spary**

These were the words the founder of my company, and my personal mentor left me with since retiring in 2010. These are the words I think of every day when I wake up and when I go to sleep every night; "Did I do what I said I would do?"

Did I return all of my calls, did I answer all of my emails, did I deliver to my client's expectations, did I do the best I could?

Whether you are just "dipping your toe in the water" to find out more about an industry that has over 150 million people worldwide, 18.2 million (in the USA alone), generates over 200 billion in worldwide sales, with more than 34 billion transactions in the USA in 2018 alone.

***Or whether you are ready to "Go all in" I know you can use some help and guidance.***

**Here are just a few areas I know I can help you with:**

— Whether or not you should launch a network marketing company.

— Learning how to make your ideas a reality.

— Reducing the risks of failure.

— Connecting you with industry leaders and vendors.

— Providing unbiased, and valuable opinions.

— Bouncing concepts off, and gaining confidence.

*I would very much appreciate the opportunity to speak with you and share a complementary hour of my time with you.*

*Contact me today*
***+1 239-945-6433***

**FREE CONSULTATION**

**Consult with Robert Proctor about your project for one hour, no obligation, no charge!**

**Call today: +1 239-945-6433**

# Introducing Team MultiSoft

## From Garage to Global

## The MultiSoft Story, since 1987

Like many other start-up entrepreneurs founder Peter Spary started MultiSoft with his brother Andrew Spary in their garage in southern California in 1987.

Since 1987 MultiSoft has had a front-row seat, we've seen why some MLMs succeed and why others don't.

We want to share our experiences with you to help you avoid the pitfalls and heartaches of failure.

Software solutions must be combined with a comprehensive business solution and a support services plan. This is so because of the extraordinary failure rate of start-up companies.

According to the U.S. Small Business Association, 90% of start-up ventures fail and disappear during their first year of operation. People cannot fathom and manage all the nuances and requirements inherent in a new business venture.

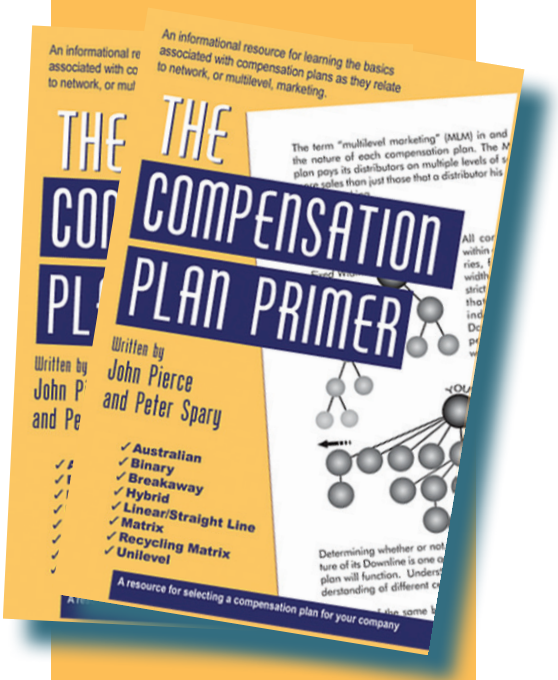
Our vision is to empower companies and individuals to succeed as a multi-level marketing business, with MultiSoft always considered as a "Strategic Partner," rather than just a "Vendor."

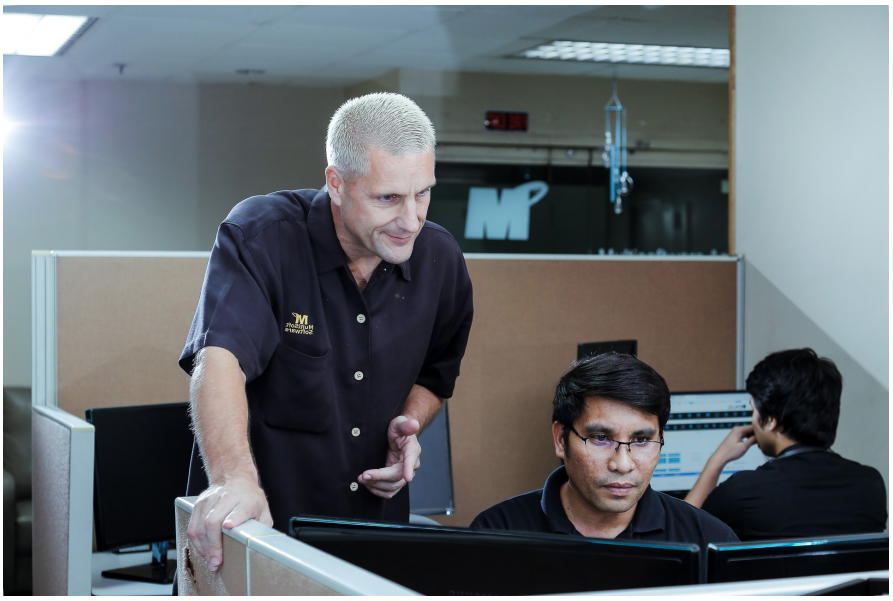
To this end, we offer a total solution, support, and follow-up services. We strive to build mutually successful relationships with our customers; relationships that provide them with everything they need to start and run a successful MLM company.

MultiSoft provides a unique combination of integrity based leadership, friendly support systems, and value-added consulting.

We wrote the book, **"The Compensation Plan Primer"** and feel uniquely qualified to consult and provide our customers with the most suitable compensation framework for their business.

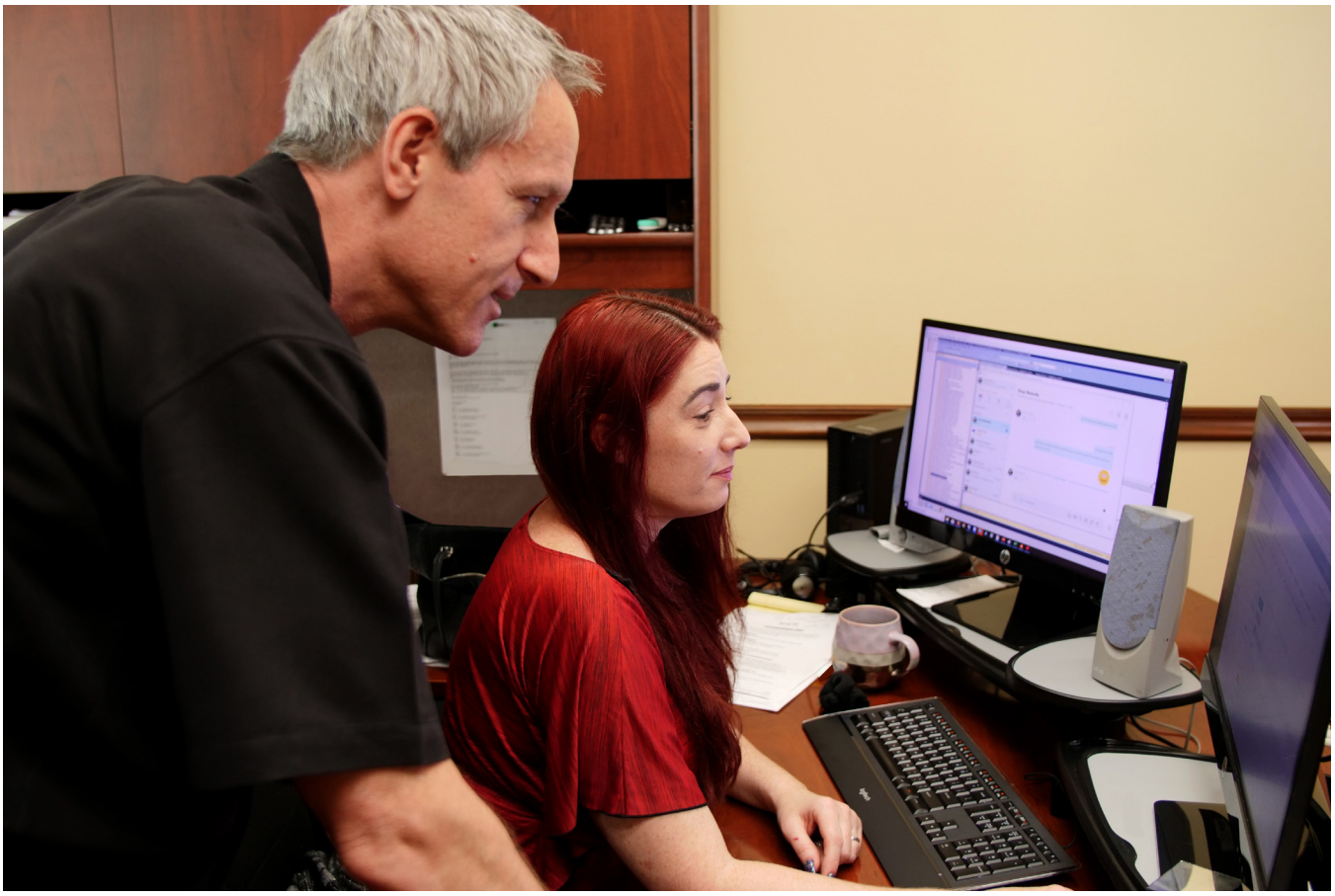
*MultiSoft provides a unique combination of integrity based leadership, friendly support systems, and value-added consulting*





*We want to share our experiences with you to help you avoid the pitfalls and heartaches of failure.*

Multisoft
YOUR MLM SOLUTIONS PROVIDER



# Is MultiSoft The Best?

**Since 1987, MultiSoft Corporation has grown to become the preeminent global MLM software vendor.**

**MarketPowerPRO has evolved from the desktop to the leading state-of-the-art cloud-based Software as a Service (SaaS) offering.**

We have invested over three decades of experience, and spent, on average, over $1,000,000 US annually on the improvement of the MarketPowerPRO MLM software and have built a global team of reliable, and committed professional employees ready to work with you.

We believe firmly in the team concept. We strive to build long-term relationships based on mutual trust and co-operation, an approach that lays the foundation for success and prosperity for our customers.

The value we attach to mutual business relationships extends to concepts like confidentiality, training, support services, and craftsmanship.

We understand network marketing and you can put our experience to work for you today!

— MultiSoft strives to remain the industry leader by maintaining high standards and a strong focus on always moving forward.

— MultiSoft works with creative people to discover new approaches to solve the everyday challenges that the industry faces.

— MultiSoft is a complete solution provider offering month-to-month Service Agreements, which can be canceled at any time with no questions asked.

We have supplied MLM software systems globally, to the U.S., Great Britain, Australia, China, Sweden, The Philippines, Norway, Nigeria, Brazil, Mexico, Canada, Hong Kong, Singapore, Japan, and many more countries.

As your service provider, we'll make sure that only **"live people"** will answer our telephones.

MultiSoft will always be there to support your company, answer your questions, and provide real-time, round-the-clock, support.

***So, to answer the question, is MultiSoft the best? — YES! We think so.***

# Top 7 *Reasons*
## *Why You Need MultiSoft & MarketPowerPRO*

**1** More than just software, we are a Total MLM Corporate Solutions Provider able to take a complete startup and put them on the road to success!

**We are an industry software vendor built on the mission of helping you cultivate your dreams and assisting you to grow your company.**

**2** We value your relationship but we also understand that shotgun weddings often lead to an unfulfilled union. You will never feel shackled and suffocated because our service agreements run on a month-to-month basis. You are free to renegotiate or even leave with no questions asked at the start of any monthly billing cycle.

**3** PCI stands for Payment Card Industry standards, however we like to call it... Following best business practices and ensuring that your sensitive financial data is safe. What is PCI compliance? It is the credit card industry security standards for handling data in the safest fashion possible. We strive to support PCI Compliant companies. Are you compliant?

**4** Chocolate, Strawberry or Fudge Royal? Sure, they're all flavors of ice cream, but each of us has our favorite. The service you receive from your vendor should be the same. Don't head down a Rocky Road and settle for the same scoop of Vanilla that everyone else has. Our system's standard features allow you to customize the look, touch and feel of your website with ease, so that you stand apart from the crowd.

**5** Where does your flag fly? Having built systems for clients in Britain, Australia, China, Norway, Sweden, Nigeria, Brazil, Mexico, Canada, Hong Kong, Singapore and many more, we're always interested in your international base of expansion. We don't believe in fighting international business, we embrace it with a host of built in standard system features and optional upgrade modules such as: multilingual, multi-currency and international shipping and warehousing.

**6** History. No, we're not going to ask you to name who invented the light bulb. We do, however, want you to know that we have been exclusively serving the network marketing industry since 1987. That's quite a few years and quite a bit of experience that we bring to the table for your benefit.

**7** Six words you will never hear from us are ***"Leave a message at the tone."*** That's because we believe in having genuine live people answer our phone lines. You are assured of getting a live person that is ready to assist with your next call to MultiSoft.

## We highly recommend you visit with each of Your Vendor Partners Face-To-Face!

MultiSoft Corporation has fully staffed offices, on the West coast in Las Vegas, Nevada USA, and on the East coast in Cape Coral, Florida USA, with dedicated, seasoned professionals eagerly waiting to meet you in person.

In this magazine, you've read several times that this is a "relationship" based business. Network Marketing is all about "relationships," including relationships with your team, your staff, your distributors, your customers, and with your vendors. Critically important is your working relationship with your vendor, as it will be paramount to your success or detrimental to your failure.

We highly recommend you visit with each of your vendor partners face-to-face! And then we would like to extend an invitation for you to visit with our team in sunny Cape Coral, Florida.

At MultiSoft, we consider ourselves "connectors" and working with us will save you thousands, or even possibly tens of thousands of dollars by connecting with us, we want to earn your business and will go the extra mile to satisfy you that you will be working with the "right" partner vendors.

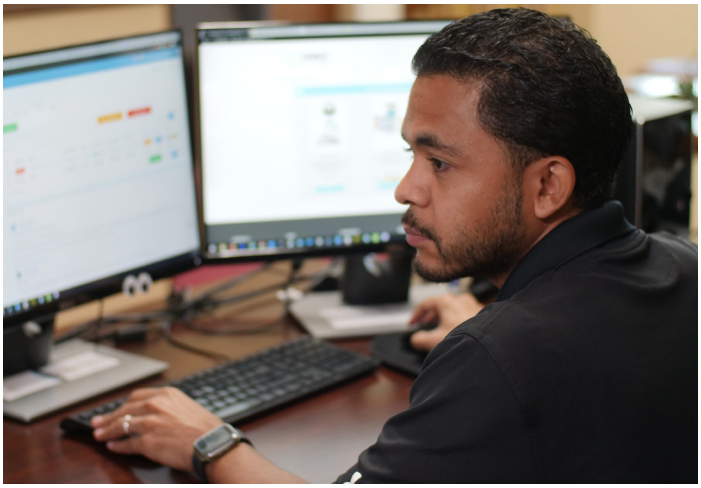
Over the past three decades, we have cultivated a massive number of industry vendor relationships that will become of great value in launching your company. From helping you source products and services to introductions to merchant account providers, from sales tax to attorneys to marketing system providers, compensation plan consultants, compliance experts, digital printers, public speakers, trainers, and commission payment providers. MultiSoft has cultivated relationships with the "right" vendors, vendors we will put you in contact with.

