

Deepak Bajaj's

UNIVERSAL FRAMEWORK FOR CHOOSING THE RIGHT NETWORK MARKETING COMPANY

There are four pillars for a Network Marketing company. If any one of these pillars is weak, either the company will shut down or the distributors will not make big money. For the distributors to earn big money and for the company to run for generations to come, all four of these pillars have to be really strong. Whenever anyone proposes that you start business with a network marketing company, you simply evaluate the company on these four parameters and you must choose a company that is strong on all of them.

FOUR PILLARS OF A NETWORK MARKETING COMPANY	
1	Credibility and Track Record of the Company
2	Products or Services
3	Income Plan & Reward System
4	Professional Training and Support System

1. Credibility and Track Record of the company:

Check how long the management has been in the business. Check the general goodwill of the company, track record of the directors, any other family businesses and history, customer and distributor friendly policies, latest technology, payment history, innovation and adaptability, offices, certifications from the government and other bodies, transparent practices, training and development set up, support to distributors, etc.

2. Products or Services:

The company must have good quality products or services that are marketable even without the business opportunity. The products should be of good quality, ones that can be used regularly, worth recommendation even without the income model, offer good value for money, priced appropriately, having all the necessary certifications and standardizations, manufactured at factories following good standards and giving results.

Many fraudulent companies, who are basically into money circulation, keep dummy products to fulfill the government regulations. Dummy products can easily be identified as they don't give any value for money to their customers and are given

just for the sake of it. Stay away from such companies. Such companies will ultimately shut down, spoiling your personal reputation with them.

3. Income Plan & Rewards:

Look for a doable and sustainable income plan with possibilities of big income - a plan that suitably rewards efforts, is not complicated, easy to understand and easier to explain, transparent with no hidden conditions and based on a genuine revenue generation model. There should be genuine sale of products or services out of which the commissions will be paid. Income should be given in the bank accounts after TDS or other applicable taxes. One should be able to earn income purely on product sales without making distributors and on repurchase of products by existing distributors also. It should have a nomination facility. I would consider a plan simple and powerful if it can be explained in 60 seconds to any common person.

Stay away from plans that look too lucrative. Remember, the income can be given only from the sale of products or services. Use your common sense and intellect. Never be lured into a fraudulent idea of unbelievably good returns without much hard work.

An excellent reward system is a proven way to encourage high performers. Regular rewards like foreign trips, a car fund, performance-linked bonuses etc. motivate distributors to achieve big targets and serve as a catalyst for big growth.

Many companies offer plans that look good on the face but are loaded with lots of hidden conditions. Read all the documents or visit the company's website to get complete details of the same.

4. Professional Training and Support System:

Other things being similar, this one factor will give you an edge and will enable you to achieve big success in network marketing. There are institutions to become a doctor, lawyer, chartered accountant, engineer, teacher etc. but for this amazing business, there are no formal schools or colleges. On top of it, most of you will start this business part time along with your other job or profession. Professional training and the support system of your team will be your learning and development institution for this business. Programs organized by your team, business tools and one to one support provided by the seniors are critical for success in this business. So, always join a company or a team with a professional training and support system that has an excellent track record.

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