

*What's the #1 factor to think about when choosing a
Direct Selling Company!!*

PRODUCT PRODUCT, PRODUCT!!!

If you don't have a quality product, you're wasting your time!

Here are 9 key factors to think about when choosing a product:

1. **Is the product the best quality product within its category?** Are there other companies out there selling the same products, but is this particular product untouched, compared to similar products in its category?
2. **Is the product inventory easy to transport/store?** Is the product large, cumbersome, & awkward? Is your car going to be crowded with your product all the time? Are you going to have to remove your inventory from your car, just to have room for the groceries? Where will you store it when it's not in your car? Then, are you going to have to re-load everything when you leave for a party/show? Once you get to the show, are you going to have to make five trips in to set up & five trips out? What is this saying to guests at the show that might be thinking about becoming a rep? "Wow...that looks like a lot of work!" How does your product fit into your busy schedule?
3. **Is the product viable to all ages, genders, & socio-economic statuses?** Does this product appeal to all ages & genders? Do you have a range of prices to offer your customers?
4. **Will people always be in the market for your product?** Will your customers max out on your product(s) & repeat business will be more difficult? Or, is your product one that will be viable long-term?
5. **Is the product a "need" or "want"...or both?** If it's a need, once the need is met, will they need to buy from you anymore? Is it a product that once you have it, you won't "need" this product anymore?" Is the product a "want" that will give your customers an immediate sense of gratification? Will they always "want" your product?
6. **Is the product one that you can promote/advertise easily?** Are you going to have to spend a lot of money letting people know about your product? How will people know you sell this product? Is it easy to market?
7. **Where do you see this product in five years?** Will people still desire your product or will they be sick of it? Can they out-grow this product?
8. **Does your party plan company offer an appealing hostess benefit package?** If a hostess is going to go to the trouble of hosting a show for you, is she being compensated fairly? Or better than that...is she shocked when you tell her what she has earned? Does she get your product(s) FREE or does she get a discount on your product(s)? There is a BIG difference!
9. **Most importantly, do you love this product? In order to be successful at selling any product, you MUST be passionate & believe in your product and the company behind your product!**