As your potential MLM and Party Plan Software provider, we can attest that MultiSoft will invest more time with your new business over the coming weeks and months than you will with nearly any of our competitor vendors.

When you visit our offices in Cape Coral, Florida, you will have the opportunity to meet with the key staff on our team, people that you would be working with as you launch your project.

Our CEO and President, Robert Proctor, looks forward to meeting you in-person to understand your Vision Statement and help you with the best methods to execute your vision plan on-time.

Robert will spend the necessary time with you to understand your reasons and desires for launching a network marketing company, review your products and services, including your pricing and profitability, as well as review or assist in developing your compensation plan.



# *"You Never Get a Second Chance at a First Impression"*

Robert's attention to detail and his excellent eye for website design and UI (user interface) is quite impressive, and Robert understands, that you "never get a second chance at a first impression."

You will have the opportunity to meet with our Client Relations Manager, who will help navigate you through the process of communications and managed expectations. Both are critical to making sure your vision is achieved. We will provide you with ideas, make comments, and assist you with any perceived issues, and assure you that they will be handled appropriately and promptly. We invite you to watch our proud team live and in action.

You will also meet with our Western Hemisphere Training Manager who will take you through the process of making sure you and your team understand our training methodology and assure you that you'll be given access to the best training possible, including on-line access courses, and real-time web-based training from the comfort of your offices.

Our in-house training is where you will have an opportunity to meet us in-person before going live, as well as access to our ever-increasing library of over 400 online training videos.

Lastly, the people who will be responsible for making sure your compensation plan is programmed and calculating commissions correctly, will be available to you at our Florida office (also our Las Vegas office, and our Philippines office).

You will have the opportunity to spend time with our Director of Compensation Plans, who make sure the ranks, requirements, and rewards of your compensation plan are correctly understood. We will also help you discover any flaws, missing components, or controversial issues, with the compensation plan.

No matter the time of year, you are bound to experience one of our 248 sunny days each year in Florida. If it's winter time, we know you would like to get away from the cold and snowy weather and enjoy our sunny days.

We highly recommend that you visit us in person before making any other commitment to your software vendor.

Robert Proctor
President / CEO

**Call +1 239-945-6433**

# LAS VEGAS WELCOMES YOU

## Our goal is to help you launch your company in the shortest possible time.

The West Coast MultiSoft office was opened over five years ago to provide quick sales and support to our clients, and to close the gap between our East Coast and our Asia offices thereby providing human contact 24 hours a day, by proactive MultiSoft staff, not a contracted call center as is common these days.

By adding this office to our worldwide presence, existing clients and prospective customers can reach a human rather than an unhelpful answering machine for sales advice, technical support, and progress updates on their project from a personally assigned 'Advocate' that works on your behalf to ensure your company receives the gold standard in customer support and service.

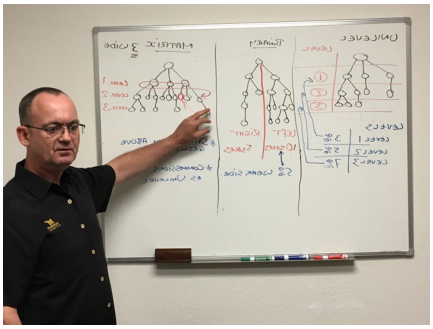
Our goal is to help you launch your company in the shortest possible time and by separating project management from support. MultiSoft has specialized staff to either help you resolve an issue and teach you how to use one of MarketPowerPRO's powerful features, or communicate with an assigned Project Manager that will track a projects progress and push when pushing is appropriate. Whether you need to be driven to deliver some necessary information, or our programmers need to be made aware of your urgency to meet a launch or event deadline, Project Management will smooth the process so you can focus on controlling the stress of launching the next great MLM company.

By splitting our sales consulting into the two time zones, there will always be a point of the first contact that is within easy reach.

Perhaps it is the fabulous weather, or merely just a good excuse to combine business with a little pleasure in sunny Las Vegas. Take in a show or visit one of the world famous restaurants.

If you are preparing to engage the services of an MLM software company, MultiSoft has, over the past 35 years, literally

worked with thousands of companies, and probably encountered almost every possible hurdle and challenge that you will face.



Not only do we provide the preeminent software solution, but we also bring our years of experience, and you'll enjoy our established industry relationships.

Whether your product offering is a restricted product such as CDB, or you simply don't know who to turn to for marketing materials, MultiSoft's experienced consultants and staff are proud to be able to offer our clients our contacts, advice, and assistance with locating the right professionals for your needs.

Do you need to discuss a way to rescue your company by quietly moving your data from an existing software provider that is holding you at ransom?

Learn what the difference is between the many different compensation plans, or prepare a plan with our assistance, you'll be glad you did.

Make tomorrow the day you can say you started improving the lives of your members and building a company that will be a powerhouse into the future. MultiSoft Las Vegas, MultiSoft Florida and MultiSoft Asia are standing by to help you fulfill your dreams and goals.

Andrew Spary
Co-Founder

**MultiSoft Las Vegas**
2700 E. Sunset Road, C20
Nevada NV 89120
Tel +1 702 550 7835

PHILIPPINES

WELCOME TO

# MANILA

# Is International Growth In Your Future?

*Fully staffed offices, trained and ready to serve you!*

# Steve Mommaerts

MANAGING DIRECTOR
MULTISOFTWARE ASIA LTD

Do you want to just be in business, or do you want to dominate the marketplace and make vast amounts of money? It's a simple question, but one that you need to consider seriously before choosing an Eastern Hemisphere software vendor.

If the purpose of your venture is simply to say that you are in business in Asia, there are several software vendors that can assist you. But if you really want to join forces and build long term relationships with your Strategic Partners. You need to seriously consider MultiSoft.

More than just joining forces, we want to make you a superhero within the industry; an MLM superhero!

We built a scalable software solution that will give you the power to professionally manage your distributors and facilitate sales around the world, no matter where your business takes you.

MarketPowerPRO will give you the power that you need to achieve your goals across the globe.

Are you ready to "go global" and expand from a local business opportunity into a sizable multi-national powerhouse? If you are, we are here to help you scale-up.

We have talented people and professional offices that specialize in helping network marketing companies just like yours expand internationally.

***Why The Philippines?***

The Philippines is a great Asian entry point for your company for a variety of reasons. Foremost among them is that the country on the whole fully understands network marketing and is hungry for networking opportunities. Filipinos are also great recruiters and very friendly people. Additionally, The Philippines has an eager workforce that speaks fluent English and offers very reasonable production and labor costs.

It is a country comprised of people that are looking for opportunities! Located in close proximity and time zone to Hong Kong, China, Malaysia, Singapore, Thailand, Indonesia, Japan, Taiwan, Australia, New Zealand, and other Australasia areas of network marketing interest. Manila Philippines is an excellent place for your company to establish a foothold for embracing the promise that Australasia offers, one small step at a time.

***Your Gateway into Asia***

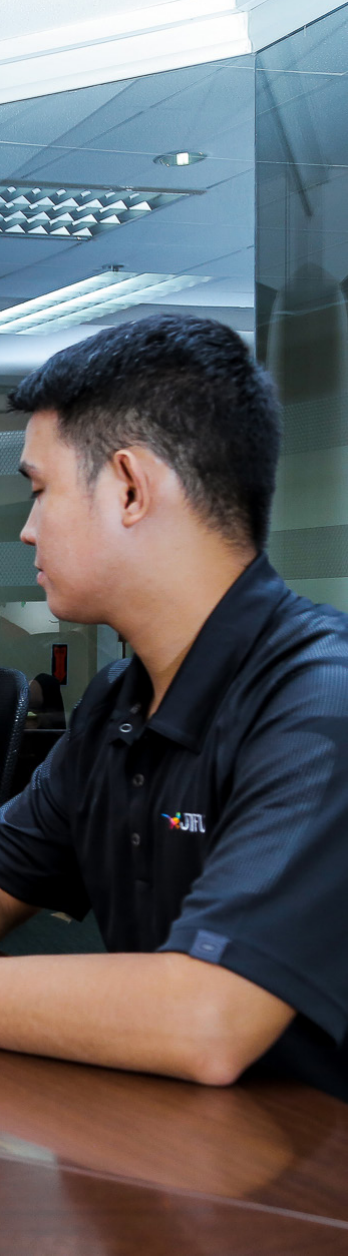
The professionals at the Philippines offices are headed up by Steve Mommaerts. Steve is an avid rugby player from Green Bay, Wisconsin, USA, he and his team are well positioned to help you make the transition into the Asian market place. Each member of Steve's staff is fluent in English, and your new Asia representatives are experienced at conducting business all over the "Australasian" region. They know the ins and outs of these countries and, quite simply, what works and what does not work in Asian Network Marketing.

***Call Steve today...***

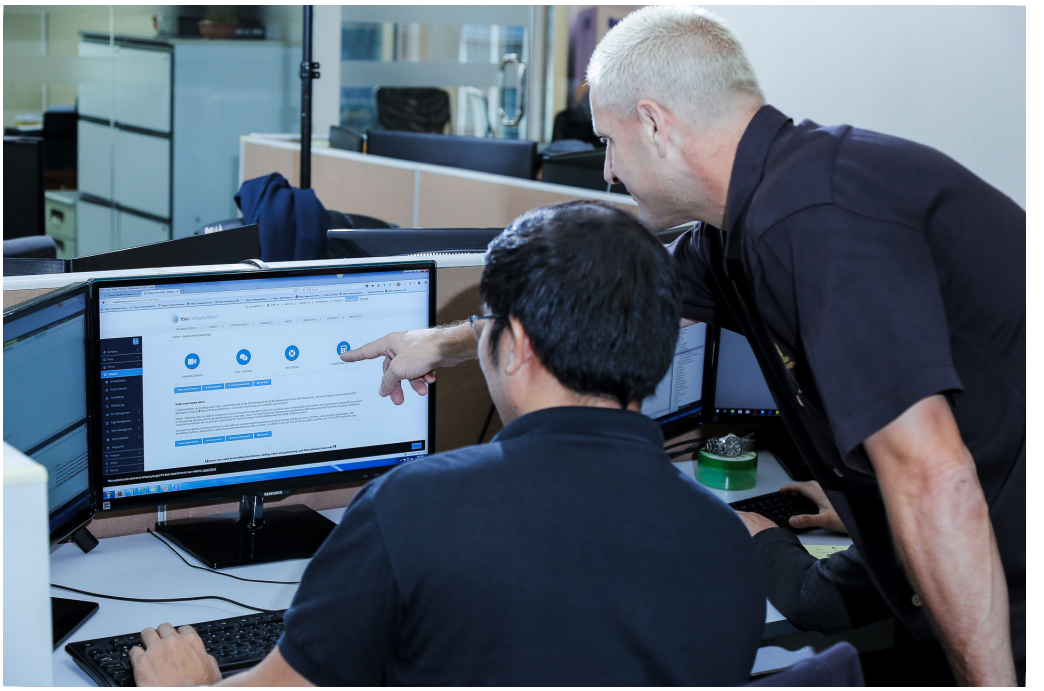
STEVE MOMMAERTS
MANAGING DIRECTOR
MULTISOFTWARE ASIA LTD

**Eastern hemisphere**
**+63-2-856-9775**

Member Services Agreement
FRIDAY 9:00 AM ZOOM CALL
MLM 101
WORKSHOP
BlueSnap
(payment Processor)
CoinPayments
(crypto currency)
YOUR COMPANY HERE
iPayout
(payments to Affiliates)
MultiSoft
(Back Office)
E-COMMERCE SHOP
Doug
Mark
Angie
Steve
CV= commissionable points
PV= personal volume
GV= group volume
MLMBUILDER
Take a FREE 3-Day Trial Today!
No Credit Card,



MarketPowerPRO
Affordable MLM Software
For Your Sales Force
MarketPowerPRO
COMPENSATE
MLM 101
WORKSHOP
Member Services Agreement
FRIDAY 9:00 AM ZOOM CALL
MLMBUILD
Take a FREE 3-
Trial Today!



MLM Software
Sales Force
MarketPowerPRO
Take a FREE 3-Day
Trial Today!
No Credit Card, No Obligation

# Robert's Personal Consulting

Because of my unique position as President of a three-decade MLM software provider, I feel confident that I am well qualified to provide MLM Corporate Consulting.

I have seen, designed, built, and implemented literally thousands of compensation plans and corporate visions.

I am frequently called upon, often times at the very last minute, to rescue faltering companies from disaster and bring them back to profitability. This is achieved through proper management, software, and systems evaluation, followed by restructuring and implementation of a systemic approach to success.

I perform complete "facelifts" on the image and missions of many companies, enabling them to stand out in the highly competitive MLM industry.

Once I have become familiar with your corporate philosophy and marketing strategy, any items not included in one of my following consulting packages can be implemented on a per-item basis.

My consulting and support services are available to both start-ups and existing companies.

Here's to your success.

Robert L. Proctor

## Overview

**Half Day — No Charge!**

The Initial Consultation includes a full half-day of face-to-face with Robert, Andrew or Steve, reviewing and discussing your entire project.

We will analyze your startup ideas, including your compensation plan and your product or service strengths and weaknesses, and other areas of importance that should be considered before opening your new Multilevel Company.

Many companies choose this option in order to first establish a comfort level before launching their company.

Our team would like to meet you face-to-face and establish a business relationship, in the hope you'll consider us for a future strategic partnership.

This consultation is undertaken at one of our facilities in Florida, Las Vegas, or Manila Philippines.

## Basic Consulting

**One Full Day — $5,000**

This basic package is designed for the company that has a fundamental idea for a marketing plan and needs assistance with analysis or completion while working on a limited budget or a short deadline.

The Basic Package includes the formulation of a Distributor Compensation Plan customized to fit your budget, product, or service.

An in-depth **Technical Specifications Document**, the all-important Blueprint that you'll absolutely need to have to ensure that you are actually going to get what you expect from your chosen software vendor!

The Basic Consulting package includes up to two full days of consultation with either Robert Proctor or Andrew Spary (Western Hemisphere) or Steve Mommaerts (Eastern Hemisphere), and up to four hours of additional telephone consulting.

