



14

REASONS

To Consider Upgrading
Your **MLM Software**
Provider Now

The Statistics

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

Do The Homework

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

The Reasons

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



RELATIONSHIP IS PARAMOUNT TO EVERYTHING!

People buy from and work people they know, like and trust. Do you have an exceptional working relationship with your MLM Software Provider? Do you enjoy working with your account executive, your project manager, your compensation plan team, your training coordinator? 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, your employees, your customers and your distributors with “value” with the software, services and support you are paying for?

Working with an MLM Software company is a similar to a marriage and not all marriages are perfect. It's not a matter of “IF” you will have a problem arise but rather “WHEN” a problem arises and how they will respond to the problem? Do you hear the words “that's out of scope” more often than not?

There is an old saying “you get what you pay for”. Are you paying more for the software than you are receiving in return

including support and training? Contrary to popular belief, MLM Software does not need to be expensive, 100's of thousands of dollars, nor should it be inexpensive, a few hundred or a couple thousand dollars. Before they even know what you want or need is their first question “what's your budget”? And then, low and behold, the quote for the software matches the budget you gave them?

Yes, you can find “scripts” you can install for a few dollars or overseas developers whose price “sounds too good to be true”. Inexpensive usually means cheap and overly priced usually means they prefer to work with larger more mature

companies and not start-ups (the majority of new MLM's).

Is there a monthly fee for the “product and service”, that is exclusive of support? All industry veteran and mature MLM Software companies have some sort of monthly fees including but not limited to a flat fee, a per distributor fee, a percentage of revenue, a charge for administrators, etc. When you grow is there an option to pay a monthly flat rate fee, move to dedicated hardware (cloud environment)

or host on your own servers?

Make certain you understand the financial arrangements before signing on the dotted line. And make certain you have an “out” to release you from the contract in case things don't go well that includes owning “your data” and one that is not a year to year contract; let's face it – if something goes bad you don't have a year to change providers – your distributors won't wait.

Do you have to pay extra for support and training or is it included in your monthly fee? Is training available online or do you have to pay to travel to their offices and if so do they have multiple offices? 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 into the future and your growth? Do they have the right to increase fees and if so by how much and how often?



As much as nobody likes paying monthly for services, we all do it; we pay for cable TV, for cell phones, for marketing tools and yes there are monthly fees for websites and MLM Software. If your MLM Software provider is

ARE THEY VESTED IN YOUR SUCCESS OR YOUR FAILURE?

not charging monthly fees or is charging a very low amount (if it sounds too good to be true it probably is). If they are not charging any monthly fees or very low fees then expect you will be paying for support, training, hardware, bandwidth, developers, upgrades, enhancements and much more.

If your MLM Software provider is charging you one-time only for setup or scripts or

API's and not providing any ongoing services, support and training, which should be included in the monthly SaaS fees you pay, then they do not have a vested interest in your success – meaning “when” you have a problem not “if” you have a problem you are going to be paying dearly for fixes, enhancements, training, support, maintenance, backups, hardware, bandwidth, servers and much more.

You should be working with an MLM Software provider that has a vested interest in your success not an MLM Software provider that charges nothing or very little to get you up and running and has no vested interest in your success, other than when you need something and then you can expect to pay dearly for it.

MLM Software providers who have a monthly SaaS (Software as a Service) fee, sometimes referred to as ASP (Application Service Provider) fees should be taking care of your hardware (servers and cloud computing services), bandwidth, upgrades, enhancements, maintenance, backups of data as well as including training and support whether it be via a help desk system, telephone, email or in

person. Monthly SaaS / ASP fees should increase a little each time your business improves, meaning they have a vested in your business whether it be from transaction fees, distributor fees, customer fees, etc.

In all relationships, business as well as in personal, there must be a win-win scenario; you win allot while they win a little. There can't exist a zero-sum gain relationship otherwise the relationship becomes an irritation to one or both parties involved and the relationship eventually deteriorates and dissolves.

Is your MLM Software company releasing new features, enhancements and improvements to the software

at no charge or are they putting their hand out with a Cheshire cat grin on their face saying "please sir, may I have some more" (meaning money), except where 3rd party enhancements where you will need to work with and pay a company other than your MLM Software provider for the enhancements?

If your MLM Software provider is vested in your success they will continually be upgrading the software, adding new enhancements and features that will allow your distributors to sell more products to customers and recruit more distributors which should be a win-win for both companies (you make allot more while they make a little more).



