

Technology Changes How Consultants Sell in the Network Marketing Industry

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Door-to-door sales are becoming the sales method of ancient times. As technology advances so does the network marketing industry. More commonly, consultants are using personalized websites, often provided by their MLM company, as well as new devices, such as tablets, as sales and recruiting tools. Industry experts say that enhancements in tablet communication software enable consultants in the field to achieve greater success. Tablets enable salespeople to give more striking presentations, lower attrition

rates, increase sales, as well as make ordering and enrolling new consultants easier. And, industry experts agree that the network marketing companies that embrace the newest technology will attract a new crowd of independent business owners and also the highly-desirable top sellers. Companies that fail to adapt to the latest technology may end up losing its most valuable salespeople to more industry-leading direct selling models.

Tell us how your network marketing company is streamlining its technology. Has it eased the sales process or made it more complicated?

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Jeffrey Babener
On Assignment

On any given day you can catch [Jeffrey Babener](#) lecturing on Network Marketing at the University of Texas or the University of Illinois, addressing thousands of distributors in Los Angeles, Bangkok, Tokyo and Russia, or writing a new book on Network Marketing, an article for Entrepreneur Magazine or a chapter for a University textbook. Over two decades he has served as marketing and legal advisor to some of the world's largest direct selling companies, the likes of Avon, Nikken, Melaleuca, Discovery Toys, NuSkin, and he has provided counsel to the most successful telecom network marketing companies...Excel, ACN, World Connect, ITI, AOL Select and Network 2000. An active spokesperson for the industry, he has assisted in new legislation and served on the Lawyer's Council, Government Relations Committee and

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