## Consulting Retainer

**Monthly — $1,000**

The Consulting Retainer Program includes private mobile phone access to Robert Proctor or Andrew Spary (Western Hemisphere) or Steve Mommaerts (Eastern Hemisphere), for telephone consulting, during normal business hours.

This is a great way for entrepreneurs to retain an experienced professional consultant for ongoing day-to-day business growth advice.

**Call +1 239-945-6433**

# Workshops And Seminars

Our corporate workshop was launched with a touch of flair and is called the "MLM Workshop." In this workshop, you will learn how to do it right the first time. We explain the five key components of a successful MLM company.

Throughout the day, we present and discuss the following topics:

- ***Corporate compliance***
- ***Product selection and pricing***
- ***Selecting consultants and vendors***
- ***Compensation plan design***
- ***Your corporate MLM software***
- ***Marketing your MLM business***
- ***Building a world-class distributor kit***
- ***Pre-launch and Post-launch***
- ***How to manage scaling your MLM***

## MultiSoft Seminars

Are You Able To Attend One Of MultiSoft's FREE introductory seminar events we regularly present in Florida, Las Vegas, Manila, and Bangkok?

MultiSoft is a global MLM provider with over three decades of experience in the MLM Software industry. With this experience, we are uniquely qualified to offer the best MLM solutions available in the market today.

Act now, and we will demonstrate how we can provide a total solution and help make your MLM business a massive success.

Our systems were developed with your success in mind. And, we have long recognized that relationships are vital to our mutual success.

**Our One-day introductory seminar**

We invite you to attend our **action-packed** one-day seminar, where we will explain all aspects of our comprehensive startup MLM solutions and demonstrate our ability to build and launch a replicated MLM website for each participant.

You'll also receive a FREE Compensation Plan Specification document, a "Blueprint" of your compensation plan.

**Call +1 239-945-6433**

# Website Design

- Replicated site launched immediately on sign-up.
- Website hosting at no additional cost.
- Custom selectable site access URL.
- Navigation management.
- Content management.
- Replaceable presentation skins.
- Distributor editable support pages.
- Content distribution to social media channels.
- Branding and graphic design.

# We take these visions and turn them into reality. Our approach to individual needs, sets us apart from the rest.

Many design companies do not take the time to understand the client's business well enough to offer a comprehensive solution.  MultiSoft Corporation understands how to create your brand identity and project your Internet presence in a way that produces revenue.

From conceptual strategy to comprehensive turn-key solutions, we leverage diverse experiences and proven strategies to deliver results.  MultiSoft can provide your new or existing company with design services.

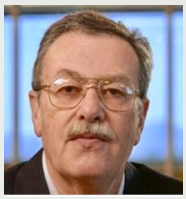
Contact a MultiSoft consultant at +1 239-945-6433 to discuss these services.

# MultiSoft Testimonials

## More at: www.multisoft.com/testimonials

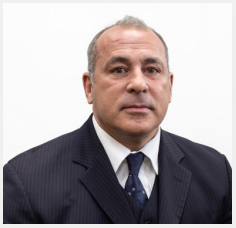
In my 40 plus years as an industry professional, I have dealt with a lot of software development companies. In my opinion, Robert Proctor and his team at MultiSoft are the best. They have the industry knowledge, the software framework and the skill sets that every new startup company needs in order to have a successful launch and ongoing support. If you are looking for a software company that can fill your needs, MultiSoft is the one! I highly recommend them!

Jim Britt



During the last several years, we have come to recognize MultiSoft as a superb partner in the area of technology solutions. As a legal advisor to many major direct selling companies, we have applauded their commitment and service to our clients.

Jeffrey Babener
Founder, Babener and Associates



I have worked with Robert and MultiSoft on more than one project and have referred them to many. I have personally used them for my own company and found them to be very reliable and affordable. Their knowledge of the networking sector and software development is unparalleled in the market.

Frank Dias
Director of Business Development

The Sheffield Group is the leading direct sales consulting firm having served nearly 1,000 client companies over the last 30 years. While we have worked with multiple software companies over the years, MultiSoft has demonstrated a level of professionalism for our clients that is exceptional. The company's customer services are the best we have experienced. While not every MLM software company fits every business model, I highly suggest you give this company special attention as you do your due diligence.

Mike Sheffield
The Sheffield Group

I have had the pleasure to work with MultiSoft and grow our partnership over the last three years. They are dedicated to their customers as well as partners and do everything they can to help them be successful. From a partner's perspective, their team has been great to work with in all aspects of sales, marketing, project management, and leadership. I look forward to the future and continued growth of our partnership.

Colt Passey
Avalara

The team is amazing! Over 30 years of experience, being worldwide in 4 countries, 5 offices, 60 plus employees with everything stored up in the cloud for security and safety. Speaking of the team. Amazing. It starts with Brandy (Superstar) in regards to the compensation plan integration. Then over to Amit (Superstar) who's over the top in every way and I swear he never sleeps. They've got Amanda and Jessie just to name a few who are there for product set up and integrations etc.

Kevin Gantos
President, Ascend Global Services, LLC

# MarketPowerPRO International

# MLM Software

# Introducing MarketPowerPRO

Multisoft
YOUR MLM SOLUTIONS PROVIDER

MarketPowerPRO is a software suite that is complete in every essential aspect of running an MLM organization.

MarketPowerPRO is scalable and uses software technologies such as Microsoft .NET, SQL servers, Ajax, jQuery, PHP, SOAP and REST API's.

You will have a software suite that is complete in every essential aspect of running an MLM organization.

MLM, at its core, is an e-commerce service for the retail market. Consumers are demanding and expect a quick response and good user experience.

## The Proven Solution Since 1987

MarketPowerPRO offers speed, agility, and unlimited expansion capabilities to cater for your business growth. MarketPowerPRO was built with cutting-edge-technology.

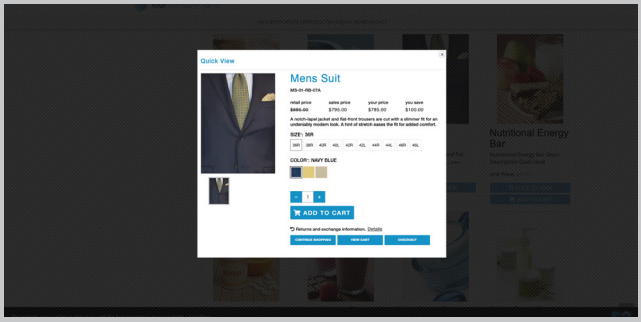
We have taken state-of-the-art products and integrated them to bring our customers the positive user experience inherent in current Internet technologies.

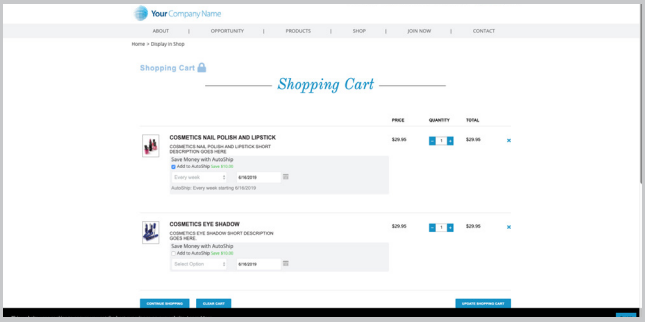
MarketPowerPRO combines merchandising, storefront, marketing, campaign management, transactional management, genealogy management, reporting, commission management, and fulfillment functions into a robust cloud-hosted, fully integrated system, that delivers an outstanding user experience.

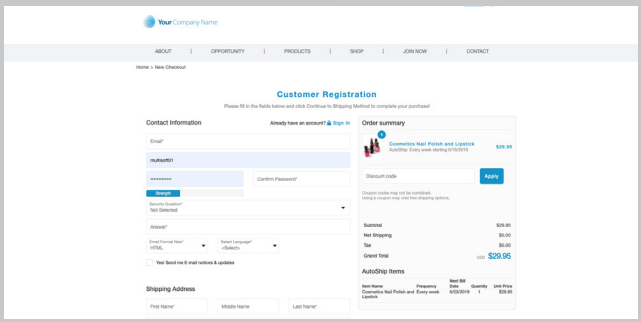
## MLM transactions must be Real-time interactions

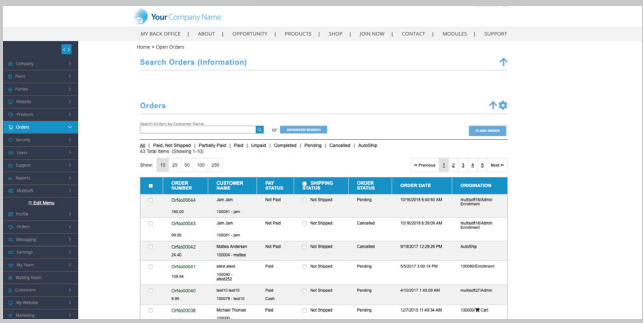
The best MLM software system should provide the following types of transactions in real-time:

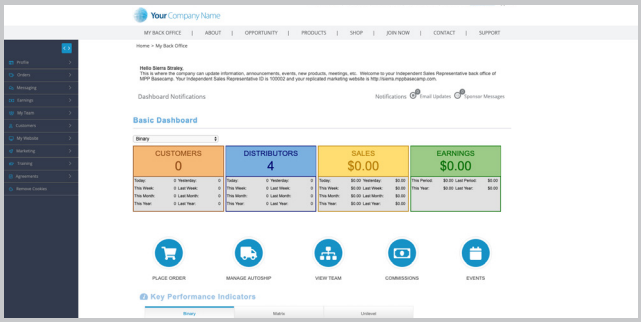
- **Distributor enrollment**
- **Replicated website deployment**
- **Genealogy**
- **Order and sales processing**
- **Sales tax calculation**
- **Back Office services**
- **Product management**
- **Commission funding**
- **Inventory status reporting**
- **Sales volume reporting**
- **Downline volume reporting**
- **Distributor count reporting**
- **Customer count reporting**
- **Commission forecasting**
- **Shipment tracking**

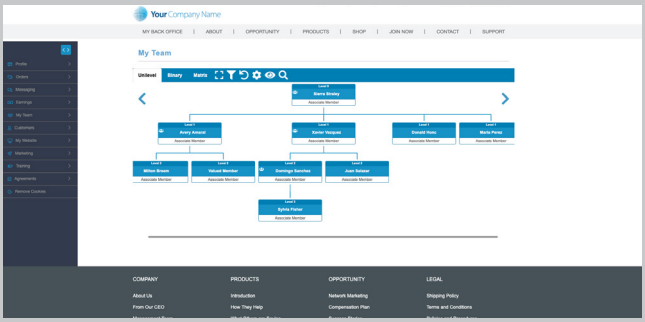

Quick View
Mens Suit
ADD TO CART

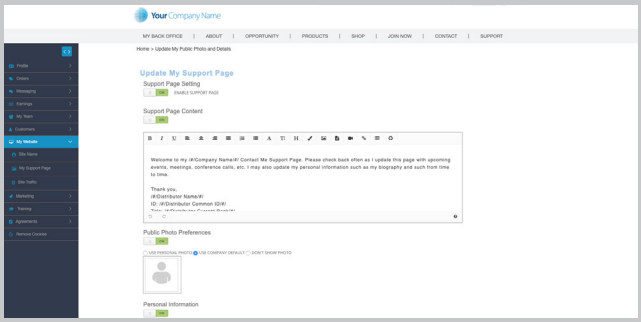

Your Company Name
Shopping Cart
COSMETICS NAIL POLISH AND LIPSTICK
COSMETICS EYE SHADOW

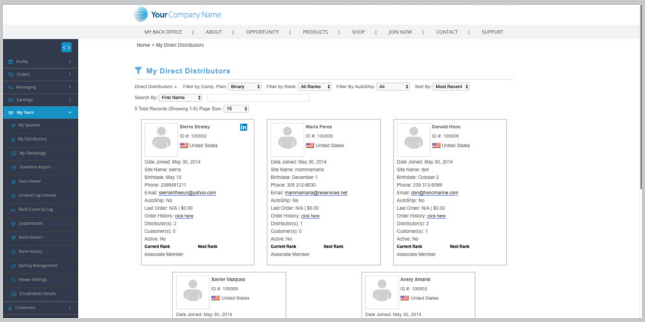

Your Company Name
Customer Registration
Contact Information
Order summary
Shipping Address

