

Redefinition of Direct Selling: Language and Behaviors that Shape it Need to Change

March 1, 2021

- Live weekly Product and Business Meeting 1st Saturday of each month 10 AM CT: <https://zoom.us/j/215452258> or www.allaboutmannatech.com: others are prerecorded
- Next TNL: March 9th at 7:30 Pm CT www.allaboutmannatech.com
- This week's "Product Focus:" TruPURE
- Are you on your way to Hawaii with us???
- Last day to clean up for BP 2
- New Shipping Prices/ increase to OSP Bundle begin today

Article by Sarah Paulk Feb. 1, 2021...

Intro: Look back to Last Week's Call: mistakes we make on Social Media

This week...WHY SOCIAL MEDIA IS A MUST:

1. Direct Selling had a record year in 2020 despite challenges:
 - a. 80% of Direct Selling companies grew their revenue over 2019
 - 30 grew by more than \$100 million
 - 10 more than doubled annual revenue
2. Relationship marketing obviously has staying power
 - a. MONAT and SCENTSY grew by more than \$400 million
 - b. Even companies not Direct Sales...like L'Oreal, in late 2020 bought a minority stake in Replika Software....a platform that empowers brands to "activate at scale social sellers to inspire their networks and generate e-commerce sales"
3. A Landmark BAN
 - a. December of 2020: TikTok became the first major social platform to ban multi-level marketing, lumping it in with Ponzi schemes
 - b. The Subreddit /antiMLM, now a landing page for posts from those receiving spammy messages from friends they have not heard from in years...spouting fraudulent claims about income and products
 - c. Note: distrust of MLM is pervasive especially with the younger generations as reflected by TikTok (their fav social platform) ban.
But at the same time the huge companies are duplicating the "social selling system" like L'Oreal.
 - d. "Disruption from Inside Out"
"For companies to succeed in this new economy, we must continue to be disruptors while we evolve ourselves to be even better stewards of the empowerment opportunity we represent," Nu Skin President and Chairman of the Advocacy Committee for the World Federation of DSA Ryan Napierski told the SUCCESS Partners University (SPU)

2020 Event. *"In this world where rumor travels at light speed, who we are and what we do matters. How the broader world sees us matters."*

4. The world has told the industry "Trust has been broken": Changing the language
 - a. Distributors/representatives are now called ***Independent Business Owners***, (better reflection of the role we play anyway)
Company handles distribution and delivery.
 - b. Amway CSO: "what matters more than words we put on top of our business are the experiences we're providing customers. And the experience what we call Independent Business Owners are having."
 - c. Building Customers, Not teams
Franchise owners, food delivery workers and even the sponsored content from influencers have become natural bridges between customers and products. Society not only accepts this but embraces it. ***Profiting off relationships then is not "a downer."*** In the same way today's direct seller is a "connector:" consumers to products. Like a franchise they make an investment in their own business and then reap profits by building it.
Big difference (which makes it 10X more valuable): they are also building organizations through recruitment.
At SPU, huge importance on customers...DSN announced Customer Centric Recognition Program, celebrating companies with high Customer to Distributor ratios. Shift away from recruitment is undeniable.
 - d. Pandemic Impact: "All Virtual" approach to direct selling has shown that's often where the most powerful innovation resides.

5. Redefining the Industry
 - a. In 2021, leaders can expect to see continued adoption of "social selling, social commerce, social retail" as key replacements for the labels that have caused the industry distrust.
 - b. Ethics matter...reign in hyperbole: instead of saying "life-changing income" use "life-enhancing" or "life-improving" income
"I don't think it's about picking words and then trying to build a business to support that," Parker says. "I think it's innovating our businesses and then the language and the words we use to describe it will become very apparent." Innovate the business and the words will come.
 - c. Acknowledge that a lack of compliance runs in the industry which has caused some harm, but we are committed to skilled behaviors like philanthropy and "life-improving income."
 - c. Based on the research done, the future is about building brands (Company responsibility) that serve their customers efficiently and personally (by the independent contractors) who facilitate the relationship.