


In the terminology of multilevel marketing, downliners

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маркетинговая стратегия по продаже продуктов или услуг Маркетинг Маркетинг Маркетинг Управления Ключевые концепции Распределение Ценообразование Розничная служба Активация Бренд лицензирование Бренд управления Совместное создание Корпоративная идентичность Доминирование Эффективность Эффективность Продвижение Этика Стратегия Стратегия на основе маркетинга Цифровой маркетинг Продукт Маркетинг Социальный маркетинг Влияние Маркетинг Атрибуция Фактор Horizontal интеграция Вертикальная интеграция Рекламный контент Реклама Реклама Корпоративная годовщина Маркетинг Мобильный маркетинг Мобильный маркетинг На-держать сообщения Личная продажа Премии СМИ Поведенческие ориентации Бренда посол Дисплей реклама Drip маркетинга В игре реклама Мобильная реклама Native Advertising New Media Online Advertising Out-of-Home Advertising Point Sale Product Demonstration PromotionAl goods Visual merchandising web banner Word-of-mouth Market Research Marketing Research Mystery Trading VTE Multi-level marketing (MLM), also called Pyramid Sales, Network Marketing, and Referral Marketing, is a controversial marketing strategy for selling goods or services where the company's revenue is derived from the lack of employment. , while the income of the participants is derived from the pyramid or binary system of compensation commissions. In MLM, the compensation plan theoretically pays participants only from two potential sources of income. The first is paid from commission sales made by participants directly to their retail customers. The second is paid from commissions based on wholesale purchases made by other distributors below the participant who have hired these other participants in MLM; In the organizational hierarchy of MLMs, these members are referred to their down line distributors. Thus, it is expected that MLM sellers will sell products directly to retail consumers of end users through referrals and word of mouth marketing, but most importantly, they are stimulated to recruit others to join the company's distribution chain as other sellers so they can become distributors. According to a report by studying the 350 MLM business model published on the Federal Trade Commission's website, at least 99% of people who join MLM companies lose money. However, MLMs function because participants down the line are encouraged to hold on to the belief that they can achieve big profits, while the statistical improbability of this is de-stressed. In some jurisdictions, the MD has been declared illegal or otherwise strictly regulated as merely variations of the traditional pyramid, including in mainland China. Terminology multi-level marketing is also known as sales, network marketing, and referral marketing. Members of the business model The vast majority of MLM participants (most sources are estimated at more than 99.25% of all MLM distributors) participate in either a small or zero net profit. Indeed, the largest part of the participants have to work with a net loss (after deducting expenses), so that a few people in the upper level of the MLM pyramid can get their considerable income. Said Earnings then highlighted MLM for all other participants to encourage their continued participation in the ongoing financial losses. Many MLM companies generate billions of dollars in annual revenue and hundreds of millions of dollars in annual profits. However, MLM's profits are accrued to the detriment of the majority of the company's constituent workforce (MLM members). Only some of the said profits are then significantly shared with individual participants at the top of the MLM distribution pyramid. The earnings of these few of the best participants are emphasized and defended at the company's seminars and conferences, thus creating the illusion of how they can potentially become financially successful if they become mLM members. This is then advertised by MLM to recruit more distributors to participate in MLM with false expectations of earnings margins, which in reality are only theoretical and statistically unlikely. Although MLM is pro-trumping these few leading individual participants as proof of how participation in MLM can lead to success, MLM's business model depends on the failure of the vast majority of all other participants, by injecting money out of their own pockets, so that it can become the income and profits of MLM, of which MLM shares only a small portion of it for a few individuals at the very top of the MLM pyramid. Participants, apart from the few individuals at the top, provide nothing more than their own financial losses for the company's own profits and the profits of a few leading individual participants. Financial independence The main sales step of MLM companies for their members and potential participants is not MLM's products or services. Products/services are largely peripheral to the MLM model. Rather, the true sales pitch and emphasis is on the trust given to participants of potential financial independence through participation in MLM, luring phrases like the lifestyle you deserve or an independent distributor. Eric Herman's memoir, My Father's Dream, documents the real life failures of a German father when he is lured into rich - fast