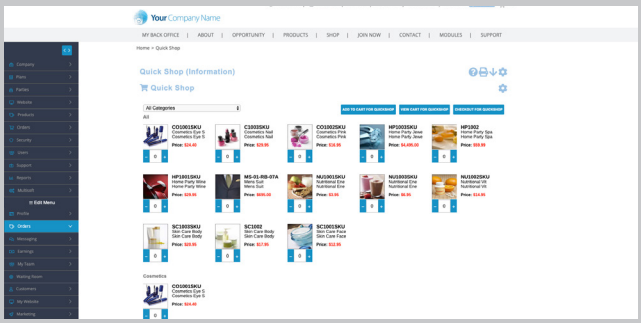

Your Company Name
Search Orders (Information)
Orders

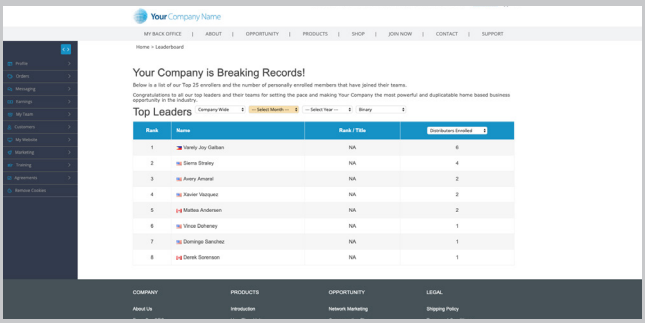

Your Company Name
Basic Dashboard
CUSTOMERS
DISTRIBUTORS
SALES
EARNINGS

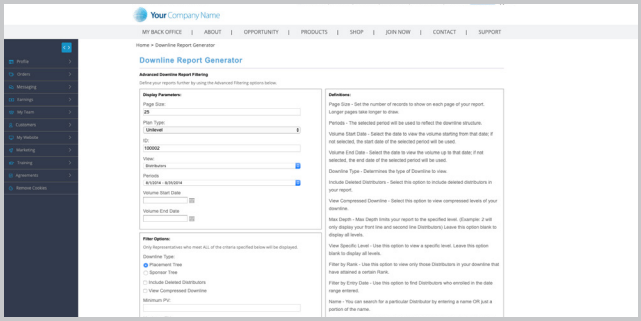

Your Company Name
My Team

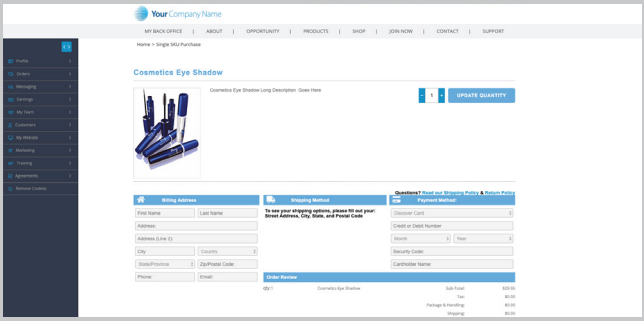

Your Company Name
Update My Support Page

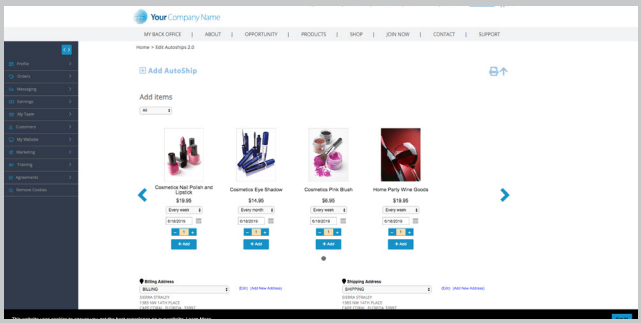

Your Company Name
My Direct Distributors

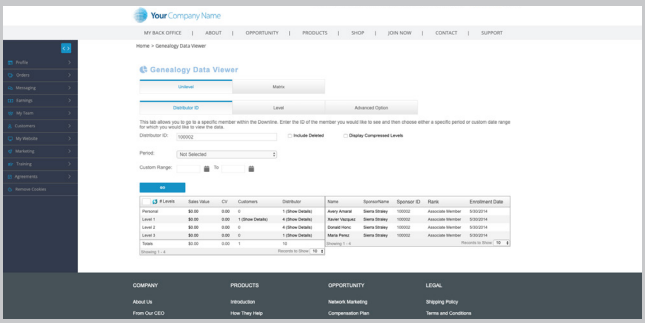

Your Company Name
Quick Shop (Information)
Quick Shop

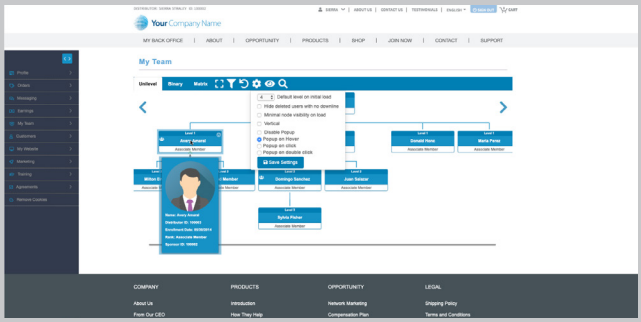

Your Company Name
Your Company is Breaking Records!
Top Leaders

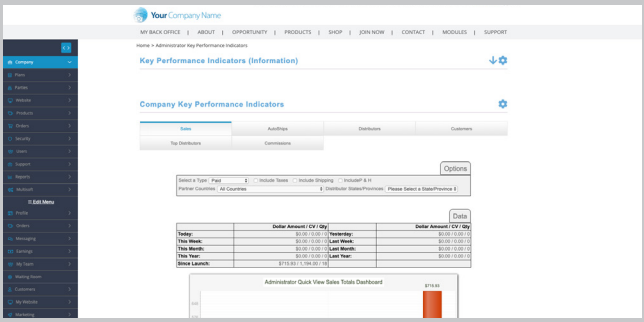

Your Company Name
Downline Report Generator

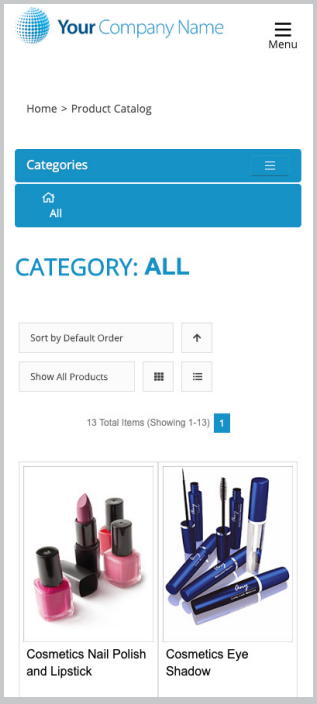

Your Company Name
Cosmetics Eye Shadow


Your Company Name
Add AutoShip
Add items

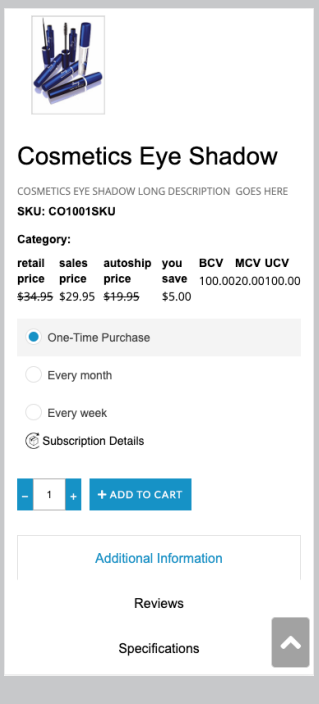

Your Company Name
Genealogy Data Viewer

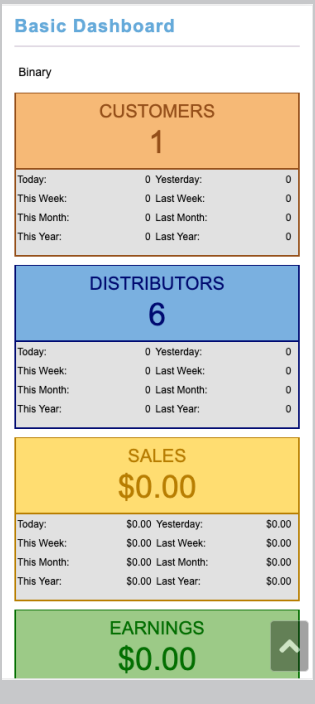

Your Company Name
My Team

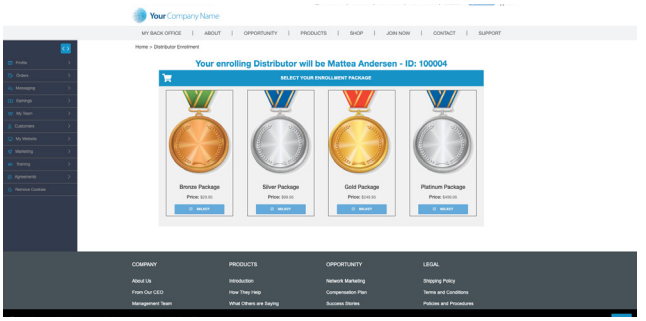

Your Company Name
Key Performance Indicators (Information)
Company Key Performance Indicators

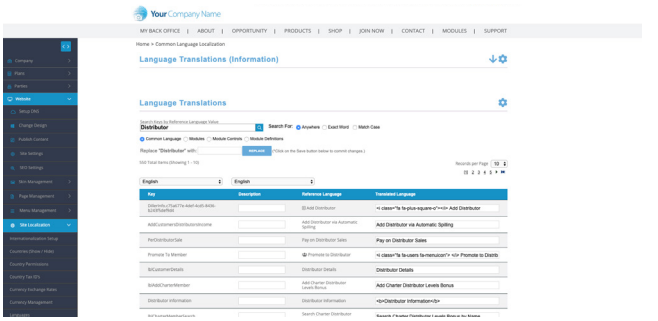

Your Company Name
Menu
Home > Product Catalog
Categories
All
CATEGORY: ALL
Sort by Default Order
Show All Products
13 Total Items (Showing 1-13)
Cosmetics Nail Polish and Lipstick
Cosmetics Eye Shadow

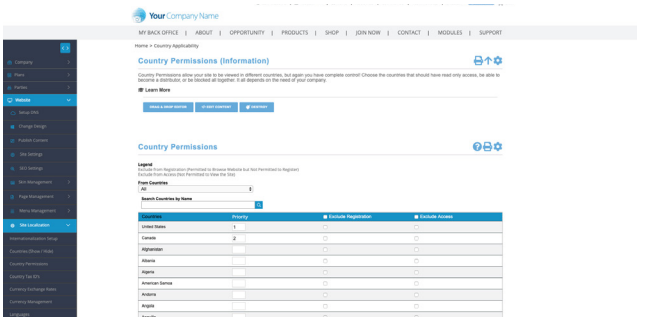
Quick View
Cosmetics Eye Shadow
CO1001SKU
retail price
sales price
autoship price
your price
you save
$34.95
$29.95
$19.95
$29.95
$5.00
Cosmetics Eye Shadow Short Description Goes Here.
One-Time Purchase
Every month

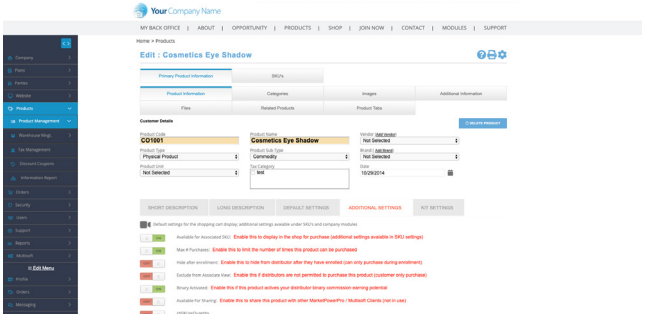

Cosmetics Eye Shadow
COSMETICS EYE SHADOW LONG DESCRIPTION GOES HERE
SKU: CO1001SKU
Category:
retail price
sales price
autoship price
you save
BCV
MCV
UCV
$34.95
$29.95
$19.95
$5.00
100.00
20.00
100.00
One-Time Purchase
Every month
Every week
Subscription Details
ADD TO CART
Additional Information
Reviews
Specifications

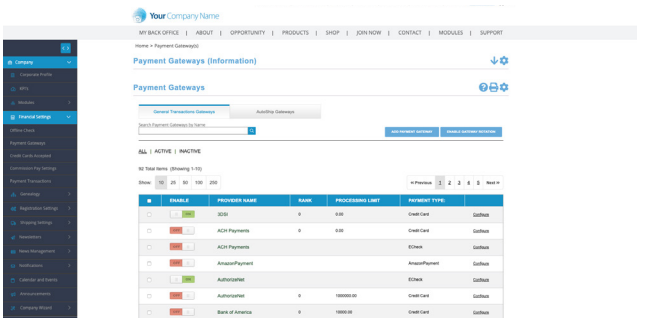

Basic Dashboard
Binary
CUSTOMERS
1
DISTRIBUTORS
6
SALES
$0.00
EARNINGS
$0.00

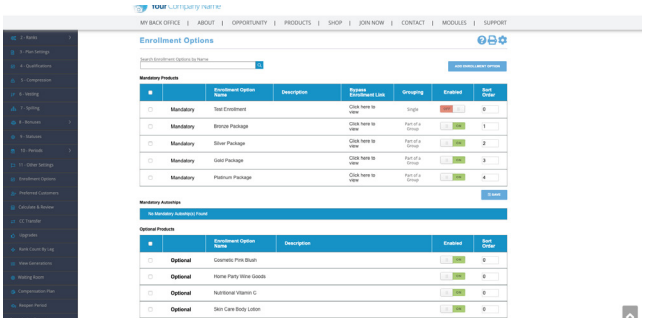

Your Company Name
Your enrolling Distributor will be Mattea Andersen - ID: 100004
SELECT YOUR ENROLLMENT PACKAGE
Bronze Package
Silver Package
Gold Package
Platinum Package

