

The Importance of Having a Mentor

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Multilevel marketing companies are built on the mentorship model where top-tier salespeople recruit salespeople below them to sell products and services. The top-tiered salesperson makes a commission on the products and services that they sell, as well as on the sales of those in their downline. This model encourages recruiting of new salespeople, while also allowing new recruits to have a mentor who will answer questions and provide examples of success.

In everyday life, roughly nine out of ten successful people had a mentor. Whereas, those who don't have strong mentors in network marketing are those whom are more likely to fail or quit. Therefore, when it comes to choosing a sponsor/mentor, the best thing to do is to look for one that is seasoned, successful and willing to provide the critical network marketing mentorship that you need to be successful. And when it comes time for you to sponsor and mentor, be sure to train your recruits in the successful ways that you've been taught. Their success equates to your success.

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Jeffrey Babener
On Assignment

On any given day you can catch [Jeffrey Babener](#) lecturing on Network Marketing at the University of Texas or the University of Illinois, addressing thousands of distributors in Los Angeles, Bangkok, Tokyo and Russia, or writing a new book on Network Marketing, an article for Entrepreneur Magazine or a chapter for a University textbook. Over two decades he has served as marketing and legal advisor to some of the world's largest direct selling companies, the likes of Avon, Nikken, Melaleuca, Discovery Toys, NuSkin, and he has provided counsel to the most successful telecom network marketing companies...Excel, ACN, World Connect, ITI, AOL Select and Network 2000. An active spokesperson for the industry, he has assisted in new legislation and served on the Lawyer's Council, Government Relations Committee and

Internet Task Force of the Direct Selling Association (DSA) as well as serving as General Counsel for the Multilevel Marketing International Association. He is an MLM attorney supplier member of the DSA and has served as legal counsel and MLM consultant on MLM law issues for many DSA companies.
