

The True Spirit of Entrepreneurship

The word 'catalyst' has various meanings. It can be used to describe an event or action that sets something greater in motion, or, it is used to describe a person whose talk, enthusiasm and energy causes others to be more friendly, enthusiastic or energetic*. Of Denton Goodford, founding member of MultiSure, both versions are true.

by Sarah Billimore



After practising as an advocate for a few years, Denton recognised the need for affordable legal cover. "It needed to mean something," he explains. Funeral cover was added to MultiSure's portfolio later on – purely as a result of growing demand from both clients and agents.

"I didn't just want to introduce another legal cover or funeral cover to the market, it had to be different," he adds.

By the time he started MultiSure, Denton had a firm grasp on the concept of networking marketing. As a result, he decided – wisely, it would seem – to market his products using this method. He began compensating members that were promoting his offerings by word-of-mouth – thereby addressing another glaringly obvious need in South Africa – the creation of employment.

BO: Why was it so important for you to see every South African purchase legal cover?

DG: The legal cover product addresses a real need in South Africa – the need for access to

justice. Our constitution in South Africa is a wonderful document with lots of rights built into it for the individual, but what does it all mean if people don't have access to lawyers who can help them exercise and protect those rights because of high legal costs?

Our legal cover product addresses this, as people can get the legal advice and assistance they need 24 hours a day, 7 days a week in return for a small monthly fee.

BO: How has your mission statement or ideal changed over the years?

DG: Our mission has always been to provide quality, affordable products that add value to people's insurance portfolio, and to provide any individual, irrespective of race, background and education, who has the desire to change his/her financial circumstances, with the opportunity to do so by partnering with us and promoting our products and income opportunity.

BO: What makes this business opportunity unique?

DG: These are two products that everybody needs, and most people can afford.

People have all sorts of insurance, but often overlook the need for legal and funeral cover. Many times I found that people end up in a dispute with the very same insurance companies to whom they have been paying thousands of rand per month, and don't have the money to pay a lawyer to help them with those disputes while the insurance companies can afford to spend millions on legal fees.

Also, many people take out life cover – this is of very little assistance when there is an immediate need for funeral expenses and life cover takes weeks, months and years to pay out.

BO: What are some of the challenges you have experienced since you began? How have you overcome them?

DG: It was the first time in South Africa that legal cover was combined with network marketing, so many people were – and still are – sceptical. People are used to consumable products being marketed on the network marketing basis. Access to finance is most probably the biggest obstacle for most entrepreneurs in South Africa, and banks and finance companies just make empty promises most of the time in their advertising.

BO: What room for growth is there for businesses and consultants operating in this industry and selling these products in South Africa?

DG: We are still in the infancy stage – we are just starting out, so the opportunity and the market are wide open.

BO: How would you describe the ideal Agent?

DG: Someone who is highly motivated, disciplined, goal-driven and teachable. Someone who is prepared to do what others are not prepared to do in order to achieve success.

BO: What growth has MultiSure experienced since the business began?

DG: For the first few years, growth was slow because I ran a very busy legal practice and managed the company, so my attention was divided between the two. Since I started focusing exclusively on the management and growth MultiSure, the company has grown in leaps and bounds. For example, by 10 June this year we had already equalled the total growth for 2007.

BO: Is there any foreign ownership or participation?

DG: The company is 100% South African-owned, but we are looking to expand into neighbouring countries shortly. There is tremendous interest.

BO: What set-up costs are required?

DG: Each person who wants to make use of our income opportunity must take out at least one of our policies – i.e. legal or funeral cover. We provide a business kit containing