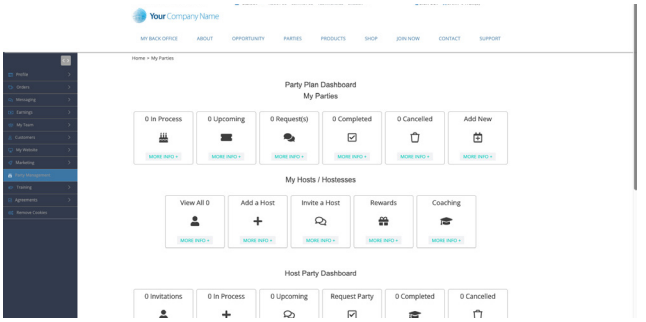

Your Company Name
Language Translations (Information)
Language Translations

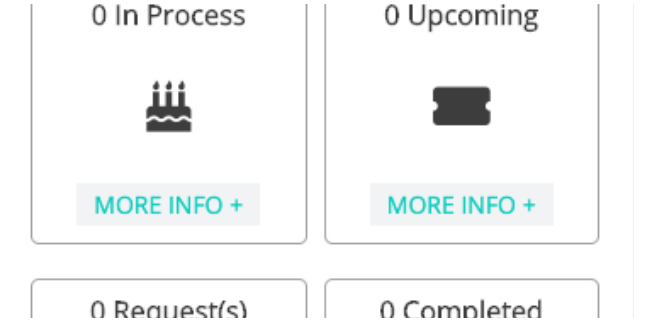

Your Company Name
Country Permissions (Information)
Country Permissions

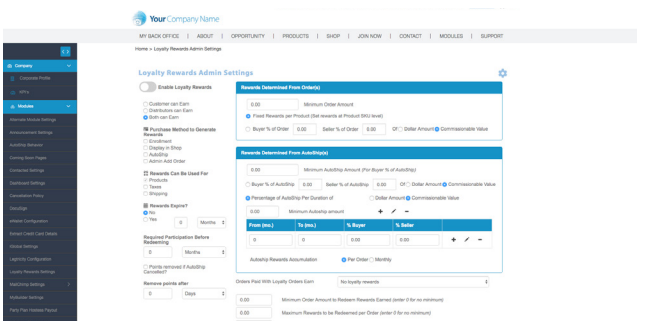

Your Company Name
Edit : Cosmetics Eye Shadow

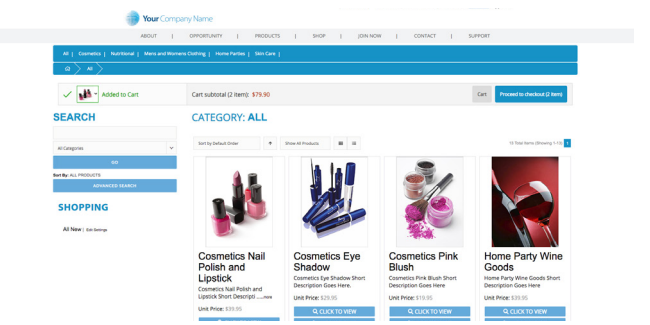

Your Company Name
Payment Gateways (Information)
Payment Gateways

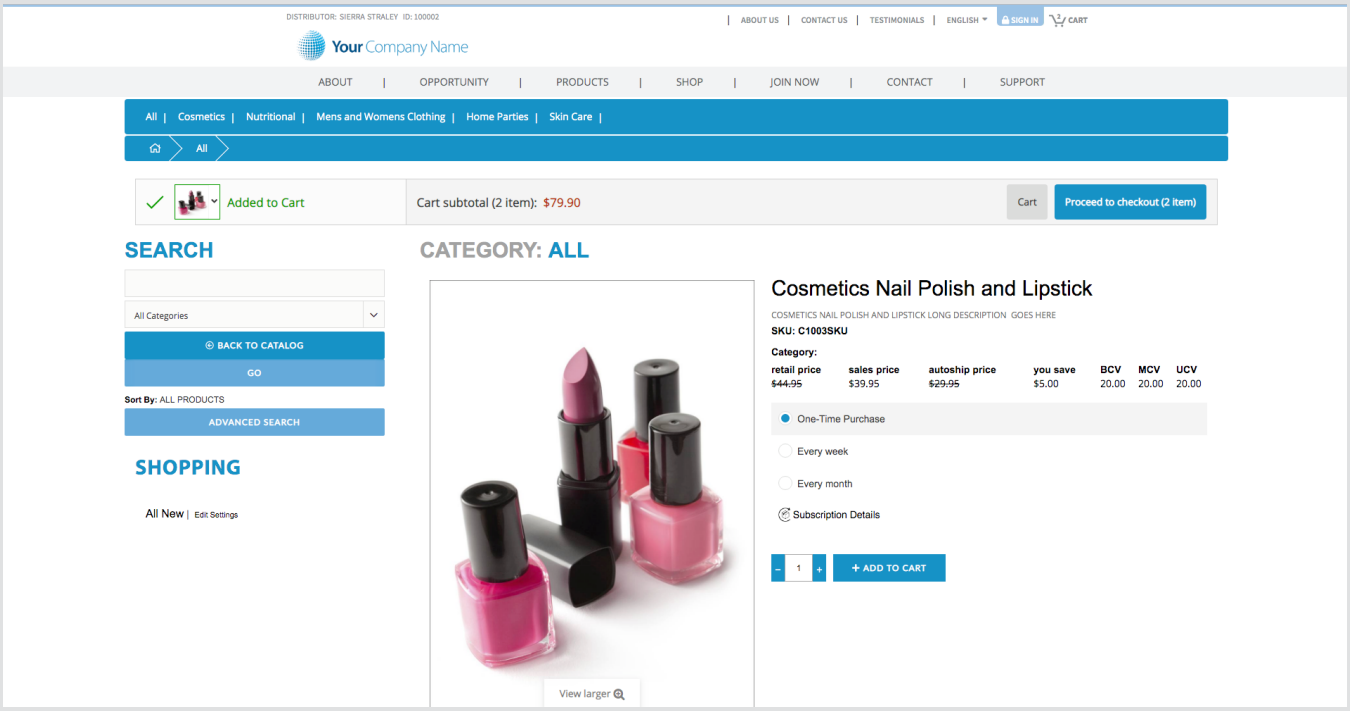

Your Company Name
Enrollment Options


Your Company Name
Party Plan Dashboard
My Parties
0 In Process
0 Upcoming
0 Request(s)
0 Completed
0 Cancelled
Add New
My Hosts / Hostesses
View All 0
Add a Host
Invite a Host
Rewards
Coaching
Host Party Dashboard
0 Invitations
0 In Process
0 Upcoming
Request Party
0 Completed
0 Cancelled


0 In Process
0 Upcoming
MORE INFO +
MORE INFO +
0 Request(s)
0 Completed


Your Company Name
Loyalty Rewards Admin Settings


Your Company Name
SEARCH
CATEGORY: ALL
SHOPPING
Cosmetics Nail Polish and Lipstick
Cosmetics Eye Shadow
Cosmetics Pink Blush
Home Party Wine Goods




# International Features

## International

- Multi-Country Site Design
- Multi-Country Menus
- Multi-Country Enrollment
- Multi-Country Products
- Multi-Country Invoices
- Multi-Country Currencies
- Multi-Country SEO Data
- Multi-Country AutoShip
- Multi-Country Terms/Conditions
- International Language Modules

- 32+ languages including
- European, Asian, and the Middle Eastern languages.
- Compulsory invoice numbering per country
- 82+ currencies
- Tax management by country
- Customizable exchange rate settings
- Country specific product and service pricing
- Country-specific pages and menus
- Commission values by country
- Customizable website presentation skins per country
- Country specific payment methods
- Country specific enrollment options
- Country specific logistics
- Country specific commission payments
- Product and associate SKU data per country
- Country specific SEO and meta data
- AutoShips by Country
- Country specific forms and agreements

# Software

## GET A FREE QUOTE

MarketPowerPRO provides MLM Software pricing to fit EVERY Budget.

Always ahead of the curve with innovative, competitively priced, cutting-edge MLM software solutions.

Our focus is not just about being the best, it is about keeping our software within easy reach of the start-up entrepreneur.

From start-up to already established enterprises, we have solutions to fit every budget.

**Fully internationalized, MarketPowerPRO can be customizable to fit your every need.**

**REVIEW OUR PRICE LIST**

— SAAS — Software As A Service
— Pick Your Own Payment
— Benefit From Our Experiences
— Be Live in Days, Not Months!

*Review at*
**www.multisoft.com/mlm-software**

# Pricing

# 14 REASONS

Upgrade Your

# To Upgrade Your Software Vendor Now!

Software Vendor

## The Statistics

The average network marketing company switches MLM Software vendor 3 times before finding the right company to work with.

## Think About It

Wouldn't it be easier to find the right MLM Software Vendor the first time?

## The Reasons

There are hundreds of areas of concern when selecting an MLM Software Vendor – here are the top 14 to look for.

# 1 RELATIONSHIPS ARE EVERYTHING!

**Do you have an excellent working relationship with your Software Vendor?**

Do you enjoy working with your account executive, your project manager, your compensation plan team, and your trainer?

Do you feel as though they want to help you, or are they just out to extract more money from you?

**Are they vested in your success or vested in your failure?**

Do you feel as though they are providing you "value" with the software, services, and support you are paying for?

A software vendor is similar to a marriage, and not all marriages are perfect.

It's not a matter of "IF" you will have a problem but rather "WHEN" a problem arises, how they will they respond?

**There is an old saying, "you get what you pay for."**

Are you paying more for the software than you are receiving, including support and training?

MLM Software does not need to be expensive.
**Yes, you can hire overseas developers whose price sounds "too good to be true."** But, Inexpensive usually means cheap, and overly priced usually means they prefer to work with large mature companies and not start-ups.

As you grow is there an option to change the fee agreement and pay only a monthly flat rate fee? Move to your own cloud environment? Or, host on your own servers?

Make certain you understand the financial arrangements before signing on the dotted line.

**Contract Release**
Make certain you have an "out" that releases you from the contract in case things don't go well for you.

Does the contract include you owning "your data?"

Careful with annual contracts. Let's face it – if something goes bad you don't have a year to change vendors – your distributors won't wait!

Do you have to pay one-time for upgrades or on-going fees?

Do they charge for "every module" or do they have packages available that meet your need, not just for today but for the future?

**Is Support included?**
Do you have to pay extra for support and training or is it included in your monthly SaaS/ASP fee? It should be!

Is training available Online or do you have to pay to travel to their offices and if so do they have multiple offices?

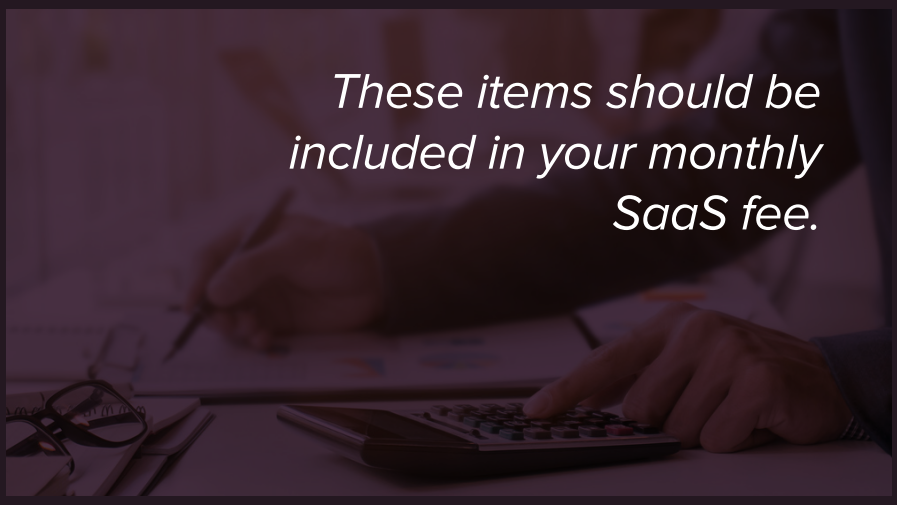
## 2 ARE THEY VESTED IN YOUR SUCCESS OR YOUR FAILURE?

If your MLM Software vendor is not charging monthly fees, or it sounds too good to be true, it probably is!

If there are no monthly fees then expect to pay for support, training, hardware, bandwidth, upgrades, enhancements and much more.

If your vendor is charging you only one-time for setup, scripts or API's, and not providing any support or training, then they do not have a vested interest in your success.

Meaning "when" you have a problem you are going to be paying additionally for fixes, enhancements, training, support, maintenance, hardware, bandwidth, servers and much more.



You should be partnering with a provider that has a vested interest in your success.

Application Service Providers (ASP's) who offer monthly SaaS (Software as a Service) fees, should be including support of your servers, cloud computing services, bandwidth, upgrades, enhancements, maintenance, and backups of your data.

They should also include training and support whether it be via a help desk system, telephone, email or in person.

Monthly SaaS / ASP fees should increase a little as your business demands grow.

**In all business relationships there must be a win-win scenario.**

There can't exist a relationship that becomes an irritation to either of the parties involved because the relationship will eventually deteriorate.

**Does your MLM Software company release new upgrades, new features, software enhancements?**

Is your provider vested in your success, will they continually be upgrading their software, by adding new enhancements and features that will allow your distributors to sell more products and recruit more?

## 3 IS YOUR COMPENSATION PLAN FULLY UNDERSTOOD?

**Did your account executive and their project manager ask you more questions than you during the initial interview?**

Or did you hear "YES" more often than you can remember, only to find out later they really meant "NO"!

**How long have they been in business?**

Has your provider has been in business for less than 10 years?

If they have been in business LESS than 10 years, then most likely they do not have the necessary experience to understand, predict, and prepare for all the unique nuances of complex network marketing compensation plans, and what your customers and distributors really need.

Does the software provider insist on designing your MLM Compensation plan?

Although some MLM Software companies are good at this, there are many MLM Compensation Plan consultants in the industry today.

Are they selling you an "Off-The-Shelf" compensation plan, or are they able to program to a set of rules, requirements and rewards provided by 3rd party consultants?

Today's compensation plan is not a simple "Binary, Matrix or Unilevel" of years gone past. Todays' compensation plans have numerous ranks each with a unique set of requirements to achieve those ranks.

Do they understand the three "R's of programming compensation plans? 1) The Ranks in your plan, 2) The Requirements to achieve those ranks and 3) the Rewards associated with those ranks?

Do they understand that "Rewards" are broken down into three sub-sections?

**1) Reward (financial),**

**2) Recognition (Rank and Title, and yes there is a difference) and**

**3) Incentives; bonuses that could be earned and rewarded outside of the compensation plan such as gifts, travel, benefits, etc.?**

Do they understand the various types of bonuses that are widely used in today's network marketing industry?

Does your Software have the ability to add new bonuses into the compensation plan or are you "stuck" with the compensation plans they programmed and "sold you".

Is the Software focused on "recruiting" more than it is "selling" and providing "value" to customers and distributors alike.

## Here is just a small sample of the more popular features:

- *Retail/Wholesale Bonus*
- *Levels Bonus*
- *Stair-Step Unilevel*
- *Weak Side Binary*
- *50/50 Binary*
- *1/3 / 2-3 Binary*
- *Multi-Step Binary*
- *Binary Differential Roll-Up Bonus*
- *Fast Start Bonus*
- *Multi-Tier Fast Start Bonus*
- *Customer Acquisition Bonus*
- *Matching Bonus*
- *Generational Matching Bonus*
- *Jump Start Bonus*
- *Lifestyle Bonus*
- *Team Volume Bonus*
- *Referral Bonus*
- *PowerStart Bonus*
- *Car Bonus*
- *House Bonus*
- *Generational Bonus*
- *Infinity Bonus*
- *Rank Achievement Bonus*
- *Matching Rank Achievement Bonus*
- *Top Sales Bonus*
- *Top Recruiters Bonus*
- *First Order Bonus*
- *Downline Commission Bonus*
- *Differential Roll-Up Bonus*
- *Rebate Bonus*
- *AutoShip Rebate Bonus*
- *Points Accumulation Bonus*
- *Bonus Pools*
- *And so many more...*

# 4 SUPPORT AND TRAINING IS CRITICAL TO YOUR SUCCESS!

Are you working with a mature MLM Software vendor, with experience in providing professional support, or does the company consist of just a few people working under minimal overhead facilities?

Or are they located overseas in a time-zone that sleeps when you are working? Will they be impossible to reach when you need them?

**Send An Email" Grrrrr!!!**

Your MLM Software provider, if they are a true partner, will handle all of the development aspects from "lead to launch" for you, so you'll be able to focus on what you do best – recruit, grow your company and build sales.

Some Software companies will sell you a "Off-The-Shelf" software, or "scripts", to install yourself, or pre-packaged "API's" for which you then have to obtain servers, hire developers, and contract with hosting companies, etc.

A professional Software company will feel like a "family", with staff that you should look forward to speaking with, rather than avoid like the plague.

Your MLM Information Technology provider must be an extension of your company – they should feel as though they are "part of your company" while not actually being employees.

**Do they provide emergency after-hours support and weekend support?**

Does the provider pick up the phone every time you call, or do your calls go to an answering machine?

Or even worse, do they want to communicate only by email?

