



Case Study...

Multi Level Marketing Tool



Case Study for setting up an online Multi Level Marketing Tool



Objective

The client is a leader in offering Network Marketing solutions in the US.



The Client

Multi-level marketing (MLM) System to sell the product or service and to encourage the client to become an independent distributor.



The Business Challenge...

The concept of Network Marketing is all based on communication and approach to the prospective customer. Selling goods and services through a network of distributors, multi-level marketing is also known as network marketing. The multilevel marketing concept is based on the concept that if a person sign ups to sell a company's products, the company will pay a commission on all sales generated by that person, as well as the additional distributors the person recruits. Multi-level marketing can create extensive down lines, with thousands of members in each line.

Our client has the reputation of helping over 21,000 Network Marketing Professionals automate their prospecting and recruiting. The client was of the opinion that advances in technology have created prospecting and recruiting methods that were simply not available in the traditional environment. They desired to set up an automated prospect sorting machine for each of their customers using the power of web. The requirement was to create an integrated online system that will cater to the varied needs of all their customers.



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The Solution...

Xceed carried a detailed analysis of the MLM approach followed by our client and implemented an integrated online tool. This online system is completely flexible in setting up different customers on the same engine and creates a personalized automated prospect-sorting machine for each of them.

Some of the key features of the new online application implemented from our client's customer perspective are:

- Personal one on one interview movie with your prospects. This movie places your prospect in a state of thought. While dealing with the emotions felt from taking account for their life, we request the interview providing critical information necessary for you to determine their level of seriousness.
- Your own scheduled response system where you can create an UNLIMITED number of pre-scheduled letters to send to your prospects in HTML or plain text format. Your letters are then specified and at the time you choose. You can create your own letters from our on line samples or you can simply duplicate your sponsors letters for a quick start. If you are a leader in your group you can setup your letters to allow your down line to copy your letters into their account.
- Your site also includes a powerful newsletter server where you can build your own private mailing list through the use of a pop up window on your site. Over time you can build a huge mailing list simply using this one tool. The pop up window on your site offers your visitors a free 3 page report entitled "The number one difference between those who are rich and everyone else" This report has an astonishing 50% response rate! That means that half of the people who read it return to your site to start an interview with you.



- Your own online Contact Manager. This online service allows you to save information on your contacts and leads. It will keep a record of your call history with a particular lead, you can keep a running note log of each lead, you can forward leads to other members in your down line and schedule calls for leads up to years in advance. This feature alone will save you hours of time trying to keep up with your contact and lead information. It will also make sure you never miss an important call again!
- The ability to customize your front page adding your own introductory letter inviting your visitors to explore your site
- The ability to change your web address at any time. If you decide the username you pick during setup isn't the best for your business, you can change it at any time.
- Your site also includes a personal 5 page website that we call a "bio" page. This is a personal website that you can setup using our templates with no programming required. This site includes an introductory page, a page for your product information, a page for your opportunity details and a page for your personal story. All of these are optional but are very powerful.



Business Benefits

The online prospecting system has become so effective that our clients have applied for patent and have copyrighted all of this information.



Technology Framework

Languages	:	C#, ASP.Net, VB.Net
Front End	:	HTML, JavaScript, XML
Backend	:	SQL Server 2000, SQL Stored Procedures, Indexes
Development Environment	:	Visual Studio 2005
Version Control Tool	:	Visual Source Safe
Web server	:	IIS
Operating System	:	Windows 2000