

Overcoming Objections to Multi-Level Marketing/ MLMs

What is an MLM exactly?

A typical MLM, or multi-level marketing, structure involves an individual who signs up to sell a company's products. They share the business opportunity with others who may or may not choose to also sign up and sell for the company.

MLMs allow companies to keep about 50% of the amount of the sale- money they used to produce, package, warehouse the product, plus pay for customer service, events, bookkeeping and other business expenses. The other 50% is broken up into small pieces and distributed to the community of people involved that network.

A traditional business only gets about 20-30% of the sale, another 20% to the store that sells it, and the other 50-60% is divided up by distributors and warehouses. MLMs keep more money in the hands of the people who use the product and share it with friends.

Why is Young Living a MLM?

Once Gary and Mary Young were ready to market his oils, they had to consider how to market the oils. Wholesale and retail sales weren't good options b/c Young Living's oils can't compete with the price point of cheap, perfume grade oils. In other words, perfume grade oils smell nice and are much, much cheaper to produce, but do not have therapeutic qualities. The products are intended for different purposes. Trying to compete with perfume grade oils in health food stores would have left Young Living unable to compete in the marketplace. They were also unwilling to compromise quality to lower the price of the essential oils.

It was truly an easy decision for Gary and Mary. "I will never make a product to a price" says Dr. Young. They decided on MLMs so that Young Living was free to produce the highest quality essential oil in the marketplace and that the money generated remained with the people closest to the oils.

MLM's, when done well, is just people helping people, helping people, helping people.

OBJECTIONS:

If I sign up as a distributor, do I have to sell or share?

No. You never have to sell oils, but becoming a member gives you the opportunity to do that if you so choose.

If I decide to sell, do I have to spend a lot of money every month?

No. For the very first 3 months you share Young Living, you only need 50PV** (usually \$50) to be eligible for the Fast Start bonuses. After 3 months, you must spend 100PV per month to qualify for commissions. You never have to spend more than 100PV per month, no matter how far you progress with Young Living!

Many distributors allow friends and family to add to their orders to keep costs down. This can be a very effective way to share and keep costs down while giving those around you the opportunity to try Young

Living at wholesale price! Many of us have stories of allowing friends to try oils this way and have found they eventually sign up for their own account.

***The exception to this would be if someone in your upline placed a distributor under you without you being the one to sign them up. Then you would need to spend 100PV to be eligible to receive commission on their orders.*

Do I have to be pushy or salesy?

NO. We model our business on heart centered sharing. Our goal is to help people become educated about a healthy, safe option to help their family achieve wellness. You share and let each person decide what is right for them.

Are MLM's honest & trustworthy? They seem kind of scammy.

Some MLM experiences have left a bad taste in people's mouths, so we understand you will encounter this. There will always be dishonest people in business, but that does not make a business model bad. Young Living has a very honest and fair business structure and compensation plan.

Young Living has been in business for 20 years and is the industry leader in essential oils. You can share these products with confidence in the company!

Is this a get rich scheme?

No. You will be building a business and it will take time and effort. YL offers generous and fair compensation for your success and also provides tools to help you, but you will still have to share, promote your business, and work. Many distributors have grown their businesses quickly, but they have worked hard to do so!

Benefits to MLMs:

You set your own hours (but, yes, you will be working). You decide when, where, and how much you work. The more you put into your business, the more you will get out.

You can start your own business for a teeny fraction of the normal cost to start a business. You have to only spend \$50/\$100 a month to start earning income, versus the very large investment required to purchase a franchise or start your own business.

You do not have to stock product and Young Living provides website and online support for those who choose to purchase through Young Living.

Target, Chuy's, and your other favorite retailers don't pay you for recommending their products: why should you feel badly to promoting something that has the potential for such INCREDIBLE life change?

With time and work, you can build a substantial, sustainable source of income for your family.

The last 2 may not be driving forces for you when you start sharing, but as you build a Young Living business, you will find that these last 2 add incredible purpose to your business!

You get the satisfaction of hearing life changing testimonies of people you care about.

You will develop wonderful relationships with your Young Living family.

Sources:

Heart Centered Sharing
April Pointer Google Drives
Melissa Poepping