



HOW DO MLMS MEASURE UP? 20 WAYS TO RATE AN MLM COMPANY

如何評估傳銷業？20個方法鑒定傳銷公司

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When it comes to network marketing, there are 20 ways to measure success. According to Steve Carr of Chicago's Destiny Radio Show in the United States, it is often difficult to recognize a truly exceptional network marketing company. Many companies, unfortunately, operate unethically and unfairly, taking advantage of their customers. These companies get away with poor business practices because customers don't know how to

differentiate between good and bad organizations.

"I wanted to have some type of screening process so that when I went on the air endorsing a company, people knew that we had done our homework," Over the past seven years, Carr has evaluated more than 800 companies using a point by point system to rate how strong a company is. Carr says that approximately one in 100 companies meet all the criteria. With such a high percentage of companies failing to make the grade, it is important for consumers and prospective business partners to do their homework and evaluate the strength of an MLM company.

This twenty-question survey is based on Steve Carr's definitive rating system, and it will help you do your homework as you assess various network marketing companies. Designed to help you thoroughly compare two companies, this survey will enable you in rating businesses head-to-head, revealing which company offers the best opportunity.

20 POINTS FOR EVALUATING AN MLM COMPANY

Answer each question for each company, marking the box ONLY if the answer is "Yes." Then assess the opportunity.



Company 1 Company 2

SECTION 1: FINANCIAL AND CORPORATE

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 1. Is the company at least five years old? (Ninety-five percent of ALL companies fail in their first year.) |
| <input type="checkbox"/> | <input type="checkbox"/> | 2. Is the company completely debt free? |
| <input type="checkbox"/> | <input type="checkbox"/> | 3. Does the company have a consistent sales history of exponential growth? (Some are on the way up, some are on the way down.) |
| <input type="checkbox"/> | <input type="checkbox"/> | 4. Does the company have a large and growing international presence? |
| <input type="checkbox"/> | <input type="checkbox"/> | 5. Does the company have a strong management team with a proven, successful track record that is verifiable? |
| <input type="checkbox"/> | <input type="checkbox"/> | 6. Is the company forthright about who they are in the process of marketing their opportunity to others? (Some companies try to hide their identity.) |
| <input type="checkbox"/> | <input type="checkbox"/> | 7. Does the company have a written, clearly defined code of ethics that it will enforce? |
| <input type="checkbox"/> | <input type="checkbox"/> | 8. Does the company provide direct access to the company principals (vice presidents, managers, supervisors.)? |

SECTION 2: PRODUCTS AND SERVICES

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 9. Does the company manufacture and distribute its own products? (Only a few do—the rest are at the mercy of the manufacturer.) |
| <input type="checkbox"/> | <input type="checkbox"/> | 10. Are the company's products and / or services consumable? |
| <input type="checkbox"/> | <input type="checkbox"/> | 11. Do the company's products and / or services give customers the results intended and provide a compelling storyline that sets them apart and fills a specific niche? |
| <input type="checkbox"/> | <input type="checkbox"/> | 12. Are the retail products and services priced by the company at fair market value? |
| <input type="checkbox"/> | <input type="checkbox"/> | 13. Are the products and services safe and protected by a minimum 30-day money back guarantee? |
| <input type="checkbox"/> | <input type="checkbox"/> | 14. Does the company show a financial commitment to research and development? |

SECTION 3: MARKETING PLAN

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 15. Does the company offer a low-cost, or no-cost, entry fee to become a distributor? |
| <input type="checkbox"/> | <input type="checkbox"/> | 16. Is the marketing plan a unilevel, hybrid unilevel, matrix, or forced matrix? |
| <input type="checkbox"/> | <input type="checkbox"/> | 17. Does personal consumption satisfy qualification within the marketing plan? |
| <input type="checkbox"/> | <input type="checkbox"/> | 18. Are the company's products, services and business opportunity truly beneficial for the last person recruited? |



19. Does the marketing plan provide at least 30 percent gross profit for the company?

SECTION 4: SUPPORT SERVICES

20. Does the company have courteous customer service departments on site that make customers the first priority?

SCORING :

20 A perfect score. Congratulations—this may be the company for you. Unless the company that you are evaluating achieves a perfect score, it is strongly recommended that you keep searching for another opportunity.