IS YOUR COMPENSATION PLAN FULLY UNDERSTOOD?

Did your sales representative, account executive and project manager ask you more questions than you did during the initial interview than you asked them? Or did you hear the word "yes" more often than you can remember only to find out later they really meant "no" or "yes, but more money".

How long have they been

in business? Has your MLM Software provider has been in business for less than 10 years? If the answer is yes, then most likely they do not have the necessary experience to understand, predict and prepare for all the unique nuances of various network marketing compensation plans, MLM Software and what your customers and distributors really

want and need (and what they “want” and what they “need” are completely different).

Does the MLM Software company insist on designing your MLM Compensation plan? Although some MLM Software companies are extremely adept at this, there are many quality MLM Compensation Plan consultants in the industry today. Are they selling you a “boxed” 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. Today’s 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? **Here is just a small sampling of the more popular bonuses today:**

- ✔ *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*
- ✔ *Coded Bonus*
- ✔ *And so many more...*

The MLM Industry is changing; you need look no further than recent settlements with the FTC. Does the MLM Software separate “customers” from “distributors”? Does your MLM Software company 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 MLM Software focused on “recruiting” more than it is “selling” and providing “value” to customers and distributors alike.



SUPPORT AND TRAINING IS CRITICAL TO YOUR SUCCESS!

Are you working with a mature MLM Software company with the experience in providing support for the MLM Industry or does the company consist of a few developers working out of a strip center, a month to month for rent office or overseas and impossible to reach when you need them?

Your MLM Software company, if they are a true partner, will handle all of the development aspects from “lead to launch” for you so you can focus on what you do best – source products, find customers and develop network marketing leaders to grow your company and generate profits.

Some MLM Software companies will sell you a “box” of software or “scripts” you can install yourself or pre-packaged “API’s” for which you then have to obtain servers, developers, hosting companies, etc. to install, develop and manage.

Your MLM Software company should be the “IT, Information

Technology” extension of your company – they should feel as though they are “part of your company” while not actually being employees. A good MLM Software company will feel like “family” and you look forward to speaking with them rather than avoid them like the plague.

Do they have emergency after-hours support or weekend support? Do they pick up the phone only when you need something they can quote you a price for and the rest of the time your calls go to an answering machine?

Here’s 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 do not answer the phones*
- ✓ *They do not return phone calls*
- ✓ *They do not return emails*
- ✓ *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 “Out of Scope”*

5

IS THE SOFTWARE MOBILE (ADAPTIVE AND RESPONSIVE)?

Today over 60% of users online are using their mobile phones to research companies, shop for and buy products and services online.

If your website is not mobile friendly (adaptive and responsive – meaning you don't have to use your fingers to pinch the screen to see the screen), specifically your distributor enrollment and shopping cart,

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.

6

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

thing – calculate commissions accurately on-time, every-time all the time, the rest of the requirements they may find other companies to outsource to”.

Does your MLM Software company provide 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 developed what is the “time to market” for such a service?

Here are just a few of the 3rd party systems you will likely want to integrate to at some point; will the 3rd party companies be able to integrate with your MLM Software and / or will your MLM Software

A veteran industry consultant recently stated “at the end of the day, network marketing companies want their MLM Software providers to do one



be able to integrate with the 3rd party companies, and are there additional charges including one-time or monthly; find out upfront before you get locked in:

- ✔ *Payment Gateways / Merchant Account*
- ✔ *Providers; how will customers and distributors pay?*
- ✔ *Commission Payment Platforms (eWallets / Debit Cards); how will you pay distributors their commissions?*
- ✔ *Sales Tax and Calculations (with over 15,000 jurisdictions in the US, plus VAT, etc. – you will need real time tax)*
- ✔ *Logistics (warehousing, shipping and fulfillment)*
- ✔ *Lead Capture and Lead Management*
- ✔ *eMail Communications*
- ✔ *SMS Communications*
- ✔ *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*



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 and business opportunity 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?



DO THEY UNDERSTAND THE MLM INDUSTRY

How long have they been in business? Are they a one-hit wonder that created a unique MLM Software system for one company and are re-selling it to you? Have they seen more MLM companies fail than they have successes? Education and experience comes as much from witnessing failures, and more importantly

understanding the reasons for failure, than they have successes? Remember, there's a 90% failure rate in MLM; do your best to avoid becoming a statistic.

