

MLM Distributor Success – Knowing the Basics

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This blog post is the companion post to the video: [The Major Players – Successful MLM Companies](#), in which MLM Attorney, Jeffrey Babener, discusses what makes distributors successful in the MLM industry.



Above all, distributors should be positive, realistic and exude common sense. If you are successful in these areas then you'll likely be very successful in your direct selling business.

There is no question that, over time, the MLM companies that have been the most successful in the MLM industry have involved distributors who have had a passion for the product, service and for what they are selling. A distributor shouldn't join a direct sales company unless, number one, he or she really believes in the product. The distributor should be actively using the product. Distributors should feel a great sense of ease when explaining and sharing her product with others. Successful distributors should feel that they are doing their customers a favor when sharing the product/service rather than feel as if they are encroaching on customers' space or friendship.

Most importantly, a distributor must be realistic about their expectations. Keep in mind that in the direct selling industry, 90 percent of those who are involved are only involved part time, working less than 20 hours per week. Very few people leave their primary jobs to join the MLM industry full time. In fact, in the direct sales business in the United States today, which is about a 30 billion dollar a year channel of distribution, there are about 13 million people involved. This translates into perhaps one in ten households involved in MLM, according to studies done by leading trade organizations. And, 90 percent of these folks are working in direct selling on a part time basis.

When [MLM companies](#) seek out distributors to sell their products and services, in reality, they are competing for each individual's time. People have other distractions that occupy their lives and time. Life changes occur. They get a salary raise. They start coaching little league. They move. Distributors

tend to flow in and out of the direct selling business, not necessarily because they don't like the product or the business, but because it is a part time endeavor.

The most important thing distributors should remember when they go out and speak to other people about the company and opportunity is that they should remain positive about the product and the opportunity.

However, even more importantly, distributors should be realistic about what they are communicating. Be realistic about the claims being made about the product and the opportunity. This only makes common sense. In fact, common sense is a prevailing factor in this type of business.

Above all, distributors should be positive, realistic and exude common sense. If you are successful in these areas then you'll likely be very successful in your direct selling business.

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And, as always, visit MLMLegal.com, the best MLM resource on the web. The next ***Starting and Running the Successful MLM Company Conference*** will be here before you know it! On May 16th and 17th, 2013 we are hosting the [MLM Conference](#) for the 25th year! This is now our 64th annual conference (held almost consistently three times per year over the last 24 years). All executives/owners of MLM, direct selling, network marketing, and party plan companies are welcome to attend. This is the [original MLM Startup Conference](#), hosted and perfected by direct selling industry expert, [MLM Attorney Jeff Babener](#). Call 503-226-6600 or 800-231-2162 to register. (Can't make this event? Keep an eye out for our October and February conferences as well.)

This article is also available online at: <http://mlmlegal.com/MLMBlog/?p=403>

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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.

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