

Case Study: Doubling Sales in an Unfamiliar Industry

A Business Where Every Customer Was Also a Salesperson

How a direct selling business that was not recruiting enough members doubled sales in six months.

The Situation

The company sold vitamin patches formulated to deliver specific health benefits. Revenue depended on recruiting members and keeping them selling, so the number of members and what they earned determined whether the business was viable.

The Problem

The product was good and the sales and marketing people were capable. The business was not signing up members at anything like the rate it needed, so revenue was well short of what it took to survive. The constraint was the model for recruiting and rewarding members rather than the product or the people.

The Approach

Neither the industry nor the product category was familiar, so the first task was to understand both before changing anything.

- **Made the earnings case clear.** Members earn by recruiting members who recruit members, so commission flows up through the layers and the numbers only work once the base grows. The way that was being explained did not make the case, so a prospective member could not see what joining was worth.
- **Gave members what they needed to recruit.** Case studies from people who had used the product and the results they had, along with sample product kits, so a member had something to put in front of a prospect rather than a description.
- **Rebuilt the look of the product.** New branding, marketing, collateral and packaging. A member puts their own name behind the product with people they know, so it had to look credible and current rather than cheap.
- **Made the existing field team effective.** A sales manager and a team of salespeople were already supporting new members by running small events across Texas and other states. A member invited prospects and the sales team delivered the pitch, and once the format was right people were signing up and buying starter kits at the event.

The Result

Sales were growing within three months.

Sales had doubled within six months.

Growth Pillars Applied

Value Proposition Narrative

Revenue Generating Assets

Commission & Incentives