

Allan Wich Presents



Prospecting Mastery Institute

Expert Training for the New Class in Network Marketing

My qualifications for selecting a Network Marketing Company

This applies to 'first timers' as-well-as those with industry experience

I am often asked what qualifies as a great network marketing company and opportunity in my eyes; so here's my definition. Mind you, this is how I qualify; but I suggest YOU define an opportunity using your own set of qualifications based upon what you want 'your business' in this industry to achieve, along with a platform that can support it. Use the attached form to help define how you will qualify and sort a company; guided by what's important to you.

I break my qualifier in 4 categories, and in this order of importance:

1st: Your Sponsoring Distributor: This is the single most important consideration bar none; because it's with this person that your relationship will be built, not the company so much.

- Can you RELATE to them in some way and on some level, strong enough to trust them; do you feel comfortable or do you see yourself avoiding them?
- Are they TRANSPARENT by nature, or do they avoid the tough questions?
- Are they humble, do they work to elevate both their business and the industry, or do they boast about their successes and what you could attain working with them?
- Do they tell great stories, personal stories of challenge, failure, success, etc? Why, because this is one of the best ways to relate to another person, regardless of modality.

2nd: Company & Culture: Any company I consider must have a *pulse on the current and the future*. What do I mean with that? well this:

- They must be a company that reflects or shadows cultural and economic shifts and developments within the industry(s) they serve.
- A company that will add to their portfolio of products & services to accommodate a changing economy and global type development trending.
- A company with an internal 'culture' that I can stand behind and that will not require me to compromise my creative integrity or expose me to any environment that might erode my character.

3rd: Products & Services: A portfolio that does not rely on 'me too' products and services that are available outside of their opportunity.

- Products and services must serve a large demographic that add benefit physically and/or economically and that are unique, or in high demand and under-served.
- Products/services that they control themselves; in other words they make them or govern the development & manufacturing in-house. They must have full authority over development, manufacturing and distribution. This allows for following the 'pulse'.
- Products/services that I can stand behind and represent.

4th: Compensation:

- Within the company's portfolio of products/services, they must be able to create 'perpetual profit centers'; in other words products/services that stimulate reoccurring purchasing due to regular diet consumption or use.
- Compensation plan that pays the new distributor well, immediately, to help alleviate attrition and reward the successes that are important in any start-up.
- Compensation plan that after high leadership levels are achieved, personal production can decrease allowing for more time to be spent within their down-line and assisting the proliferation of the company in general and the industry as a whole.

Use the pages below to identify your qualifications, those you would like to see in both person and company. As you do, keep in mind though that no opportunity is perfect; none will deliver for you up front success without discovery within yourself and some good sweat equity on your part. You must be able to relate to the people, especially your sponsoring distributor, as well as the company and its business opportunity and feel compelled to educate others about it. The quantity of qualifications and guidelines you define is not important; as long as they are complete enough they satisfy you. Starting a new business for many people is a new endeavor, something they have never embarked upon; so I suggest hedging your bets as best you can out of the gate.

I extend my best for you as you embark upon this new endeavor!

- Allan

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(Use this as YOUR template to help define your criteria)

My qualifications for selecting a network marketing company are:

Category #1 Defined as:

Qualification (a)

Qualification (b)

Qualification (c)

Qualification (d)

Category #2 Defined as:

Qualification (a)

Qualification (b)

Qualification (c)

Qualification (d)

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Category #3 Defined as:

Qualification (a)

Qualification (b)

Qualification (c)

Qualification (d)

Category #4 Defined as:

Qualification (a)

Qualification (b)

Qualification (c)

Qualification (d)