



## **Tip Sheet Eight: Key MLM Stakeholders**

Have you ever thought about who the Stakeholders across MLM really are? It might surprise you how diverse the people are you manage or touch our Industry.

### **The Home Office**

The Home Office is the Company that decides to distribute its products and services through the MLM channel. These Companies can be huge multinational Corporations or they can be small Companies who buy in product to sell in this way.

The Home Office is there to make money. It's not there to ensure every single Distributor is successful. Good Companies attempt to provide as much information and resources as possible; whilst others offer little more, than a barely legal offering that is just out to make the owners money.

There's no doubt that some Companies invest a huge amount into the tools and resources available to its Distributor base; although as yet most do not offer too much of an insight into the success levels of its Distributor base.

There are over 500 different Companies offering their products and services through this channel; and those cover every conceivable range.

The most popular ranges are Health and Nutrition as these are highly consumable. Because of this, there are over 150 Companies in this niche alone.

### **The Support Companies**

Support Companies include external Distribution Companies, Manufacturers, Service Providers and specialist providers such as Independent Testing Agencies.

Most MLM Companies wouldn't be able to operate without the Support Companies.

### **The 'Ad' Agencies**

Ad Agencies provide every conceivable service and product, from leads to automated systems. Ad Agencies make a lot of money, some services are totally useless, but it's very difficult in this fragmented market to stamp out the good services from those that are a complete waste of time.

Most Networkers largest cost outside of monthly product or service commitments is with the Ad Agency. We shouldn't forget that the Ad Agencies primary goal is to make money for their Owners or Shareholders.



## **The Regulators**

Regulators are likely to be individual Governments and Government Agencies across the Globe.

The Direct Selling Association and Better Business Bureau are two more examples of Companies who help set and monitor standards.

Interestingly most of the Standards that Regulators watch out for concern the MLM Home Office more than the Distributor; although Distributors must be careful what they say about certain products and services e.g. health benefits of certain products.

When selecting any opportunity it is ultimately up to the prospect to decide whether or not any investment is worth the risk.

## **The Legal Profession**

There is a lot of legal work undertaken both on behalf of Home Offices and by Litigators who seek to bring those MLM Companies who have strayed outside of the law to account.

Moreover many MLM Companies are very strict in the way that Distributors manage their business, and some will not hesitate to sue individuals should they be in breach of contract.

## **The Wider Business**

There are Companies in the wider Business World who see MLM as a major threat to their livelihood; some take extreme measures to protect their Business.

The Drug Industry is one such example of this.

In the main though, many traditional brick and mortar businesses see MLM as a mere distraction that isn't a real business.

## **Family**

Families are the silent partners of Distributors; some do it grudgingly whilst others are whole-hearted supporters and advocates. Some will also get involved too!

More often than not though, many Families of Distributors suffer the taste of failure and do not advocate the Industry.



When hard earned or limited supplies of cash (and time) are expended on ineffective and inefficient business building activities, it's not surprising that the family could suffer and be extremely unsympathetic to their Spouses or Partners.

### **Prospects**

The numbers of people looking for an online Business Opportunity to make money has risen to over 80 million daily; many coming from Westernised Countries although China and India are also involved.

Since the advent of the Internet, the World has really become a very small place; and with the global recession and banking problems it's not surprising that people are looking outside of their primary job to secure additional funds.

### **The Distributor**

And finally, there's you and I... the Distributor... the lifeblood of MLM!

Now with all of these Stakeholders, who are the people that we need more than anything else to survive... to make money? Who should have our utmost support and respect?

... the Home Office?

... the Support Companies?

... the Ad Agencies?

... the Regulators?

... the Legal Profession?

... the wider Business?

Actually no... it's our Prospects and each other... MLM Distributors, with the full support of our Families, but.. this can only come from success... not failure.

That's why we need to put our differences together and see how best we can all collaborate... and that's exactly what the MLM Friends Platinum Club is here to do.

To ensure we all get value from this Industry, to invest wisely and act when prudent and right to do so... why not join us?

<http://www.mlm-friends.com/friends/index.php?mode=join>



## About the Author



Bob Thompson is the Founder of the MLM Friends Platinum Club - an amazing new Private Members Club for Network Marketers, one that provides a collaborative environment to select and promote MLM, Network Marketing and Matrix type business opportunities with like-minded home based entrepreneurs.

His Network Marketing experience spans over 17 years; and he's been an Online Instructor for a US Marketing Company too.

But that's not all; Bob is also a senior Procurement Executive with a lot of experience transforming Corporate Procurement across EMEA; he has also developed from scratch a Procurement Consultancy which successfully sold into the UK Public Sector. Bob has used a combination of Technology, Processes, Resources and leading edge thinking to create Procurement integration and improvement within the Corporate Environment providing significant multi-million \$ commercial value.

It's from this unique background, that Bob has identified a 'no-nonsense' way to help Network Marketers throughout the World find, invest and collaborate in the best Home Business Opportunities for faster and bigger residual income checks.

Bob understands that MLM today is not just about marketing and advertising. Indeed, he goes on to say that "poor choices when investing in new online MLM opportunities is more likely to kill your business before you've even started marketing it."

His new Private MLM Club, the MLM Friends Platinum Club is jam packed with web tools and advice to get Network Marketers everywhere collaborating together in the best opportunities so that everyone earns more.

Bob is a Full Corporate Member of the Chartered Institute of Purchasing and Supply and Institute of Logistics.

### Links:

MLM Friends Platinum Club: <http://www.mlm-friends.com>