

# ***Start Here:***

A Guide  
For Starting Your Own  
Home Party Plan  
Or  
Network Marketing Company

*Even the best teams have a coach®*

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## Sylvina Consulting

Sylvina Consulting provides business development and software advisory services to home party plan and network marketing companies.

We have 21 years of experience with projects working with more than 250 direct selling companies, including clients at the concept stage, companies in development, young businesses, and established multinational firms.

Sylvina Consulting develops and reviews

- ❖ New Business Concepts
- ❖ Business Plans
- ❖ Budgets
- ❖ Marketing Plans
- ❖ Strategic and Operational Plans
- ❖ Recruiting Strategies
- ❖ Starter Kits
- ❖ Compensation Plans
- ❖ Recognition Programs
- ❖ Hostess Rewards Programs
- ❖ Marketing Collateral
- ❖ Training Materials
- ❖ Policies and Procedures
- ❖ Forms
- ❖ Catalogs

Sylvina also provides information technology consulting services, including

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

Executive search and specialized projects are also available. 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 brings over twenty-one years of unparalleled business experience and success to the direct selling industry.

His company, Sylvina Consulting, has provided business consulting and technology services to home party plan and network marketing companies since 1999.

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 and his understanding of many types of businesses, have earned Jay the respect and admiration of direct selling companies, peers, and employees alike.

Victoria Dohr  
Senior Consultant, Sylvina Consulting  
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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.

She sold advertising to major players in the fragrance and fashion world. Victoria understands the importance of delivering confident, concise, and connecting messages.



In management positions within the telecommunications and advertising industries, Victoria encouraged and excited teams to produce for themselves and their companies.

Direct selling is a perfect fit for Victoria. She enjoys sharing her perspectives and suggestions with new and established companies. Her desire to help companies overcome issues and obstacles is not just a job; it's a passion.

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