

# NETWORK MARKETING

# COMPANY COMMANDO



## SECRETS TO CHOOSING THE RIGHT COMPANY

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# **Foreword**

Looking at network marketing as a business option is what most startup companies are doing as the implications of success are quite well documented and evident. As there are many choices available it is easy to get confused, therefore a careful study should be done to be equipped with the best information to get started.

# **Network Marketing Company Commando**

Secrets To Choosing The Right Company

# **Chapter 1:**

## **Network Marketing Basics**

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### **Synopsis**

Among the more positive aspects of the network marketing element is the entry cost that is relatively low. When compared to other startup options this platform provides less capital involvement.

## **The Basics**

It is also a much faster way of actually getting the business started as compared to the more conventional way. There are also a lot of supporting tools that can be used without many problems as long as the right tools are identified early on in the endeavor.

Understanding that the progress of the business depends very much on the individual is also another point that could be viewed as positive.

Having control over the pace of the business growth is beneficial especially when it is in the launching stage. There is less likely to have overwhelming impact on the individual as the pace is self dictated.

This referral marketing style is quite a good tool to use as building the relationships with the customers becomes just as important as the product or service being sold.

There is also the availability of being able to reach a wider target audience through this platform choice. There is no real need for expensive advertising campaigns to reach the same desired goals.

Some statistics have also shown that the products and services being featured through this network marketing business style tend to have better quality when compared with others.

This is mainly because the survival of the business entity depends very much on the referrals it receives.

## **Chapter 2:**

# **Decide On Your Passion**

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### **Synopsis**

When faced with a lot of possible options it may be very difficult to make a choice on what would satisfactorily answer the question on what one is passionate about. One way of finding out which is the best option is to do research on what is available and currently making a success in the networking marketing world.

## **What Do You Love**

Deciding on things such as how much is one willing to commit to this endeavor, how long is one willing to commit in terms of a set time frame manageable, what resources are available to ensure some level of success, who would make the best customers, if the product or service being offered something that would be of interest to the masses and may more connective questions.

All these should be asked and answered in an honest fashion without hesitation or reservations. Upon gaining some insight into these areas then one can take the next step in deciding what's suitable.

Below are some areas one may want to explore in the quest towards identifying what suitable:

- Affiliate programs – a great home business option this platform allows the individual to startup almost immediately marketing products or services from a few respected sources. Some of the elements it would require attention are the setting up of a professional looking website, understanding and choosing the best ways to direct traffic to the site and perhaps effectively working out an affiliate business tie-in.
- Creating an information product – writing eBooks, subscription newsletters, creating other kinds of informational products are some of the items that this endeavor requires to make it a success. Also being able to produce quality material that can be easily sold is important.
- Creating websites – if creativity is one of the passions of the individual then this may suit his or her needs. The flexible working hours and the

almost unbridled leeway given would be one of the desirable features of this type of endeavor.

# **Chapter 3:**

## **Find Companies That Fit Into Your Passion**

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### **Synopsis**

Lots of people today are looking for alternative to making serious money without actually having to do the 9 – 5 office routine. Though most people fear the uncertainty of the online network marketing arena, it does have its merit and if properly understood and applied it can make for a very successful experience.

## **The Right Company**

The important step of choosing a suitable business model and then finding the right companies to form a comfortable business liaison is the every important task to consider carefully.

Finding one's own strengths and weaknesses would also help to define the options available for a business partnership. The companies that are eventually identified according to what is passionate to the individual would then provide the launching pad for the whole exercise.

This in turn will be able to sufficiently bring about the desired effects of prosperity and hoped financial freedom.

Certain elements should be well defined before even sourcing for the right candidate that fits into the individual passion choice. These may include details such as thinking about a plan to put into motion, the budget that is comfortable to work within, a mentor with whom to either work with or follow in.

Once all the relevant information is processed then taking the step to actually start the endeavor is equally important. There is no room for procrastination once all the supporting elements are firmly in place.

It is definitely easier to work with companies that share the same ideas and projections as this will facilitate a better working relationship and the supporting internet tools can be effectively used to further support the liaison.

The advantage of tapping into an already existing target audience base is also beneficial as both parties can further extend the reach of the proposed business liaison.