schemes such as Amway. The memoir illustrates the multi-level marketing sales principle known as dream sales. While the focus is always on the potential for success and positive change in life can or may not (will or may) result, it is only otherwise difficult to find disclosure statements (or at least difficult to read and interpret disclosure statements). MLM participants are given reservations that they, as participants, should not rely on the earnings of other participants at the highest level of the MLM pyramid as an indication of what they should expect to earn. MD rarely emphasize the extreme probability of failure or the extreme probability of financial losses from participation in MLM. MLMs are also rarely forthcoming that any significant success from the few individuals at the top of the MLM party pyramid, in fact, depends on the continued financial losses and failures of all the other participants below them in the MLM pyramid. Comparisons with the pyramids of MLMs have been made illegal in some jurisdictions as a mere change of the traditional pyramid, including in China. In jurisdictions where MLMs have not been made illegal, many illegal pyramids try to present themselves as MLM businesses. Given that the vast majority of MLM participants cannot actually make a net profit, let alone a significant net profit, but instead overwhelmingly work with net losses, some sources have identified all MLMs as a type of pyramid, even if they were not made illegal as traditional pyramids through legislation. MLMs are designed to generate revenue for the company's owners/shareholders and several individual participants at the upper levels of the MLM pyramid. According to the U.S. Federal Trade Commission (FTC), some MLM companies already represent illegal pyramids even under narrower existing legislation, exploiting members of the organization. Litigation companies that use the MLM business model are often criticized and sued. Legal claims against MLMs included, among other things: their resemblance to the traditional illegal pyramids of price fixing products or services, collusion and racketeering in behind-the-scenes transactions where secret compensation packages are created between MLM and several individual participants, to the detriment of other high initial introductory costs (for the marketing of kit and first products), the emphasis on recruiting others on actual sales (especially sales non-participants) encouraging if not requiring members to exploit personal relationships as sales and hiring purposes, complex and exaggerated compensation schemes, false product claims that the company or leading distributors are making big money from participants in attending conventions, training events and materials, promotional materials and promotional techniques, which some groups use to increase their enthusiasm. Direct sales compared to network marketing Marketing and Multi-level marketing (MLM) have been described by author Dominic Xardel as synonymous, with it being a type of direct selling. Some sources emphasize that multi-level marketing is only one form of direct sales, not direct sales. Other terms that are sometimes used to describe multi-level marketing include word-of-mouth marketing, interactive distribution and relationship marketing. Critics argue that the use of these and other different terms and buzzwords is an attempt to distinguish tiered marketing from illegal ponzi schemes, chain letters, and consumer fraud. The Direct Selling Association (DSA), a lobbying group for the MLM industry, reported that in 1990 only 25% of DSA members used the MLM business model. By 1999, this one had grown to 77.3%. By 2009, 94.2% of DSA members used MLM, representing 99.6% of sellers and 97.1% of sales. Companies such as Avon, Electrolux, Tupperware and Kirby were originally single-tier marketing companies using this traditional and undisputed direct selling business model (unlike MLM) to sell their products. However, they later introduced tiered compensation plans, becoming MLMs. History This section needs expansion. You can help by adding to it. (June 2020) The origins of multi-level marketing are often disputed; but the multi-level marketing style of the business existed in the 1920s, in the 1930s, the California Vitamin Company (later called Nutrilite) or the California Perfume Company (renamed Avon Products). Set up a typical multi-level marketing structure of the MLM Binary Tree. The blue person will receive compensation from the sale down the line of red members. Independent non-hired participants, referred to as distributors (variously referred to as associates, independent business owners, independent agents, etc.), are authorized to distribute the company's products or services. They receive their own immediate retail profit from customers plus commissions from the company, rather than below the line, through a multi-level marketing compensation plan that is based on the volume of products sold through their own sales efforts as well as their lower organization. Independent distributors develop their organizations either by creating an active consumer network that buys directly from the company, or by hiring down a line of independent distributors who are also building a consumer network base, thereby expanding the overall