**Here are a few of the most common complaints we receive from current and potential clients and those looking to change providers:**

"The same person that sold me the software is my support representative and trainer"
"It takes too long to get anything done"
"They are rude when I call or email"
"They often do not answer the phones"
"They do not always return phone calls"
"They are slow to respond to my calls"
"They don't care about me or my distributors"
"They are not vested in our success"
"There is no after hours or weekend support"
"All we hear is "It's Out of Scope"

## 5 IS THE SOFTWARE MOBILE (ADAPTIVE AND RESPONSIVE)?

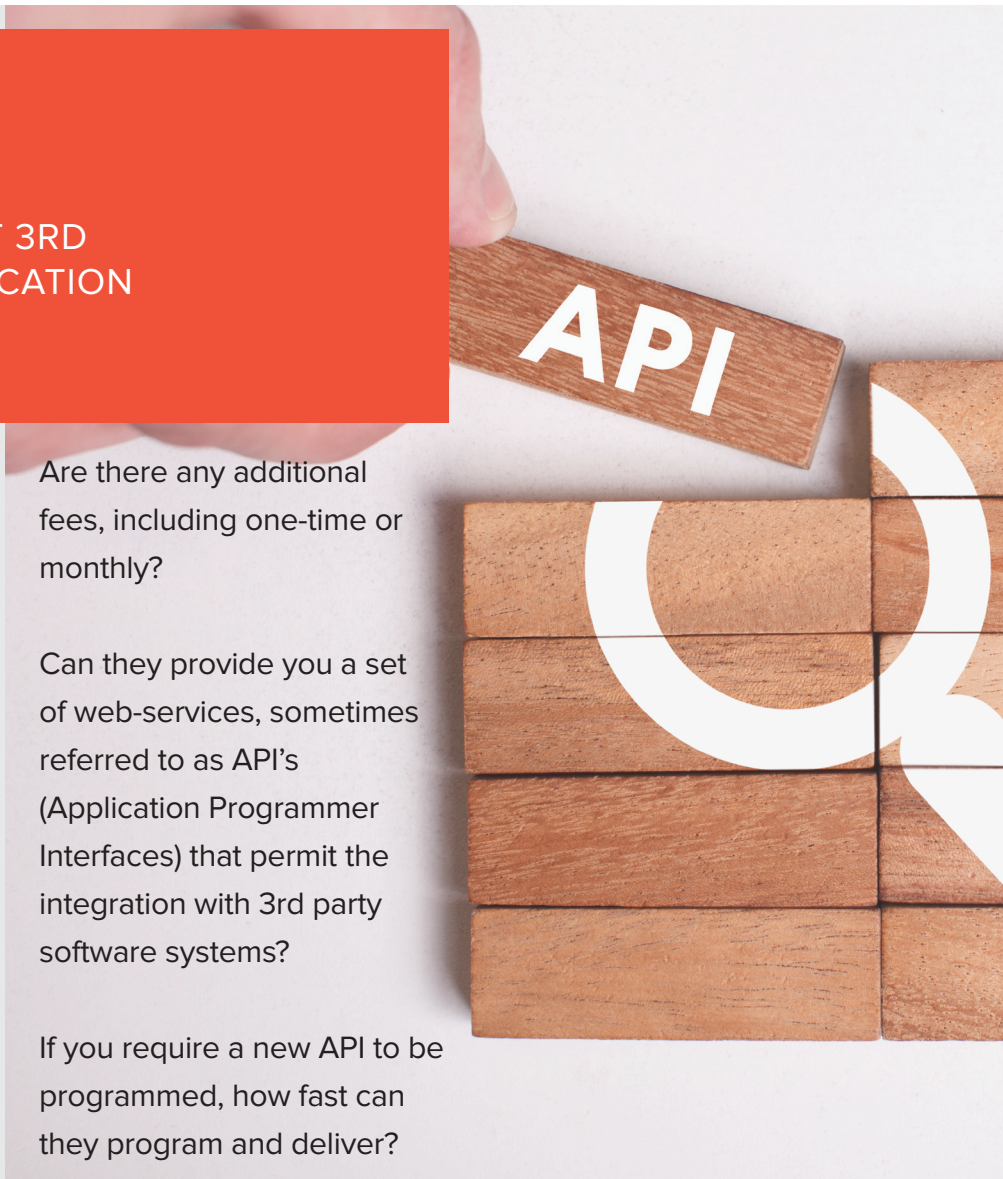
Over 60% of users are using their mobile phones to research, shop for, and buy products and services Online.

If your website is not mobile friendly, your distributor enrollment, shopping cart, and your visitors will leave your website and you will never know they have been there.

Make certain your MLM Software company provides replicated mobile (adaptive and responsive) distributor websites (the front facing pages of your website); and this does not mean "mobile applications" which are entirely different from mobile websites.

> Over 75% of users are using their mobile phones to research, shop for, and buy products and services online.

## 6 DO THEY SUPPORT 3RD PARTY API'S (APPLICATION PROGRAMMER INTERFACES)?




**"Network marketing companies want their MLM Software providers to do one thing – calculate commissions accurately, on-time, every-time, all the time.**

The rest of the requirements they may be outsourcing!

Will 3rd party companies be able to integrate their software product with your MLM Software, such as banking?

Are there any additional fees, including one-time or monthly?

Can they provide you a set of web-services, sometimes referred to as API's (Application Programmer Interfaces) that permit the integration with 3rd party software systems?

If you require a new API to be programmed, how fast can they program and deliver?

## Here are just a few of the 3rd party systems you will likely want to integrate to at some point:

- *Payment Gateways / Merchant Account Providers; how will customers and distributors pay?*
- *Commission Payment Platforms (eWallets and Debit Cards); how will you pay distributors their commissions?*
- *Sales Tax and Calculations (with nearly 10,000 sales tax jurisdictions in the US, plus VAT, etc. – You will need real time tax tables.*
- *Logistics (warehousing, shipping and fulfillment).*
- *Lead Capture and Lead Management.*
- *Email and SMS Communications.*
- *Accounting, CRM, ERP.*
- *Newsletter Systems.*
- *Help Desk, Live Support and Trouble Ticket Systems.*
- *3rd Party Shopping Carts.*
- *External Websites (not part of their software).*
- *Blogs such as WordPress, which is much more than just a blog.*
- *Social Media.*

## 7 ARE THEY INTEGRATED WITH SOCIAL MEDIA?

**How are your customers and distributors finding your products and services?**
Where are they hearing about your products and services? How are they researching your products and services?

Most likely they have seen or heard about your products, services on Social Media (Facebook, Twitter, Instagram, LinkedIn, YouTube and others.)

Does your MLM Software provide the ability for customers and distributors to sign-up AND login using their social media accounts such as Facebook or Twitter?

Are your customers and distributors able to share the products, services, pages, content, etc. of your website on their social media platforms?

# 8 DO THEY UNDERSTAND THE MLM INDUSTRY?

How long have they been in business? Are they a one-hit wonder that created an MLM Software system for only one company?

Have they seen more MLM companies fail than they have successes?

Have they been successful distributors before starting their software business?

Have they built and led large organizational downlines?

Have they owned and operated their own Network Marketing Company?

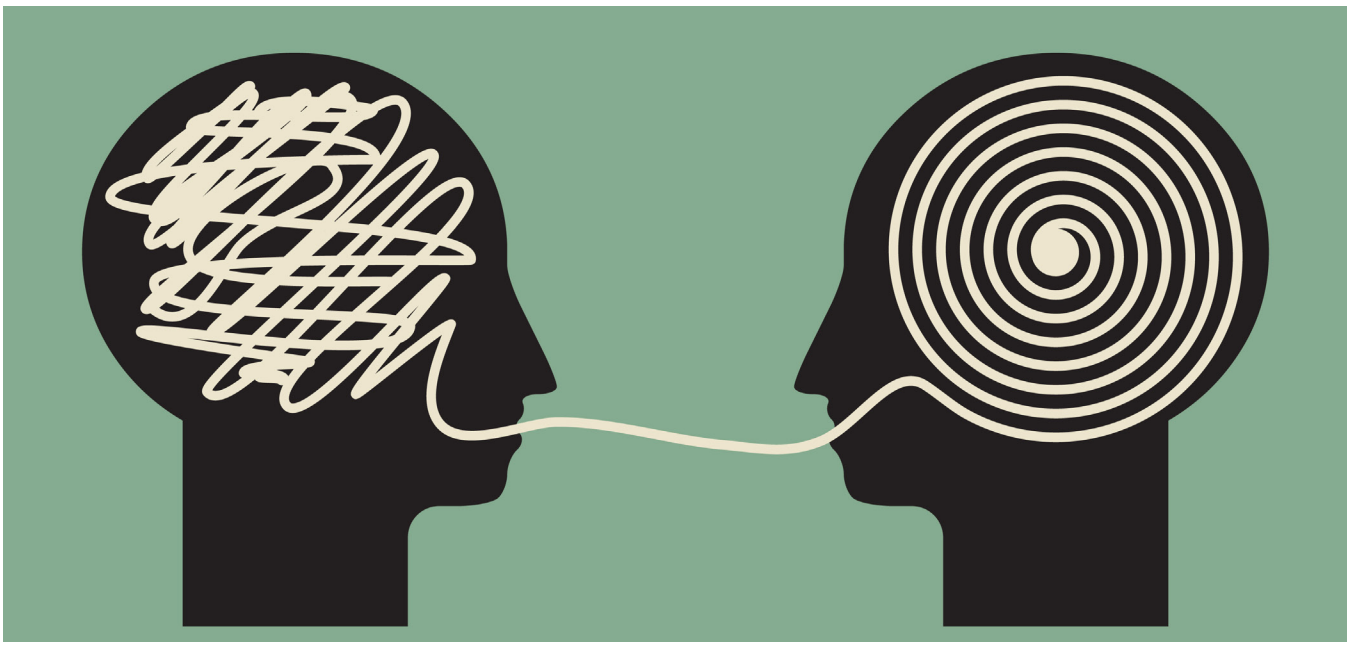
Can they review and decipher your compensation plan and help you avoid pitfalls or provide recommendations to enhance the plan?

Do they work with industry leaders, consultants, speakers, marketers, attorneys, designers, coaches, etc.?

Or, do they consist of few "geeks" working from their home, that programmed a website or two and believe they know how to manage a complex MLM Software system?

If your MLM Software provider has been in business for less than 10 years, they most likely DO NOT have the experience necessary to understand all the unique nuances of various network marketing compensation plans.

You must partner with an MLM Software company whose leadership consists of owners that have been network marketers, have owned network marketing companies, have been successful (or failed and learned) in previous network marketing companies or have been industry consultants (you need a team that has "been there" and "done that").



# 9 IS IT EASY FOR CUSTOMERS TO BUY PRODUCTS AND ENROLL IN AUTOSHIP?

Many software companies are focused too much on the "distributor back office" and not on the "retail customer experience". And if recent settlements with the FTC are any indication the "retail side" of network marketing is going to become more important than ever – more focused on retail customers and less on distributor recruiting.

What does your shopping cart look like?

Have you looked at the best "Online retail companies" such as Amazon, Target, Walmart, ebay, and seen how intuitive their shopping carts are? This is where your next retail customers are coming from, this is the retail buying experience they are looking for and if your MLM Software company does not provide a high quality retail shopping experience this is where your customers are going.

We've always said "if they join for the products they may stay for the opportunity whereas if they join for the opportunity they are just looking for the next best latest opportunity (products and services be damned); and remember "you never get a 2nd chance at a 1st impression" so make your first impression the best possible – and if your shopping cart is not at the highest level of design, use, functionality and convenience you won't be making sales.

Today's consumer expects a robust, easy to navigate, feature rich, educational, informational and most important "easy to buy with one click" shopping cart experience.

## Here's several items you may want to make certain your Shopping Cart can accommodate:

**The shopping cart should resemble the rest of your website, not a pop-up window with a different look and feel!**

Single Page Checkout
Cross Selling / Cross Promotion
Social Sharing
View Multiple Images
Mouse-over and Zoom Images
Download Images
Custom Attributes (Size, Color, etc.)
Multiple SKU's per Product
AutoShip / Recurring Billing
Videos
Tabs to load more onto the product page
Discount Coupons / Coupon Codes
Ratings & Reviews
Ingredients
Specifications
Shipping
Product Sorting (the way you want)
Specials, Featured, New, Sales, etc.

# 10 IS IT SIMPLE FOR DISTRIBUTORS TO ENROLL IN YOUR BUSINESS OPPORTUNITY?

Let's face it, besides selling products and services that provide and add value for customers, the top priority of any network marketing company is for distributors to sponsor new distributors into their organization.

- *How simple, or complicated, is it for distributors to enroll into your business opportunity?*
- *When they enroll are they taken away to a new window / screen that does not resemble your corporate website they just came from?*
- *Does the enrollment form consist of 3 steps, 5 steps, 9 steps or one simple step,one simple page?*
- *Is the distributor enrollment form intuitive or do your potential distributors have to jump through hoops to enroll? Is the enrollment form clean, concise and easy to understand?*
- *Does it look current with today's technologies or is it "old school" looking?*
- *Can distributors sign-up and utilize their social media profiles such as Facebook or Twitter?*
- *Are newly enrolled distributors able to easily identify and select their enrollment options including packages, AutoShips and optional products?*
- *Are they able to determine your MLM Software provider by making a few simple changes to the website address?*
- *Are your enrolling distributors able to select whether to enroll as an individual or a company?*
- *Are they able to select their preferred replicated site name that's easy to recall for marketing and advertising?*
- *Is the enrollment process PCI (Payment Card Industry) compliant (meaning their credit card data is protected?)*
- *Is their replicated distributor website instant or do they have to wait an hour or even a day for a "process" to run to create their replicated website?*
- *Are you able to enroll distributors in countries outside the USA? Can visitors select their preferred language, currency and tax identification requirements?*

# Enrolling Distributors

*The enrollment screen is important. Enrolling new distributors must be easy, concise, and representative of your company, products, and services.*

## 11 IS THEIR TECHNOLOGY OLD AND ANTIQUATED OR NEW AND MODERN?

What is your "time to launch"? Are you able to get up and get running in a few days or a few weeks, or is it going to take months to setup your website, program your compensation plan, and integrate with simple 3rd party providers?

As the saying goes, "you don't get a second chance at a first impression" when it comes to your website, your products, your services, and your brand identity.

You have 3-7 seconds to make a "good first impression," and most likely you will not receive a second chance.

Is the software overwhelming, too difficult to manage, too challenging to integrate with third-party companies?

Is your website mobile (adaptive/responsive)? Is it able to incorporate parallax web design components? Do they provide base website designs and content pages for you to start with, or are you forced, instead of being optional, to hire an outside web design firm to create and manage your website?

