



Start Here

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

Sylvina Consulting
Direct selling and compensation plan experts
www.sylvina.com
503.244.8787

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

We also provide:

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

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 for more information.

Author Biographies

Jay Leisner
President, Sylvina Consulting
jay@sylvina.com

Jay Leisner is a top compensation plan and direct selling expert, a trusted adviser to new and established network marketing and party plan companies. For more than 30 years, Jay has enjoyed assessing and improving party plan and network marketing companies across the globe.

In 1986, Jay began his career in direct selling by working for a major direct selling software provider. First as a software developer and later as a project leader and a business analyst, Jay worked closely with new and established network marketing and party direct selling companies to provide them with software solutions to meet their unique requirements.



Jay contributed in many ways to the success of large implementation projects for many companies. Jay also worked with dozens of smaller companies to assist each of them in various capacities to provide them with the systems they needed to help their businesses to grow faster.

Along the way while working with them, he learned the secrets of successful direct selling companies and the challenges faced by them. In true entrepreneurial spirit, Jay's decision in 1999 to start Sylvina Consulting as a direct selling consulting company was driven by what he saw was a need for answers, advice, and solutions.

In 2004, 2006, 2009, and 2014, Jay gave presentations on compensation plans and field leadership development at conferences held by the US Direct Selling Association.

He traveled to South Africa in 2015, 2016, and 2017 to conduct workshops on compensation plan design and recognition programs for member companies of the South African Direct Selling Association.

In 2017, Jay spoke at the Canadian Direct Sellers Association Meeting on the importance of recognition and in 2018, Jay led a workshop on recognition at the Annual Meeting of the USA Direct Selling Association.

More than just a compensation plan expert, Jay is exceptionally skilled at advising new and established companies on business strategies. Before offering advice or solutions, he asks important questions to understand each client's specific concerns and goals.

Jay is a prolific writer. On his company's website, <https://www.sylvina.com>, you will find monthly newsletters from 2009 forward, hundreds of articles, and many videos.

Sylvina Consulting is the co-sponsor of the [Direct Selling Edge Conference](#), the two-day corporate school for new and established direct selling companies. Held several times each year since 2011, the DS Edge Conference is pure education.

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.