# **Chapter 4:**

## **Research The Company's Background**

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### **Synopsis**

Forming partnerships with other business entities is always a risky exercise to commit to. Therefore it is necessary to try and find out as much as possible about the company one is interested in forming a business liaison with before even actually going through the motions.

## **Do Your Homework**

There are some advantages in forming a partnership and the foremost one would be to acquire a larger customer base. This coupled with the equally larger capacity to cater to this now new found large customer base will bring in the enhanced revenue earnings that are anticipated.

There are other reasons besides simply wanting to establish the financial and reputable standing of the intended partner and these may include the need to evaluate potential competitors.

Determining if the competitor is financially and business sound would then dictate the circumstances of whether the said competitor is able to expand within the current market share or whether there is a possibility of entering new markets or ventures.

Regular checks made into the backgrounds of the competitors and also the protective partners will give the individual a better and more informed view of the credit rating and progress of the said company.

This will in turn allow the interested party to decide accordingly if the intended liaison would be a beneficial exercise to embark upon.

Poor financial standing would effectively restrict the expansion plans of a company thus making the stronger financial standing intended partner have better say in any decisions made. It would also signify the inability for the company to make any new investments into new technologies.

All these factors can then be taken into account when looking for a potential partner and these checks can easily be done as there are many companies which carry such services. Websites and links can be found and followed to facilitate the relevant background checks.

# **Chapter 5:**

## **Research The Company's Leadership**

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### **Synopsis**

The general direction and progress of a company is directly affected by the kind of leader or leaders are at the helm. There is very little doubt that the person taking the leadership role should be one who is as well informed as possible of the nature of the business and its outside effecting elements. The leader should also be able to effectively lead the team along the intended path effectively and decisively.

## **Who's In Charge**

When conducting a researching exercise into the capabilities of a company's leadership the following are some of the important elements that should be ever present:

- The company's leadership should consist of a clear vision with a vivid picture of the intended goal everyone is working towards. Without this vision it would be very difficult to get all involved totally committed and focused in achieving the said vision.
- Besides having a clear vision there is also the need to work together on the same thinking and implementing processes. Getting everyone to share in and act on the same principals is what a good company leader should be able to accomplish.
- The company's leadership qualities should reflect the ability to communicate well within all segments of the overall working force. Communicating the vision to all levels within the company and ensuring all are of complete understanding of what is desired is important to the final accomplishments of the company.
- The company's leadership must also reflect the work ethics that are strong and unquestionable. This is a very important and admirable tool to inculcate and be seen as very visible. When a leader is highly

respected, getting the workers to willing commit to the company's vision is not an uphill battle. Constantly inspiring everyone and keeping everyone aware of the vision of the company will eventually contribute to its unrivaled success.

# **Chapter 6:**

## **Research The Company's Product Quality**

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### **Synopsis**

Besides good leadership and management having a sound and high quality product is imperative to the survival and success of any company. The service or product being sold has to be as much as possible beyond reproach. The following are some qualities or points that should be reflected the in company's product quality:

## **The Products**

High quality products are without doubt the survival factor of any company. This particular niche should not be compromised in anyway. In fact all efforts should always be focused on maintaining this element.

Having a strong R & D department is also another instrumental element that ensures the product is always at its optimum promised levels. Adequate budgeting should be allocated to this department, second only to the advertising budget.

Maintaining the quality levels while at the same time being innovative is what will keep the product or service compatible when outside opposing factors are not favorable.

Production aspects of the company should also be able to reflect the innovative style and end product that is intended for market distribution.

Without the support of good production tools and without the constant evolving and allowance for newer more efficient methods this goal may be severely compromised.

Through the whole process of trying to stay competitive without compromising on quality, there should also be some focus on the monetary expenditure involved. Finding ways to adequately address possible increasing costs can be quite a problem is not tackled correctly. While costs are bound to escalate, product quality should never be in jeopardy of decline.

It would be an advantage to any business endeavor if there is a strong team in place to explore potential new avenues or products that could contribute positively to the overall company's revenue and image.

Where market demand is always hungry for newer and more interesting products, keeping steadfast to the old styles and product although undisputed in its capabilities would not financially benefit or grow the company.

