

What Is the Benefit of Recruiting Experienced Consultants?

© Jeffrey Babener 2013



When you are starting your MLM, direct selling, network marketing, or party plan business, you'll find that recruiting experienced distributors is often essential to your company's success. And if you don't have the background yourself as a successful recruiter then you need to budget for a "sales manager" position for an individual who does have that capability to recruit.

Your ability to recruit directly equates to your success. If you have a background in recruiting and a background in direct selling, then your need for capital will be substantially lower. Recruiting top distributors will enable your company to have the capital to stay afloat and even grow. If recruiting is slow then you will need to raise one to three years of buffer capital in order to support your company in the event of stagnation or loss. And remember, the remuneration that is offered to top distributors will be effective in their decision to stay and help grow the business.

By using results-oriented marketing, a beginning company should first track their warm market, followed by the utilization of lead generation systems and advertising. Advertising is mainly used as an announcement that the company has launched. In marketing your MLM company, history has demonstrated that person-to-person networking is the most effective means of attracting prospective top distributors, consultants, and customers. In this business, there is no substitution for person-to-person relationship building and communication. Auto-responders and automated voice systems are simply not appreciated in direct selling.

To learn more about recruiting, watch the following videos:

Video: [*Learn What is Needed to Recruit Top-Selling Distributors*](#)

Video: [*Recruiting Advice from an Industry Expert*](#)

Video: [*Raise Capital in Order to Recruit Key Distributors*](#)

Video: [*How Important Is Recruiting to MLM Company Success?*](#)

Visit www.mlmlegal.com and www.mlmattonney.com for more information on recruiting MLM consultants.

Find us on our social networks:

[Google+](#)

[LinkedIn](#)

[Twitter](#)

[Myspace](#)

[Facebook](#)

Our next [Starting and Running the Successful MLM Company Conference](#) takes place October 24th & 25th, 2013 in Las Vegas. Call 503-226-6600 or 800-231-2162 to register.

This article is also available online at: <http://mlmattonney.com/blog/2013/09/26/what-is-the-benefit-of-recruiting-experienced-consultants/>

www.mlmlegal.com

Welcome to MLM Legal - a valuable resource to the Multi-Level Marketing and Direct Sales Industry. Use this site to review interesting articles about this high growth industry. Keep current with the law and how it is affecting large and small companies throughout the United States. MLM Legal is sponsored by Jeffrey Babener of [Babener and Associates](#).



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.

www.mlmlegal.com