There's a good chance you'll want to utilize WordPress as the "front-end" for your company, just like a blog.

Does your MLM Software provide plug-In's for WordPress and do those plug-ins support "replicated distributor websites"?

Are you in control, or are you being controlled? Does your MLM Software provider have an adequate team of developers, designers, and support representatives available to help you?

Or do you have to find your own developers to integrate the software, set it up on your own servers or cloud environments *(it sounds easy until you try to do it on your own)?*

Are you able to update the website when you want, or do you have to keep opening your wallet each time you need to make a change to the site such as a new menu or web page?

Are you able to add content to your website yourself? Incorporate video, social media, create pages, add products, add enrollment options, update commission values, move distributors, add orders, change your payment gateway provider, etc.?

# 12 IS THE MLM SOFTWARE BUILT FOR YOUR GROWTH?

From the outside everything looks great, you have a good relationship with your MLM Software provider, your website looks presentable, you are selling products and enrolling distributors – life is good.

Then one day out of nowhere the software seems to slow to a crawl, distributors are unable to enroll, customers are not able to place orders, the website won't load, you start seeing errors all over the place, commissions that used to take a few minutes are now taking hours or more.

## This is reality and it happens more than you might think

Imagine that you decided to work with an MLM Software company whose software looked good during the demo, their setup price sounded good, and was less than your budget, but very soon after opening, encountered problems that you know will eventually destroy your business.

### What problems? Possibly more than one of these common problems:

- *The database was not properly designed and is not scalable – it's "locking"*
- *The database is not properly normalized to run at optimal performance*
- *The database and the code behind it are sitting on the same server (not separate servers)*
- *The genealogy was designed to handle a few hundred or a few thousand distributors but not 10's or 100's of thousands*
- *The software was not properly designed and can not handle the load and is timing out*
- *The code behind was not optimized and is not re-factored from time to time*
- *The web servers do not incorporate load balancing*
- *The servers you thought you were on are actually a single server sitting in a building with low bandwidth*
- *Your MLM Software is not in a cloud platform*
- *The developers do not have the experience you thought they did or they sold you on*
- *They don't have the experience in network marketing you thought they did*
- *The developers work "bankers hours" (Monday- Friday, 9am – 5pm) and are not available to handle critical problems*
- *You went with an inexpensive overseas development team that you can not reach during your business hours when timing is critical*

# 13 IS IT A SEAMLESS SINGLE SITE INTEGRATION?

When you visit Facebook or Amazon to log in, submit a post, update your profile, upload a video, add a picture, or run a live-stream, do they open multiple windows and require you to log in to multiple different areas?

**No, they don't**

So then why would your MLM Software provider force you, your customers and your distributors to open a new or different window?

Why would they open a new window for your distributors to enroll? One that looks completely different from your corporate or replicated distributor website?

Why would they open a new or different window to access the back office?

Why would the shopping cart look completely different than your corporate website, antiquated and old, nothing like Amazon, ebay, or any modern shopping cart?

Why would you have to login to a completely different website address as an administrator to update your products, pages, menus, content, inventory, etc.?

**Why indeed?**

What does all this mean? Why do they have different windows for logins, enrollments, shopping carts, and back offices, that don't look anything like the corporate website or replicated distributor website?

It means that the Software provider has cobbled together different applications, programs, and tools to provide you with a "supposedly" seamless solution. It means that they did not develop the MLM Software from "the ground up" in a "central source code" environment. It means you were not sold a "seamless single site system" and with so many systems having to talk to each other it's not a matter of "if" you are going to encounter a problem, it's a matter of "when" you are going to face a challenge.

***It's not a matter of "if" you are going to encounter a problem, it's a matter of "when."***

# 14 IS EVERYTHING REAL-TIME?

In this fast changing world, the words "instant gratification" are an understatement. Todays "technology generation" demand technology to be "real-time."

If your MLM Software has "scheduled updates", of any of the items listed below, then your MLM Software provider is not a real-time system!

**Here are just a few items your MLM Software must incorporate, otherwise you'll be closing your doors soon after they opened. You absolutely MUST have these functions:**

- *Real-Time Enrollment*
- *Real-Time Distributor Replicated Websites*
- *Real-Time email*
- *Real-Time SMS*
- *Real-Time Genealogy*
- *Real-Time Sales*
- *Real-Time Ordering*
- *Real-Time Back Office*
- *Real-Time Additional Products*
- *Real-Time Website Updates*
- *Real-Time Commission Funding*
- *Real-Time Inventory / Counts*
- *Real-Time Sales Volume*
- *Real-Time Downline Volume*
- *Real-Time Distributor Count*
- *Real-Time Customer Count*
- *Real-Time Commission Forecasts*
- *Real-Time Discounts*

If Any of these 14 Reasons Are Causing You Concern Then It's Time to Consider Upgrading Your MLM Software Provider

## CALL +1 888-415-0554

TODAY

OMORROW

# 12 Easy Steps To Get Started

## Getting Started With These Easy Steps

1) Visit MLMBuilder.com or PartyPlan builder.com to create your 5-Day, FREE Trial.

2) Watch the Video at MultiSoftVideo.com

3) Contact MultiSoft, or visit mlmstartupguide.com to schedule a free 1-hour call.

4) eMail a Copy of Your Compensation Plan to plans@multisoft.com.

5) Review your compensation plan with Robert, Steve, or Andrew to determine how much you will actually pay out to ensure your new business will make money!

6) Have Robert, Steve, or Andrew walk you through the "Themodeler.com" to see your plan can be programmed in days, not months, like those other companies. **Receive your FREE, no obligation, "Compensation Plan Blue Print."*

7) Discuss your products and pricing to help determine the retail and wholesale pricing/

8) Activate your Trial Software at MLMBuilder.com or PartyPlanBuilder.

9) Connect your credit card merchant account.

10) Learn how easy it is to collect payments through our partner credit card payment gateways, including the newest cryptocurrency gateways if you want to accept Bitcoin and other Altcoins.

11) Discuss the multiple ways we can streamline the paying of commissions to your members globally using one of the numerous global wallet partners MultiSoft has developed relationships with.

12) To expedite your launch, schedule a “one-on-one” MLM Workshop at MultiSoft and get all of your questions answered quickly.

**CONTACT US TODAY!**

**+1-888-415-0554 (Eastern USA)**
**+1-702-550-7835 (Western USA)**
**+1-888-415-0554 (Toll Free)**
**+63-2-856-9775 (Asia)**

# MarketPowerPRO Functions

MarketPowerPRO is scalable and programmed using the Microsoft.net technology.

- ***System built on Microsoft's .NET framework and SQL server technology optimized for speed.***
- ***Cloud-based Software as a Service (SaaS).***
- ***Application server architecture.***
- ***Modular subsystems.***
- ***Scalable and expandable system structure.***
- ***Mobile-centric design (responsive/adaptive).***
- ***Real-time data Internet transactions.***
- ***Highest level of accessibility, reliability, and advanced security.***
- ***Scalable to millions of data records.***
- ***Unlimited bandwidth (14 providers).***
- ***Unlimited data storage available (SSDdrives).***
- ***SOAP and REST API Libraries for 3rd parties.***
- ***Multi-Lingual and Multi-Currency.***
- ***Google Analytics and Address Verification.***

## Security

- Native SQL security layers.
- Data encryption with Secure Socket Layer (SSL).
- PCI compliant - Scanned Monthly.
- Managed Firewalls and VPN's.
- Client Dedicated SQL Server(s) - upon request.
- Privacy Shield Certified-EU, U.S. and Swiss-U.S.
- GDPR and California Privacy Policy compliant.
- CAPTCHA Login Security.
- Multi-Factor Login and Change Authentication.
- Manage Roles and Access by Users.
- Microsoft NET 2.0 Role Management.
- Account, IP, and Country Specific Blocking.
- SHA2 / NSA Level Credit Card Encryption.
- MD5 Password Encryption.
- Credit Card Tokenization (specific providers).

## Network

- 24x7x365 management and monitoring.
- Global Cloud DNS.
- 7+ Data Centers.
- 2+ Content Delivery Network's (CDN's).
- 10+ Tera-bytes of SSD (Solid State Drive) Storage.
- 180+ Virtual CPU's.
- 562+ GB Memory.
- Load Balancers.
- Real-Time Backup.
- 24x7x365 Daily Backup with Separate Storage.

## Payment Systems

- 66+ credit card gateways.
- 16+ eCheck gateways.
- 5+ eWallet gateways.
- PayPal, Stripe, and Square.
- Crypto-Currencies.
- Administrator Overrides, Cash, Check, Wire.
- AutoShip and Recurring Billing.
- Country, currency, and exchange rate settings.

## Shopping Cart

- Can be completely customized per client.
- 60+ Shopping Cart Settings.
- Standard Cart, Quick Cart, or Single SKU Cart.
- State of the art checkout process with AVS.
- Physical or Digital Products.
- Unlimited Categories with role management.
- Unlimited Sub-Categories.
- Unlimited Products and Unlimited SKU's.
- AutoShip Sign-up in-the-cart.
- Kit Builder.
- Specials and Discounts offers.

- Product recommendations.
- Discount Coupon Code Generator.
- Banner Ad Generator.
- QR Code generator.
- Gift certificate management.
- Prepaid card codes.
- Redemption vouchers.
- Product and SKU attributes (Size, Color, etc.).
- Product Tab Management.
- Print Catalog from the cart.
- Add ShareThis.com or AddThis.com sharing.
- VAT Tax compliance settings.
- Manual and Real-Time 3rd Party Sales Tax.
- Shipping Calculation: Real Time, Price, Weight.
- Free Shipping Settings by Price and AutoShip.
- Inventory and Warehouse management.
- Shipping management, 7+ providers.
- ShipStation and ShipWorks integrations.
- Integrates with any 3PL logistics provider.

## Enrollment System

- Customizable set of enrollment options.
- Required or Optional enrollment purchase.
- Required or Optional Product purchase.
- Required or Optional AutoShip purchase.
- Sponsor / Placement Validation (no orphans).
- Locate sponsor by name, ID, site name, location.
- Bypass Enrollment Options.
- Address Verification with Google AVS API.

## Genealogies

- Horizontal & Vertical with pop-up overlays.
- Binary, Unilevel, and Matrix.
- Full Screen View Mode.
- Unilevel Leg Volume Viewer.
- Data Viewer Genealogy.
- Down-line Report Generator.
- Rank Count by Leg.
- Leader-boards - company and personally enrolled.
- Rank History.
- Rank Makers History Board - company and personally enrolled.
- Spilling Management.
- Genealogy Viewer Settings.
- Administrator Genealogy Settings.

## Role Management

- Create base roles.
- Create application roles.
- Set roles for individual users.
- Manage pages by roles.
- Manage menus by roles.
- Manage modules by roles.
- Set roles for individual users.
- View, Edit, and Publish roles.
- Password change setting.
- Login as other user settings.
- Edit Secret Questions settings.
- View Secret Answer settings.
- Change Management logs.

## Comprehensive Report System

**MarketPowerPRO Enterprise produces an extensive number of reports by periods of day, month, year, period, or cycle. Reports can be exported to MS Word or Excel, and produced in PDF or XML format.**

- Accounting reports.
- AutoShip reports.
- Enrollment reports.
- Gateway reports.
- Genealogy reports.
- Sales reports.
- QuickBooks Export.
- Abandoned Carts reports.

## Loyalty Rewards System

- Customers, Distributors, or both can earn settings.
- Customers referring customers can earn settings.
- Generated from Enrollment, Shopping Cart, AutoShip or Administrator Add Orders.
- Can Be Used for Products, Taxes, or Shipping settings.
- Can be set to expire or not.
- Required participation time before redeeming Rewards.
- Rewards removed if associated AutoShip is canceled with time settings to remove.
- Set per Product or AutoShip.
- Flexible settings to increase Loyalty Rewards based upon participation time settings.
- Orders can be split payment or 100% Loyalty Rewards used.
- Loyalty Reward orders generate no CV, partial CV or full CV.
- Customers or Distributors can convert Rewards to cash.
- Cash Conversation Settings.
- Customers or Distributors can transfer Loyalty Rewards settings.

## Distributor Back Office

- Replicated distributor website.
- Real-time dashboards.
- Key Performance Indicators.
- Personalized site name.
- Contact personal sponsor.
- Personalized support page.
- Manage public profile.
- Upload personal photo.
- Manage personal profile.
- Manage Social Media profiles.
- Manage personal calendar.
- Set default language.
- Set default currency.
- Update tax identifier.
- Opt out of leader boards.
- Opt out of rank makers board.

- Opt out of search modules.
- Update login details.
- Update password.
- Update date of birth.
- View upcoming events.
- Credit cards management.
- Bank accounts management.
- Manage billing addresses.
- Manage shipping address.
- View communications.
- Send Dashboard Communications.
- Newsletter subscriptions.
- Contact management.
- Detailed commission history.
- Commission methods.
- Variable genealogy settings.
- Holding tank/waiting room.
- Detailed order history.
- Search, add or delete orders.
- AutoShip management.
- Real-time genealogy viewer(s).
- Real-Time Leader-boards.
- Real-Time Rank-makers.
- View and add distributors.
- View and add customers.
- Add customer orders.
- Add distributors orders.
- Loyalty rewards history.
- Party Plan management.
- Training tools.
- Marketing tools.
- Google analytics for traffic.
- Facebook pixel integration.
- Forms and Agreements.

## Distributor Management

- Add, view, sort, search, edit, distributor details.
- Advanced search and filtering.
- CSR send email communications with attachments.
- CSR add notes (appendable).
- Enter trouble tickets.
- Manage credit cards.
- Manage bank accounts.
- Add orders.
- Add AutoShips.
- Real-time change of sponsor, enrollee, and placement.
- Edit statuses and rank (vesting module).
- View their genealogy.
- Commission adjustment.
- Order and AutoShip history.
- Manage addresses.
- Manage personal information.
- Manage tax ID's.
- Edit user-name and password.
- Manage roles.
- Enable, Disable, Delete, Undelete.
- Administrator commission adjustments.
- Rank and Title Management.
- Exemptions management.
- Selection of commission payment methods.
- Login as distributor.

