

Distributors, consultants, representatives: What is the most common word for independent business owners?

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Is there a correct term for 1099 independent direct selling distributor? Not really. As a general rule, distributors, consultants, representatives, independent business owners, etc. all describe a salesperson who sells products for a direct selling company. However, it is common for party plan companies to use more artistic names such as stylist, artist, beauty consultant, etc.

In typical network marketing companies, independent business owners are generally

titled with more generic descriptions, such as distributors, associates, and independent sales representatives.

Party plan companies usually use a group (or party) selling approach whereas network marketing companies use a person-to-person model.

The title of a distributor doesn't really matter; although it is important, from a legal standpoint, to use the term "independent" in front of the title, to assure proper independent contractor status. As they say, "a rose by any other name still smells as sweet."

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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

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