

Ethical Company Diagram

by Tim Sales
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Owner has the intention to make consumer's life better.



Owner creates a company with staff to support the consumer.



Owner has the manufacturer create a product to his/her specifications.



Company has five main distribution methods to choose from

<i>Store Front</i>	<i>Direct Mail</i>	<i>Telemarketing</i>	<i>Internet</i>	<i>MLM</i>
Company rents or buys store in busy area to get walk-in traffic. Hires sales person to communicate with customers who walk in.	Company buys addresses. Hires marketing person to write and send written communication about products/services through the mail.	Company buys telephone numbers of people. Hires and trains sales people to call and explain and sell products/services.	Company puts up website and advertises to get traffic. Similar to direct mail, the marketing occurs through written communication.	Company brings in sales representative who wants to sell product/service and train others to do same.

Distribution makes product / service widely known



An ethical company is one which makes the customer's life better, regardless of which method of distribution the company chooses to use to make their product widely known.



Wow!
I really feel better because of these products!

The Three Main Parts of Multi-Level Marketing

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1. The MLM industry

The MLM industry was proven legal by the U.S. Federal Government in 1979. The MLM industry has also proven itself as a highly effective method of distributing a product or service to consumers.

The MLM industry is one of the five main methods of distributing a product or service: Store front, Telemarketing, Direct mail, Internet and MLM.

#1

Industry

2. The MLM Structure

The structure of an MLM company is unique to each MLM company. The structure is made up of: Product or service, compensation plan and training. These three structural parts drive the activities of the distributors in an MLM company.

#2

Structure

3. The MLM Activities

The activities of the distributors in the MLM company determines whether that company is operating legally and ethically. Legal and ethical activities include selling products to consumers that make their lives better, training new distributors so they get results, etc.

#3

Activity