

HIGHLIGHTS FOR DIRECT SELLING CUSTOMERS

Most popular engagement programs:



Onboarding program for new distributors in US and Europe



Nationwide **upline leader training program** for newly qualified leaders



Real-time engagement, discovery, and education program at annual sales team meeting



Training programs for ongoing and seasonal product campaigns

KEY BUSINESS RESULTS

⊕ **25-40%**

INCREASE IN SALES PRODUCTIVITY

as average order size among potential users vs. control group

⊕ **40-50%**

INCREASE IN RETENTION

⊕ **3-4x**

INCREASE IN RECRUITING

ACCOUNT ACTIVITY

65-75%
POTENTIAL USERS
LOG IN

80-95%
REPEAT USERS

HIGH COMPLETION RATE ACROSS THE BOARD



COMPLETION RATE OF BOTTLENECK TASKS IS AT LEAST 25% GREATER THAN INDUSTRY AVG RETENTION RATE (avg retention of direct selling distributors ~20%)

EFFECTIVE ONBOARDING DRIVES SALES SUCCESS



1 DAY

1ST TASK COMPLETION



12 DAYS

10TH TASK COMPLETION



19 DAYS

20TH TASK COMPLETION

(TYPICAL MILESTONES)

2-3 WEEKS FOR PRE-SALES ONBOARDING



85-95%

HIGH LIKELIHOOD OF COMPLETING **SALES TASKS** by users who complete onboarding

GAME MECHANICS

ACHIEVEMENTS, LEADERBOARDS, CERTIFICATES



ARE VERY EFFECTIVE:

★ **TEAM ACHIEVEMENTS ARE #1 MOST POPULAR TOPIC**

👁️ **LEADERBOARDS ARE IN TOP 3 MOST VISITED SECTIONS**

✉️ **CERTIFICATES HAVE 75-90% UNIQUE EMAIL OPEN RATE**

DISTRIBUTOR FEEDBACK



"I LOVE THIS! GETTING POINTS AND EARNING PRIZES. I ALSO LOVE HOW THIS SHOWED ME OTHER SOCIAL MEDIA OUTLETS TO PROMOTE MY BUSINESS. THANK YOU!"

"I LOOK FORWARD TO BEING A PART OF THIS PROMISING NEW TECHNOLOGY. CAN YOU IMAGINE THE CONSISTENCY OF OUR BUSINESS WHEN WE HAVE ALL NEW CONSULTANTS LEARNING THE EXACT SAME WAY! WOW!"

"I LOVE THE IDEA OF TURNING MY CONTACTS INTO CUSTOMERS AND THEN TO RELATIONSHIPS."

"MY NEW RECRUITS HERE ARE GETTING THE RIGHT DIRECTION, PROPER HABITS, AND WELL-EDUCATED ONBOARDING INTO RUNNING THEIR NEW BUSINESS! THANK YOU FOR THIS PROJECT!!!"

"LOVE THIS IDEA AND HOW IT CONNECTS US TO THE NEW CONSULTANTS. JUST RECRUITED A YOUNG LADY OVER THE WEEKEND AND I BELIEVE THIS WILL BE A BIG HELP TO HER."

"I LOVE THAT OUR CONSULTANTS WILL GET EVERYTHING THEY NEED ON THE GO WHILE ALSO RECEIVING TEACHING FROM US. I LOVE THIS COMPANY."

"I ABSOLUTELY LOVE THIS!!! I THINK IT IS GENIUS! GREAT FOR NEW CONSULTANTS & A GREAT WAY TO KEEP THEM MOTIVATED TO KEEP WORKING THEIR BUSINESS!! :-)"

"I LOVE THOSE TIPS!!! TRAINING, TRAINING AND MORE TRAINING!"