

What are the most important things to remember when you host a distributor recognition event? New Video

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First, we must note that this is a bit out of our area. However, we have attended many such events and been involved in meeting planning from hotel logistics to program to meeting planners. And we have done this scores of times with many of the leading direct selling companies.

With that said, the point is that you are in a relationship business. All studies have shown that recruitment and retention have a direct correlation with how your distributors bond with management, leaders, corporate mission, and product. Obviously, a company will lead with the goal of rewarding distributors with recognition, providing good education on the product, opportunity and recruitment, inspiring them as to the past and future, demonstrating sincere appreciation and making sure they have a good time. This is “experiential bonding” and it is a company’s opportunity to showcase both objectively and emotionally why distributors should bond with management, other leaders, other fellow distributors, company product, the mission of the company and hopefully, if there is a philanthropic program, with the community “giveback” of the company.

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