

Not all direct selling companies are created equal

Direct selling can be a good career opportunity and an excellent way to earn money, provided you make the right choice. But do not see it as a get-rich-quick scheme.

Making a success of direct selling requires the same degree of passion, sacrifice and hard work as it does to make any other business work. If you are willing to put in the effort, you should reap the rewards.

The only exception to the above rule is that not all direct selling companies are created equal. Some offer better opportunities than others and deciding which companies to trust can be a daunting task.

The trick to determining if a company is worthwhile is to ensure that the product it is selling has value. Useful and high-quality products, like the innovative food storage containers sold by Tupperware, offer a solid foundation upon which to build a business. Other good products are those for which there is a huge demand, such as the insurance policies sold by Multisure.

According to Denton Goodford, CEO of Multisure, "The fact is that everybody needs legal and funeral cover and because our products are more affordable than others, they are attractive and easy to sell."

Multisure and Tupperware are examples of companies that provide comprehensive training to give their distributors a head start

He adds that Multisure has a number of additional benefits due to the way the system works. People initially join Multisure as members to receive the benefit of the insurance product they purchased. They are then able to recruit other members by telling them about the product.

When new members join, the person who recruited them becomes a level one associate and begins earning commission. Multisure offers commission up to four levels deep and also pays once-off bonuses as associates build levels beneath them.

"Many people cannot afford legal services and I wanted to help people better their circumstances, and see them get more out of life by making ends meet. By merging the product and business opportunity I have seen lives changed," he says.

Useful and good quality products in high demand offer a solid foundation upon which to build a business

Once you have determined whether the product has value, the next step is to establish whether the company itself is dependable. A trustworthy company will not force you into a disagreeable selling arrangement, such as frontloading where you are required to purchase products in bulk immediately after joining.

Goodford says that frontloading is impossible with Multisure because it sells a policy or subscription that benefits the member whether he or she chooses to make use of the business opportunity or not.

Trustworthy companies may also have a long established presence in the market. Tupperware has been pioneering the way in direct selling since it first came out with its innovative Tupperware parties 56 years ago. The company has been operating in South Africa for 43 years and as a result has an

excellent knowledge of the market and the kinds of products that sell well.

According to Amelia Adams, marketing manager for Tupperware, a major benefit to distributors is that the company tailors career opportunities to the market. In South Africa this has meant some innovative solutions to overcome language and cultural barriers. The company has also updated the traditional Tupperware parties to ensure that the selling method remains relevant to the contemporary consumer.

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She adds that Tupperware’s strong brand presence in the country and the ample opportunities for distributors to rise in the ranks and become team leaders or managers are key reasons why Tupperware continues to be an attractive option.

Another plus is that Tupperware distributors are able to enjoy a good balance between their career and family life

Useful and high-quality products offer a solid foundation upon which to build a business

because of the flexibility of the marketing system. On the other hand, Multisure offers three marketing options to its associates, allowing them to do business via the Internet, in person or using a combination of both methods.

When it comes to giving their distributors a head start, both Goodford and Adams agree that training is of paramount importance. Multisure provides a training manual and DVD upon the purchase of the business kit, and also offers general training in sales and personal development.

Similarly, Tupperware provides comprehensive training to demonstrators in order to equip them with the skills to build successful businesses.

Ultimately though and as with any business opportunity, you need to do your homework and compare the options open to you. Companies worth their salt will not shy away from transparent communication and, like Multisure and Tupperware, will go out of their way to answer your queries. ●

“Goals are not only absolutely necessary to motivate us. They are essential to really keep us alive”
- Robert H Schuller

“When you discover your mission, you will feel its demand. It will fill you with enthusiasm and a burning desire to get to work on it”
- W Clement Stone

“That man is richest whose pleasures are cheapest”
- Henry David Thoreau



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