organization. (quote needed) The cumulative number of recruits from these cycles are sales force, which is called seller down. This belowline is a pyramid in the tiered structure of MLM compensation. Multiple sources have commented on the income level of specific MLMs or MLMs General: The government claims that the investigation found that only 10% of Amway agents in the UK make any profit, with less than one in ten selling one group's goods. Eric Scheibler, high-level amway member: Britain's Justice Norris found in 2008 that of the 33,000 people IBO independent business owners only about 90 received sufficient income to cover the cost of actively building their business. That's a 99.7 percent loss for investors. Newsweek: Based on Mona Wee's own 2007 earnings disclosure statement, less than 1 percent qualified for commissions, and of these, only 10 percent were more than \$100 a week. Business students focus on ethics: In the U.S., the average annual income from MLM for 90% of MLM members is no more than \$5,000, which is far from sufficient means for earning a living (San Lian Life Weekly 1998) USA Today had several articles: While the potential income varies depending on the company and the ability to sell, DSA says that the average annual income for those who's in direct sales is \$2,400.The article dated October 15, 2010 stated that MLM documents called Fortune Hi-Tech Marketing show that 30 percent of its representatives did not make money, and that 54 percent of the remaining 70 percent only make \$93 a month before expenses. Fortune has been under investigation by attorneys general for Texas, Kentucky, North Dakota and North Carolina from Missouri, South Carolina, Illinois and Florida after complaints against the company. In the end, the FTC stated that Fortune Hi-Tech Marketing was a financial pyramid scheme and that the victims were sent checks totaling more than \$3.7 million. An article dated February 10, 2011 stated: Most people can find it very difficult, if not impossible, to make a lot of money by directly selling products to consumers. And big money is something that recruiters often refer to in their pitches. Roland Whitsell, a former business professor who spent 40 years researching and teaching the pitfalls of tiered marketing: You'd be hard pressed to find anyone making more than \$1.50 an hour, (t) he's the main product is an opportunity. The strongest, most powerful motivational force today is false hope. According to the results of the 2018 survey, conducted among 1,049 MLM sellers, the majority (60%) of the majority (60%) of the 2018 MLM sellers earned an average of less than \$100 in sales over five years, and 20% never made a single sale. Most sellers made less than 70 cents an hour. Nearly 32 per cent of those surveyed purchased credit card debt to finance their participation in MLM. The legality and legitimacy of Bangladesh In 2015, the Bangladeshi government banned all internal and foreign trade of MLM in Bangladesh. Chinese multi-level marketing (simplified Chinese: 传销; traditional Chinese: 傳銷; pinyin: chu'n xi'o; lit.: It was first introduced to mainland China by American, Taiwanese and Japanese companies after the economic reform in 1978. This rise in popularity of multi-level marketing has coincided with economic uncertainty and a new shift towards individual consumption. Multi-level marketing was banned on the mainland by the government in 1998, citing social, economic and tax issues. Further regulation banning Chuanxiao (where MLM is a type of Chuanxiao was adopted in 2005, paragraph 3 of Chapter 2 regulation states that the downline is illegal). O'Regan wrote, With this regulation, China makes it clear that while direct sales are allowed on the mainland, multi-level marketing is not. MLM companies have tried to find ways to circumvent China's bans, or have developed other methods, such as direct sales, to deliver their products to China through retail operations. Direct sales rules restrict direct sales of cosmetics, healthy eating, sanitary products, bodybuilding and kitchen utensils. And the Regulation requires Chinese or foreign companies (FIEs) that intend to do direct selling business in mainland China, apply and obtain a direct sale license from the Ministry of Commerce (MOFCOM). In 2016, 73 companies, including domestic and foreign ones, received a license for direct sales. Some multi-level marketing vendors circumvent this prohibition by setting up addresses and bank accounts in Hong Kong, where the practice is legal, when selling and recruiting on the mainland. It was not until 23 August 2005 that the Council of State issued rules specifically related to direct sales - the administration of direct sales (came into force on 1 December 2005) and the Chuanxiao Prohibition Regulations (came into force on 1 November 2005). When direct sales are allowed, it will only be allowed to meet the most stringent requirements in order to ensure operations are not pyramid, MLM, or fly-night operations. Saudi Arabia MLM marketing is prohibited in Saudi Arabia by the introduction of a religious fatwa nationally, for this reason MLM companies like Amway, Mary Kay, Oriflame and Herbalife sell their products by online sale rather than MLM. MLM business in the United States operates in all 50 U.S. states. Businesses