

Start Here:

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

Even the best teams have a coach®

Second Edition
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Sylvina Consulting

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

We have 25 years of experience with projects working with more than 400 direct selling companies, including clients at the concept stage, companies in development, young businesses, and established multinational firms.

Sylvina Consulting develops, reviews and improves

- ❖ New Business Concepts
- ❖ Business Plans
- ❖ Budgets
- ❖ Key Operating Indicators
- ❖ Pilot Programs
- ❖ 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 for more information.

Author Biographies

Jay Leisner
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Jay Leisner brings over 25 years of unparalleled business experience and success to the direct selling industry.

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

Compensation plan design and evaluation, development of marketing and training materials, and direct selling coaching are three most frequently requested services.



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
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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.

Victoria helps direct selling owners and executives to stay focused on what matters most. She has been commended by many on her consistent follow-up that helps clients to stay on course.

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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