Have the owners previously been leaders in the MLM Industry? Have they been distributors? 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, designers, coaches, mentors, etc.? Or does the MLM Software company 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. 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 want a team that has "been there" and "done that").



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

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.com, Target.com, Walmart.com, eBay.com 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

Many MLM 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"

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 considerations 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*
- ✓ *Mousoever and Zoom Images*
- ✓ *Download Images*
- ✓ *Custom Attributes (Size, Color, etc.)*
- ✓ *SKU’s per Product*
- ✓ *Videos*
- ✓ *Tabs to load more onto the product /SKU page*
- ✓ *Discount Coupons / Coupon Codes*
- ✓ *Ratings & Reviews*
- ✓ *Ingredients*
- ✓ *Specifications*
- ✓ *Shipping*
- ✓ *Product Sorting (the way you want)*
- ✓ *Specials, Featured, etc.*



**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 and your distributors is for distributors to recruit (enroll, sponsor, etc.) 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 signup utilize their social media profiles such as Facebook or Twitter?*
- ✔ Are newly enrolling 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? Using their preferred language, currency and tax identification requirements ?*

You have one chance, one shot, one opportunity to enroll new distributors and it must be easily understood, clean, concise and representative of your company, products and services. If it's not you are going to lose potential distributors that could have generated an income for themselves, their families and created a recognizable brand and profits for your company.



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, integrate with simple 3rd party providers?

The saying “you don’t get a 2nd chance for a 1st impression” has never been more true than it is today, especially when it comes to your website, your products and services and your brand identity.

You have 3-7 seconds to make a “good first impression” on your potential customers and distributors otherwise you will most likely not receive a 2nd chance. Is the software overwhelming, too difficult to manage, too difficult to integrate with 3rd party companies?

As discussed above, 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 are over 74,000,00 websites sites running on WordPress; and there’s a good chance you want to utilize WordPress as the “front-end” for your company or just as 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 a team of developers, designers and customer 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 start to do it on your own).

Are you able to update the website when you want to or do you have to keep “going back to the well and opening your wallet” each time you want to make a change to the website such as a new menu or web page? Are you able to add content to your website, incorporate video, social media, create pages, add products, add enrollment options, update commission values, move distributors, add orders, change your payment gateway provider etc.?



**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 to a couple of hours are now taking a day or more.

This is not fantasy or fiction, this is reality and it happens more than you might think or want to know. You decided to work with an MLM Software company whose software looked good during the demo, their setup price sounded so good and was less than your budget or one that is not vested in your interests and you do not have to pay monthly SaaS / ASP fees to.

What does this mean? It could be one of a few things as follows:

- ✔ *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 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 refactored 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

When you go to Facebook.com to login or submit a post, or update your profile or upload a video or add a picture or run a live stream does it open multiple windows and require you to login to multiple different areas?

When you go shopping on Amazon.com to go shopping does Amazon open a different / new window to login, a different / new window to go shopping, a different / new window to place an order?

So then why should your MLM Software provider force you, your customers and your distributors to open a new / different window to go shopping? Why should the software open a new window for your distributors to enroll; one that looks completely different from your corporate / replicated distributor website?

Why should the MLM software open a new / different window to access the back office? Why does the shopping cart look completely different than your corporate website (antiquated and old, nothing like Amazon.com or eBay.com or eBay.com or any modern shopping cart? Why do you have to login to a completely different website address as an administrator to update your products, pages, menus, content, inventory, etc. (if the MLM software even permits this?)

Why indeed? What does all this mean? Why all the different windows and logins and enrollments and shopping carts and back offices that don't look anything like your corporate website / replicated distributor website that your visitors, customers, distributors or administrators were just in?

It means that the MLM 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 encounter a problem.



IS EVERYTHING REAL-TIME?

In the ever-changing fast pace world, we live in the words “instant gratification” are an understatement. Thanks to the likes of Facebook, Twitter, Instagram, Amazon, eBay, Target, Walmart, Alibaba today’s “technology generation” expects, and demands, that everything, or as much as is possible with technology, is real-time. If your MLM Software has “scheduled updates” of any of the items below then your MLM Software provider is not “real-time”

Here’s just a few of the items your MLM Software must incorporate otherwise you will be closing the doors the day they open:

- ✓ *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 the 14 Reasons Above Are Causing You Concern Then It’s Time to Consider Upgrading Your MLM Software Provider Now

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