## Website Management

- 36+ Pre-built website designs.
- 10+ Pre-built mobile menus.
- Domain Name Server Settings.
- Replicated Distributor sites.
- Multi-Domain - i.e. Separate Opportunity and Retail Sites.
- Create and edit menus.
- Link menus to pages, products, or open to new windows.
- Create and edit pages.
- Create and edit modules.
- Drag and drop content editor.
- Robust HTML content editor.
- 400+ drag and drop editable content widgets.
- Revert or restore previous page updates or changes.
- Upload to corporate image library.
- Search Engine Optimization.
- Iframe and external content insertion.
- Internationalization setup.
- Show or hide countries.
- Country visibility settings.
- Country Tax ID settings.
- Currency management.
- Currency Exchange rates.
- Global search and replace.
- Multiple languages settings.
- Edit multiple languages.
- Recycle bin / deleted history.
- Login page settings by roles.
- Logout page settings by roles.
- Social media sign-up and login settings.
- Google AVS settings.
- GDPR cookie settings.
- Distributor support page settings.
- User sign-up rule settings.
- Age verification settings.
- CAPTCHA code settings.
- Email relay settings.
- Maintenance mode settings.

## Company Management

- Company dashboard.
- Key Performance Indicators.
- 30 Module / 3rd party settings.
- Global updates of corporate profile.
- Global updates of variable replacements.
- Corporate logo setup.
- Distributor no photo setup.
- Restrict enrollment to unique email address settings.
- Package and handling settings.
- Global updates of variable content merge replacements.
- Maximum AutoShip attempt settings.
- Maximum credit card use by single distributor or customer.
- Company mail merge.
- Credit card acceptance settings.
- Corporate genealogy.
- View settings for genealogies.
- Credit card processing setup (66+ gateways).
- ACH payment processing setup (16+ gateways).
- Restriction of company sponsorship and selling options.
- AutoShip Behavior settings.
- Shopping cart settings.
- Shopping cart discount settings.
- Party plan settings.
- Loyalty rewards settings.
- Transaction history.

- Shipper details (FedEx, UPS, DHL, USPS, Australian Post, Canada Post).
- Customized sign-up settings (forms, fields).
- Shipping regions and methods per region.
- Free shipping with AutoShip
- Premier (think Amazon Prime).
- Registration settings (Distributors, Customers, Users).
- Newsletter management (email and SMS).
- Notifications management (email and SMS).
- Calendar and events management (with Google maps).
- FAQ Management.
- Announcement management.

## Product Management

- Unlimited warehouses.
- Add / receive inventory.
- Transfer between warehouses.
- Physical and digital products.
- Unlimited categories and sub-categories; product naming, images, and permissions.
- Unlimited products in categories and sub-categories.
- Manage product brands.
- Manage vendors / providers.
- Measurement units.
- Sales tax settings.
- Assign to enrollment options.
- Maximum # of purchases.
- Hide after enrollment options.
- Product banner generator.
- Short and long descriptions.
- Insert product details, images and thumbnails.
- Kit building and kit inventory.
- Related product suggestions.
- Product tabs management. for testimonials, benefits, rate and review, videos, and more.
- Product sorting management.
- Variable pricing for customers, distributors, and AutoShips
- Assign commission type, value, points, volume per product.
- Schedule products to show and disappear - think holidays.
- What's New, specials, featured, coming soon and best sellers.
- Set minimum order quantities per product.
- Assign product attributes like size, weight, height, color.
- Post out of stock, or check stock quantity notice per product.
- Monitor out-of-stock situations and available stock.
- Manage AutoShip settings.
- Managing packaging and weight per product SKU.
- Upload merchandise related PDF's, videos, audio Podcasts, Flash presentations to the website.
- Discount coupon management.
- Pre-Paid Card code management.

## Order Management

- Invoice numbering schema.
- Advanced order searching with 17+ filters to search by.
- View by payment status, shipping status, order status and order origination.
- Add or remove payments.
- Add or remove shipments.
- Edit credit to order values.
- Edit line item products and values.
- Print packing slips.
- Print detailed invoice.
- Orders details sent by email.
- Payment history.
- Track order status with carrier.
- Pending shipment management.
- Pending or partial order tracking.
- Shipment by order total. amount.
- Administrator add orders.
- Administrator shipment overrides.
- Administrator payment overrides.
- Administrator payment and commission value overrides.
- Refund, Return, Replace, RMA (Return Merchandise Authorization) management.

## Party Plan Management

- Maximum party duration.
- Maximum parties per month.
- Redeem rewards in cart.
- Enable / disable party codes.
- Physical or on-line parties.
- Party time-zone settings.
- Email and SMS settings.
- Separate party card for orders.
- Distributor host party price settings.
- Host and Customer discount percent settings.
- Calendar date format settings.
- Time display format settings.
- Host rewards grid settings based on party order total including discount items, free gifts, and discounted shipping.
- Customer rewards grid settings based on personal order total including discount items, free gifts, and discounted shipping.
- SKU reward settings; distributor price, host price, available for party, available for discounts, available for free gifts.

## Party Plan System

- Physical or on-line parties.
- Distributor party dashboard.
- Host party dashboard.
- View and register to attend upcoming parties (integrated with Google maps).
- Request to host a party module.

- Dynamic hostess rewards module.
- Dynamic customer rewards module.
- Distributor party calendar.
- Invite a host module.
- Invite party attendees.
- Distributor approve or decline party requests.
- View parties in process, upcoming, completed, and / or canceled.
- Distributor party management.
- Host party management.
- Host invitation system.
- View registered attendees by party.
- Distributor view orders and rewards per party.
- Host party order entry cart.
- Host 1/2 price, free gifts, discounts, and free shipping.
- Customers 1/2 price, free gifts, discounts, and free shipping.
- Split shipping by party order.
- Customers redeem rewards, discounts, and gifts during ordering.
- Host reward and redemption history.
- View sales totals by party.
- View orders by party.
- View rewards by party.
- Email and SMS Invites.
- Bulk upload attendees by comma separated file (CSV).

## Customer Management

- Advanced search, add, edit, and delete functions.
- Add, search, edit, or delete orders.
- Administrator notes management.
- Administrator AutoShip Management.
- Administrator email communications.
- Support ticket management
- Roles management.
- Simulate customer experience.

## Distributor & Customer AutoShip

- AutoShip configurations available in shopping cart.
- AutoShips can contain attributes (size, color, flavor, etc.)
- Customizable AutoShip naming.
- Admin preset or user definable AutoShip date(s).
- Upcoming AutoShip reminder notifications
- AutoShip can be tied to Loyalty Rewards system.
- Multiple AutoShip dates (every X days, weeks, months, years, etc.)
- Variable shipping and payment methods per AutoShip.

## Communication Systems

- Email relay management.
- SMS management.
- Newsletter management.
- Notifications and Auto-responder management.
- Newsletter and notification templates.
- 3rd party communication tools integrated.
- News management.
- Calendar and events management.
- FAQ Management.
- Share with a friend feature.

## Compensation Plan Management

- Wizard based configuration.
- 27+ rank condition settings with 100's of configurations.
- Management of spilling – left, right, strong, weak, auto-balance.
- Compensation plans incl. Unilevel, Matrix, Binary, Stair-Step, Hybrid, Combo, and Custom.
- Multiple business and income center support.
- Binary plans - 1/3 - 2/3, 50 - 50, unlimited cycles, Weak Side, or Stair Step.
- Leg locking for launch period.
- 20+ Binary bonus configurations.
- 20+ Matrix bonus configurations.
- 37+ Unilevel bonus configurations.
- Bonus pools.
- Custom bonuses available.
- Minimum commission setting; pay if commissions exceed.
- Commission check register.
- Enrollment integration with products, AutoShip, and 3rd party vendors.
- Commission period settings
- Bonus and commission processing.
- Automatic creation of commission periods.
- Daily, weekly, monthly, quarterly, and annual custom commissions.
- Manual or automatic commission processing.
- Administrator run, view, audit, close commission periods..
- Administrator re-open commission periods.
- Integrated with several eWallet commission providers.
- Commission history reports.
- Data export to QuickBooks or Excel .csv.

## Sponsorship Rule Management

- Company or Distributor set.
- Distributor enrollment search features.
- Administrator sponsor / placement change.
- Holding tank / waiting room system.

## International

- 33+ languages including Europe, Asia, Latin America, and the Middle East.
- 82+ currencies .
- Multi-Country Site Design.
- Multi-Country Menus.
- Multi-Country Enrollment.
- Multi-Country Products.
- Multi-Country Invoices.
- Multi-Country Currencies.
- Multi-Country SEO Data.
- Multi-Country AutoShip .
- Multi-Country Terms and Conditions.
- International Language Modules.

**Everything can be different on a country by country basis, including:**

- Website designs.
- Menus.
- Forms and agreements.
- Languages.
- Currencies.
- Currency exchange rates.
- Enrollment options.
- Warehouses.
- Products and Services.
- AutoShips.
- Invoicing schemas.
- Sales tax.
- Income tax ID's.
- Commission values.
- Payment methods.
- Payment gateways.
- Commission payments.
- Search Engine Optimization.

**MLM is all about momentum. NOW is the time to launch your new enterprise, and we are available to help you.**

MarketPowerPRO

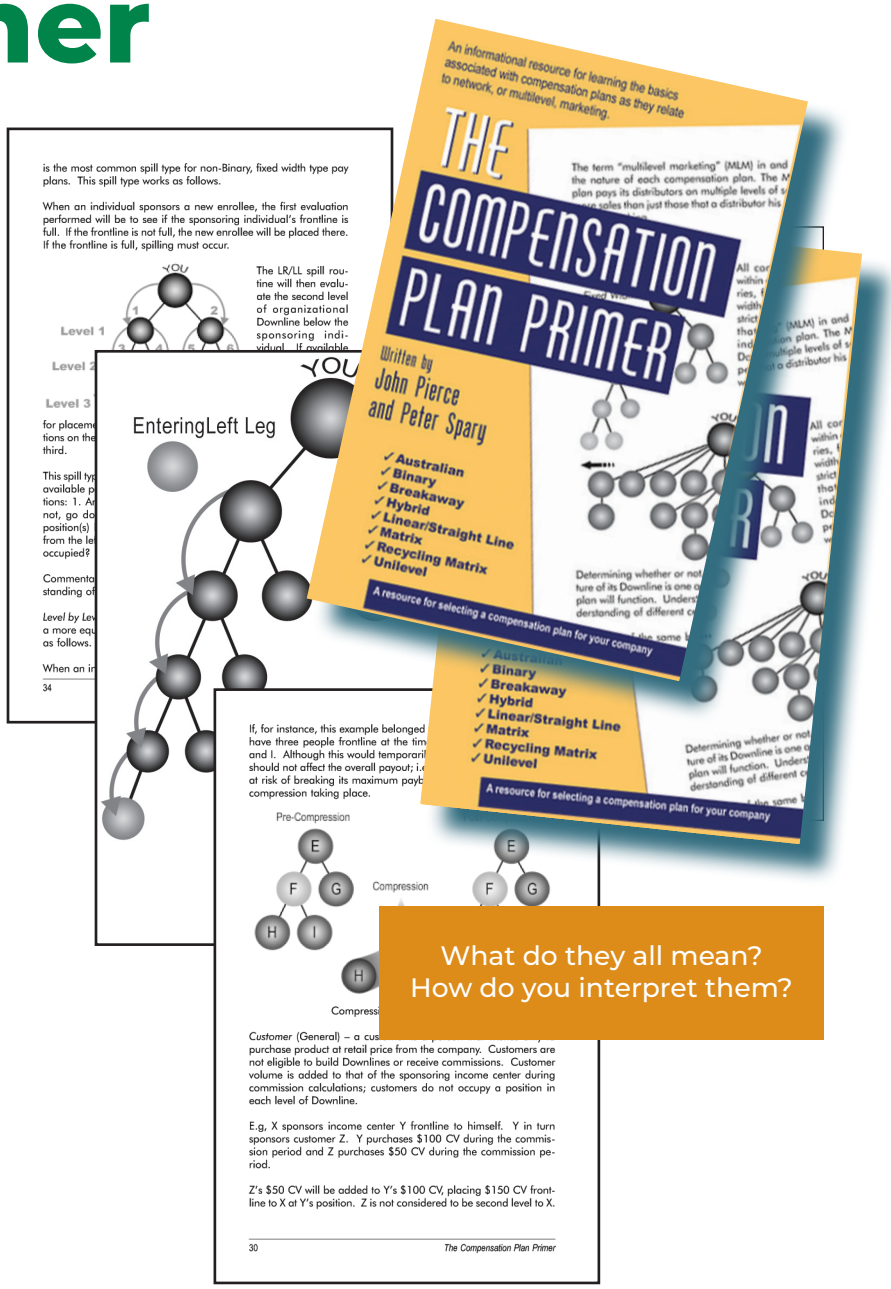
# The Compensation Plan Primer

The least understood facet of multilevel marketing is compensation plans. Copious amounts of resources and systems exist for learning the arts of recruiting, selling and management, while compensation plans have remained the great enigma of the industry.

Why are compensation plans such a mystery? The answer is that they are the one thing unique to MLM that people do not encounter as part of other sales or business relationships. Everyone understands the concept of engaging in work and receiving remuneration in return, however very few people are exposed to the MLM compensation framework prior to joining a MLM company.

Levels, compression, generations, Binary, Unilevel, Matrix – these are just a small handful of the terms that a typical person is not accustomed to associating with a paycheck, but which are commonplace in MLM.

**Why are compensation plans such a mystery?**




**The Compensation Plan Primer**

**ORDER YOUR COPY NOW!**
Only $19.95 - Get Yours Today!

**At Amazon.com — Search:**

**"The Compensation Plan Primer"**

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### Website Resources

- multisoft.com
- multisoft.sg
- mlmbuilder.com
- partyplanbuilder.com
- mlmbuilder.sg
- marketpowerpro.sg
- mlmstartupguide.com
- mymlm.com
- mlmcorporate.com
- themodeler.com
- multisofttube.com
- mymlmsocial.com

### YouTube

- www.youtube.com/watch?v=oRwxQ4tMetg

### Publications

- How to Start Your Own MLM Company
- The Compensation Plan Primer
- The Distributor Training Manual
- The Perfect Product
- MLM Start-Up Guide
- MultiSoft Magazine
- What to Look for in an MLM Software Provider

### Contact MultiSoft Today!

### Merchant Account Approval

MarketPowerPRO comes with 75+ integrated credit card payment gateways.

For various reasons, many Network Marketing companies encounter problems in obtaining a merchant account with a bank. Should you encounter this problem, MultiSoft has solutions available.

We have also developed our own proprietary eWallet system, and invite you to contact us for details on how this may solve your merchant account issues.

### Legal Referral

We have established relationships with legal experts who can help you with any compliance issue.

### Website Technical Issues

We have solutions for domain registrations, SSL certificates, and SEO.

### Business Promotion

We share our experience in promotional activities such as advertising, networking, and event coordination.

*“Happiness is not something you postpone for the future; it is something you design for the present.”*

*Jim Rohn*