# **Chapter 7:**

## **Research The Company's Compensation Plan**

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### **Synopsis**

Having good compensation plans is always a good and attractive feature to encourage high productivity and loyalty levels in any company. When people feel they are well taken care of then they are more like to be more committed to giving their best to the business endeavor at hand.

Understanding and acknowledging that some compensation plans generally look good on paper but are in fact very different when it comes to applying it in a practical sense.

This is of course quite a common problem and has proven to be the dominant factor in turning people away from such endeavors. Therefore one should always evaluate any proposed compensation plan properly before deciding to make the commitment.

## **What About The Pay**

The following are some of the points worth considering when researching a company's compensation plan:

- Having good compensation plans but not very good products to promote will not create the ideal circumstance to earning the desired revenue perceived. If the product line is not up to par and the individual is not adequately convinced of its touted capabilities, the sales are not going to be made and thus the compensation plan will not be beneficial.
- Compensation plans should be designed as easy to understand tools. If the plan on paper looks complicated and unachievable then those interested in promoting the product will eventually lose interest in the business. Besides being easy to understand and absorb the compensation plan should also be easy to explain. Knowing the beneficial points but not being able to adequately explain them so that they appear lucrative is also self-defeating.
- Good compensation plans will also have proven track records that are well documented to back up the claims made. Picking companies that have sound compensation plans and that have been in business for a safe amount of time is important. Some newer companies may not have had the time frame to prove themselves yet so it may be risky taking on such entities.

# **Chapter 8: Research The Company's Start Up Fees And Support**

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## **Synopsis**

Every business endeavor involves some monetary commitment from the very onset of even thinking about it. Most people fail to take this into account and end up being frustrated when the costs are not budgeted for. Even start up fees require some planning as this can involve a sum that is non-refundable. Besides this element there is also the element of adequate support provided for the new comer to the business.

## **What Will It Cost**

The following are some points to consider when it comes to start up costs or fees:

- If the business entity requires a signing on fee then this is a fairly straight forward arrangement. However if the business requires further investment costs then the start up expenses angle should be explored.
- The startup assets are also another point to consider. Things like cash capital, starting inventory, office equipment, furniture and the list goes on. There are elements that should be well factored into the overall budget allocations made before the business takes shape.
- Startup financing is where capital investment and loan are considered. Keeping this well in control and under strict dispensing criteria is important.

When starting out in any business endeavor the supporting help available is very important. This is especially so if the business requires the advice and input of more established members. Therefore having a good support system in place is very beneficial indeed. Below are some points to consider when searching for good support:

- One of the key factors to note is whether there is a comprehensive overview of the operational functions in place. This will help when there are explicit questions asked to ensure satisfactory answers are given.
- The support should include advice on areas identified for cost cutting or better management of budgets.
- Providing applicable advice on handling customers or building better customer relationships should also be part of the support provided.

# **Chapter 9:**

## **Stay Up To Date On Legitimate Network Marketing Opportunities**

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### **Synopsis**

In the quest to look for rewarding ways to making easy money, most people turn to online businesses with the hope that it will adequately address their needs. However along with a lot of legitimate business endeavors online there are also the ones that one needs to be weary of as some more often than not turn out to be scams in one form or another.

## **Important Decision**

If one is serious in wanting to source for legitimate business opportunities, there are several reputable sites online through network marketing opportunities that can provide such information. Most of these sites are respected and don't short change their visitors as they have almost nothing to gain by doing so.

Among the various ways of identifying which kinds of business to venture into would be to use the current expertise available or the educational tools acquired over time.

Putting these to use in the form of owning a business will definitely come in useful. Also acknowledging the fact that whatever choice made is going to a huge part of the person's daily life is an important fact to consider.

The time spent on the legitimate network marketing opportunity chosen should be nothing short of what would be expected of the individual should he or she be working for a company. This initial commitment of time can then be lessened as the business takes off.

## **Wrapping Up**

Whatever the choice made, the individual should ensure all the points from the previous topics are carefully explored as they all have connective advice leading up to this point of actually staying abreast with what's current. Keeping in touch with others in the online business platform will also enable the individual to know what is currently happening and its legitimacy tags.

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