can use terms such as affiliate marketing or home-based business franchising. Many pyramids try to present themselves as legitimate enterprises of MLM. Some sources say that all MLMs are essentially pyramid schemes, even if they are legal. The U.S. Federal Trade Commission (FTC) states, Stay away from tiered marketing plans that pay commissions for recruiting new distributors. In fact, these are illegal pyramids. Why are pyramids dangerous? Because plans that pay commissions for recruiting new distributors will inevitably collapse when no new distributors can be recruited. And when the plan collapses, most people, except, those at the very top of the pyramid, eventually In a 2004 Staff Advisory Letter to the Direct Selling Association, the FTC states: Much has been made of the personal, or domestic, issue of consumption in recent years. In fact, the volume of domestic consumption in any multi-level compensation business does not determine whether the FTC will consider the plan a pyramid scheme. The critical question for the FTC is whether the income that primarily supports the commissions paid to all participants comes from the purchase of goods and services that are not just accidental for acquiring the right to participate in a cash enterprise. The Federal Trade Commission warns: Not all tiered marketing plans are legitimate. Some are pyramids. It's best not to get involved in plans where the money you make is based primarily on the number of distributors you recruit and your sales to them, rather than on your sales to people outside of the plan who intend to use the products. In 1979, the Federal Trade Commission decided in re Amway Corp., which stated that multi-level marketing was not illegal as such in the United States. However, Amway was found guilty of fixing prices (actually requiring independent distributors to sell at the same fixed price) and making exaggerated income claims. The FTC advises to be skeptical of multi-level marketing organizations with more hiring incentives than product sales. The FTC also warns that the practice of getting commissions from recruiting new members is prohibited in most states like Pyramids. Walter Karl stated in a 2004 Western Journal of Communication article that MLM organizations have been described by some as cults (Butterfield, 1985), pyramid schemes (Fitzpatrick and Reynolds, 1997), or organizations, abound in misleading, deceptive and unethical behavior (Carter, 1999), for example, the dubious use of evangelical discourse to promote business (Hepfl and Maddrell, 1996), and the exploitation of personal relationships for financial gain (Fitzpatrick and Reynolds , 1997). In China, volunteers working to rescue people from these schemes were physically attacked. The MOD has also been criticized for failing to deliver on its promises to most participants because of major conflicts with Western cultural norms. There are even claims that the success rate for breaking even or even making money is much worse than other types of business: The vast majority of MLMs are recruited by MLMs, in which participants have to recruit aggressively to make a profit. Based on the available data from the companies themselves, the loss rate for the MD set is approximately 99.9 per cent; that is, 99.9% of participants lose money after subtracting all expenses, including purchases from the company. This is partly due to the fact that encouraging recruits to further recruit people to compete with them leads to market saturation. It was also stated that its very nature, MLM is completely devoid of any scientific foundations. By encouraging recruits to further recruit their competitors, some people have even gone so far as to say that at best modern MLMs are nothing more than legalized pyramid schemes, while other states multi-level marketing companies have become a generally accepted and legally sanctioned form of pyramid in the United States, while other states multi-level marketing, a form of pyramid, is not necessarily fraudulent. In October 2010, it was reported that multi-level marketing companies were being investigated by a number of state attorneys general amid allegations that sellers mostly pay for recruitment and that later recruits could not earn anything close to what early entrants do. Religious views of Islam Many Islamic lawyers and religious bodies, including the Standing Committee for Research and Itta (Saudi Arabia) consider the trade of MLM prohibited or haram, The reasons for which are: in this process are related to the following points of view - exchange without difficulty and difficulty without exchange, contract for another contract or condition under another provided, similarities with RIBA (interest), similarities with gambling, widespread uncertainty of profits and losses, and not all benefits equally, financial fraud and torture, lies and exaggeration, etc. Invisible customer: strategies for consistent customer service down the wire. Kogan Page, page 112. ISBN 0-7494-3144-X. Purchase scams and how to avoid them. Gower Publishing Company, page 4. ISBN 0-566-08281-0.Mendelsohn, Martin (2004). A franchising guide. Cengage Training Business Press. page 36. ISBN 1-84480-162-4. b c Vander Nat, Peter J.; Keep, William W. (2002). 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