0-19 A less than perfect score. You may want to reconsider joining this company.

A network marketing company can only deliver its promises of prosperity if it is strong and reliable. In all facets of business—financial, corporate, products, services, marketing plan, support—how does the MLMs that you are evaluating score? Do your homework and don't fail the biggest test of all—planning your future.

如何評估傳銷業？ 20個方法鑒定傳銷公司

當論及傳銷網絡市場時，我們有20個方法鑒定成功的業者。根據美國芝加哥 *Destiny Radio Show* 的 *Steve Carr*，人們往往很難去辨認真正卓越的網絡市場公司。不幸的是許多公司的營業手法不顧職業道德、違反守則，榨取消費者的利益。由於顧客不懂得如何去分辨組織的優劣，促使這類不法公司能夠魚龍混雜、遮人耳目。

“我需要事先進行一些審查程序，這樣當我在空中節目讚許某間公司時，聽眾才會了解我們有沒有交足了功課，”在過去的七年時間，*Carr* 應用點數制評價過逾800間公司的強勢。*Carr* 說在100間受評公司中，大約只有一間完全符合所有條件。鑒於公司不符合級數的巴仙率偏高，消費者和準事業合伙人的當務之急要是做準備功夫，鑒定一間傳銷公司的實力。

這個設有 20 題的調查是根據 *Steve Carr* 的權威分級制度，它將有助您估定多種網絡傳銷公司。這項調查的設計有助您深入對比兩間公司，讓您逐一揭露那間公司可以提供最好的創業機會。

20 級分評估傳銷公司

回答有關每間公司的每項問題，只在選中的答案空欄劃上記號，之後再作估定。

詞 詞

第一部份：財務與管理機制

1. 公司是否至少有五年之久？（95巴仙的公司都在第一年倒閉。）
2. 公司是否不負債務？
3. 公司的業績成長史是否擁有一貫的增長指數？（一些上升，一些下降。）

4. 公司是否擁有陣大而發展有度的國際分銷處？
5. 公司是否擁有一支雄厚的管理團隊，出色的成就經得起驗證和核實？
6. 公司在行銷市場商機的過程中對自己的身份表明是否忠實坦白？（有些公司試圖隱瞞他們的背景。）
7. 公司是否書面清楚列明勢必遵循的道德準則？
8. 公司是否提供直接接近公司高層（副主席、經理、管理人）的管道？

第二部份：產品和服務

9. 公司是否製造和分銷本身的產品？（只有少數做到一其他受控於製造商。）
10. 公司的產品和/服務是否具有買得起的特性？
11. 公司的產品和/服務能夠達到消費者預期的效果，讓人信服之餘，產品與眾不同，在特定市場上佔有優勢的位置？
12. 公司所制定的零售產品和服務的市價是否合理？
13. 產品和服務是否可靠，並設有 30 天原銀退還保證的保障？
14. 公司是否融資推展研究與發展計劃？

第三部份：市場計劃

15. 公司是否提供低廉或免費的入會費成為傳銷商？
16. 公司的市場計劃形式是單層次、合成單層、矩陣或強制矩陣？
17. 個人的消費是否符合市場計劃的合格需求？
18. 公司的產品、服務和事業商機是否真正能使最後一名招募人的權利受益？
19. 市場計劃是否提供公司至少30巴仙的總收益？

第四部份：支援服務

20. 公司是否設有禮貌之上的客戶服務部門，讓客戶獲得優先照顧？

得分：

20 是滿分。恭喜您這就您所要的公司。如果受評估的公司不能獲得滿分，我們極力推薦您繼續尋找其他機會。

0-19 少過滿分。您或許需要重新考慮是否要加入該公司。

只有穩健可靠的網絡市場公司可以提供成功富足的承諾。從事業各層面來分析其財務、機構、產品、服務、市場計劃、支援—您所評估的傳銷公司得到多少分？請先作好準備工作，別忘記進行這項大試驗—規劃您的未來。

