

Direct Selling Technology Assessment Worksheet

RATINGS: 1= VERY EFFECTIVE, 2 = SOMEWHAT EFFECTIVE 3= MIEDIOCRE 4= NOT EFFECTIVE 5= POOR EXPERIENCE

COMPETITIVE AREA	INDICATOR	RATING (1-5)	DEFICIENCIES	ACTION REQUIRED	COMMENTS
CREDIBILITY	WEBSITE				
	Modern user interface				
	Intuitive navigation				
	Beautiful, clean design				
	Fast with no delays				
	Accurate menu titles				
	Reps can personalize their replicated site with their photo, story and personal details.				
CREDIBILITY	eCommerce				
	Responsive				
	Modern experience				
	Authentic product reviews				
	Clean categorization of product				
	Beautiful images				
	Designed for user Journey				
	Enhances your Brand				
	Related Products linked to each product				
	Products sharable on social media				
	Shared links credit the sale to the correct Rep				
	Easy to complete a purchase				
SIMPLIFY	ENROLLMENT				
	# of Starter Kits Choices				
	The Starter Kit choices are easy to understand				

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	Clean Enrollment page design				
	Wording that is easy to understand – without any jargon or acronyms				
	Reps are alerted to know what to do after enrollment				
	Reps can easily find their sponsors contact information				
	Reps can easily find the link for Support				
	Sponsor receives an alert when a new Rep signs up				
	The least technical person you know can complete the Enrollment process without questions or help				
	The end-to-end Enrollment process is hassle free				
	The Enrollment process is designed for mobile				
SIMPLIFY	DOING THE BUSINESS				
	Ease of accessing a report on qualifications to earn commissions				
	Ease of accessing a report on Rank Progress				
	Ease of accessing a report on compensation/next check				
	Variable back office menus and reports based on rank				
	Ease of communicating with downline				
	Ability to send individual or group messages by filters				
	Ability to send individual or group messages to customers based on purchase history				

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	Ability for Reps receive automatic alerts for key milestones				
AUTOMATE	ONBOARDING REPS				
	Defined a 90-day Rep journey				
	Identified what Reps need to know in the first 90 days.				
	Developed a timeline for when Reps need to know the items above				
	Training is delivered at the moment it is needed, based on the events in a Reps business				
	Training is delivered in small pieces through automation				
	The successful activities of Reps have increased through our automated onboarding process.				