



# Start Here

**The Guide to Building and Growing  
Your Direct Selling Company**

Sylvina Consulting  
Direct selling and compensation plan experts  
[www.sylvina.com](http://www.sylvina.com)  
503.244.8787

# ***Start Here***

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Fourth Edition  
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[www.sylvina.com](http://www.sylvina.com)  
(503) 244-8787

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## Sylvina Consulting

Sylvina Consulting provides business development consulting, compensation plan design, software advisory services and more to party plan and network marketing companies. We have 30 years of experience in working with more than 500 direct selling companies, including clients at the concept stage, companies in development, young businesses, and established multinational firms.

Sylvina Consulting develops, reviews and improves

- ❖ Compensation Plans
- ❖ Hostess Rewards Programs
- ❖ Fast Start Programs
- ❖ Recognition, Awards, Incentives
- ❖ Key Operating Indicators
- ❖ Website Design and Content
- ❖ Policies and Procedures
- ❖ Starter Kits
- ❖ Forms
- ❖ Founder Programs
- ❖ Sales Force Surveys
- ❖ Brochures and Catalogs
- ❖ Business Plans
- ❖ Pilot Programs
- ❖ Budgets
- ❖ Marketing Plans
- ❖ Strategic and Operational Plans
- ❖ Training Materials

We also provide:

- ❖ Product & Service Appraisals
- ❖ Industry Training
- ❖ Assistance on Acquisitions
- ❖ Business Performance Evaluations
- ❖ Executive Search
- ❖ Competitor Analysis
- ❖ Expert Witness

For direct selling companies with technology needs, Sylvina performs:

- ❖ Business Requirements Analysis
- ❖ Software and Vendor Evaluation
- ❖ Software Design
- ❖ Data Migration
- ❖ Implementation Project Management

Contact us at 503.244.8787 or visit [www.sylvina.com](http://www.sylvina.com) for more information.

## Author Biographies

Jay Leisner  
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Jay Leisner is a top compensation plan and direct selling expert, a trusted adviser to new and established network marketing and party plan companies.

As the president of Sylvina Consulting, Jay brings 30 years of unparalleled business experience and success to the direct selling industry, having assessed and improved hundreds of party plan and network marketing companies across the globe.

His company, Sylvina Consulting, has provided business development consulting, compensation plan design, and software implementation assistance to direct selling companies since 1999.



More than just a compensation plan expert, Jay advises Sylvina clients in all areas of their businesses. Before offering advice or solutions, he asks important questions to understand each client's specific concerns and goals.

Previous to launching Sylvina Consulting, Jay worked for 13 years with a major direct selling software provider as a software developer, project leader and business analyst to provide both startups and existing companies, in the USA and abroad, with customized software solutions to meet the requirements of their businesses.

Along the way while helping them, Jay learned the secrets of successful direct selling companies.

In true entrepreneurial spirit, Jay's decision to start Sylvina Consulting was driven by what he saw as a need in the marketplace for answers, advice, and solutions.

His in-depth experience working with major companies and new enterprises, his broad knowledge of this marketing channel, his understanding of many types of businesses, and his passion for helping others have earned Jay the respect and admiration of direct selling companies, peers, and employees alike.

Victoria Dohr  
Director of Consulting Services, Sylvina Consulting  
victoria@sylvina.com

Before joining Sylvina Consulting in 2005, Victoria Dohr had an impressive 30 year career in sales, marketing, advertising, public relations, and telecommunications.

Victoria also had 5 years of direct selling experience as an Independent Mary Kay Consultant.

Victoria has been a direct selling business coach at Sylvina Consulting for more than 10 years. Her background gives her a unique perspective that her clients rave about. As an entrepreneur herself, she understands what it takes to build and grow a company.



Victoria helps direct selling owners and executives to stay focused on what matters most. Her consistent follow-up helps clients to stay on course.

Direct selling is a perfect fit for Victoria. Her desire to help companies overcome issues and obstacles is not just a job; it's a passion.

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## Why This Book Is Important To You

Starting and growing a direct selling company is complicated. Do you know everything you need to know?

To be successful on your journey, you need to know what to do. Each chapter of Start Here will give you knowledge and direction, ask you thought-provoking questions to help you to make key business decisions, provide examples, and tell you what to do next.

## What People Say About This Book

*"This guide was the only place where I could find an A-Z assessment of how to start-up a direct sales business. The guide was concise and thoughtful." ~ W.C.*

*"I love the worksheets! You can write everything down. There is so much in here that I hadn't considered." ~ A.A.*

*"From this book, I learned not only the basics, but a lot more. Many think direct sales is a "no brainer." Trust me, it's not. This guide told me what to expect and what to do." ~ M.B.*

## About The Authors



**Jay Leisner**, the president of Sylvina Consulting, has consulted with hundreds of new and established party plan and network marketing companies since 1986. Jay is a top compensation plan and direct selling business expert. He helps companies across the globe to assess and improve their businesses.



**Victoria Dohr** has been a direct selling business coach at Sylvina Consulting for more than 10 years. Her background in advertising, sales, marketing, and direct selling gives her a unique perspective that her clients rave about. As an entrepreneur herself, she understands what it takes to build and grow a company.