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A **RoqLogic, Inc.** White Paper

How To Attract New Distributors And Energize Existing Ones

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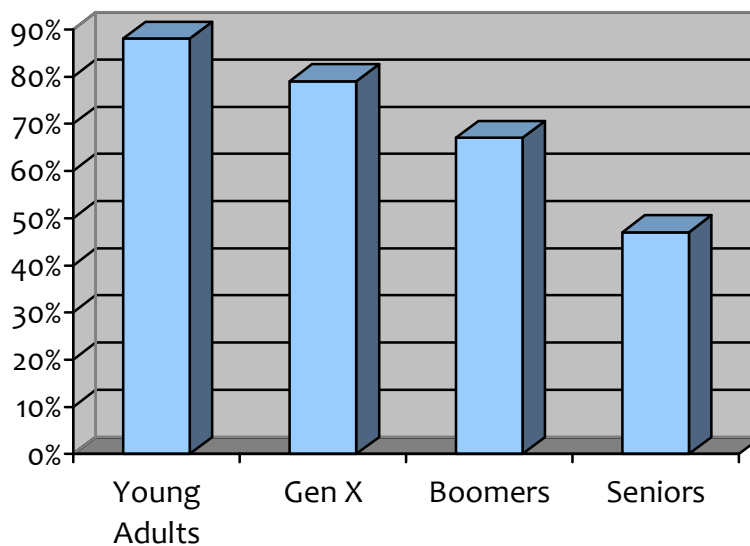
Introduction

As a result of new communications technologies, work life in America has changed dramatically in recent years. And shaped by an unprecedented revolution in technology, a new generation has joined the workforce.

These Millennial or Generation Next, are a group of young adults who have grown up with personal computers, cell phones and the Internet, are now taking their place in the workforce. They have used technology and the Internet to connect with people in new and distinctive ways throughout their lives and are bringing that communications methodology into the workplace as well.

A strong majority of the general workforce believes email and other new ways of communicating have done more to help American workers than hurt them. Young adults are the most enthusiastic about this trend. It is stated that among young adults, 88% say the use of Internet communication have helped workers, compared with 79% of Gen Xers, 67% of Boomers and 47% of seniors.

Has Internet communication helped workers? (generational segmentation)



Source: Pew Research, A Portrait Of Generation Next, January 2007

What's important to note is the high acceptance of the Internet as a method of communication. They focus on how efficiency, flexibility and practicality help control and manage their media-driven experiences. This is significant in that it reinforces the idea that business communications via the Internet has become an acceptable norm for working Americans – no matter the generation.

Technology has traditionally measured performance by speed and features. No more. Convenience, control and connection are the new standards being factored into day-to-day business thinking.

Appealing to a New Generation of Distributors

Direct-selling companies understand that continued growth and overall success is directly related to maintaining and motivating their existing network population as well as bolstering recruiting of new distributors. The available pool for new recruits is trending younger and younger.

Totaling 42 million, leading-edge Millennials or Generation Next are 20 – 30 years of age in 2009. According to a PricewaterhouseCooper's survey conducted in 2008 and published in Workforce Management in December 2008, 21% expect to work outside of a regular office environment.

This is a generation that has a “do-it-yourself” attitude. According to a study published by the Direct Selling Association, 21% of people involved in direct selling are between the ages of 18 – 34. This gives a strong indication that this age segment represents a significant opportunity for growth in the direct-selling marketplace.

So what is it that will pique the interest of this new generation? Simply put, the effective application of technology. Successful use of technology is defined by getting more out of less through simplification, self-sufficiency and empowerment.

This new generation of potential distributors is connected through technology. They expect an effective tool to enhance that connection—and thus improve their business building opportunities. They expect flexibility, efficiency and productivity in whatever business building tool they choose.

And What About the Other Generation?

It's often surmised that the “older” generation is turned off by technology. That's not necessarily the case. Certainly, they are not typically as well versed in the deep workings of it. But they can and do use technology as part of their everyday work experience.

What is needed are powerful tools that are *easy* to use and don't require a lot of training to get up and running. And that is beginning to happen. Software developers are keenly aware of that fact. User interfaces are becoming much more intuitive utilizing advanced point-and-click and drag-and-drop methodologies. “User-Friendly” is actually beginning to be just that.

The Right Tool for the Right Job.

Direct-selling companies understand that providing the proper business tools for their distributors is critical. While there are many tools currently in the marketplace, there are few that allow them to not only capitalize on their significant investment in multimedia assets, but leverage their brand image as well.

Productivity can only be achieved by providing access to materials on a timely, cost-effective basis. Technology has increased the speed and immediacy in the business world and has forced companies to rethink their communications models. The expense and time associated with producing, distributing and updating materials are no longer acceptable in today's environment.

Welcome to the RoqLogic Media Center

The RoqLogic Media Center was developed to meet the dynamic communications and marketing needs of the worldwide direct-selling industry. It establishes an online media community where video, audio, images and documents are centrally stored, organized and made available to the field.

But its real power is that it links this robust pool of assets to an extremely intuitive building and publishing environment where distributors can create, customize, personalize, email, share and track high-quality online SlideShows and eCards. For a very modest monthly subscription to the distributor, the Media Center provides a powerful platform for building their businesses.

For the parent company, the Media Center cost-effectively streamlines the distribution of new materials and makes updates seamless and easy. It can be implemented with little or no start-up costs, installation charges or on-going fees. In fact, it can even become a source of revenue.

The result is efficiencies for both the parent company and its distributors—promoting increased sales and recruiting. And more profit to the bottom-line.

The Media Center At Work

Putting corporate videos, presentations, photos, graphics or other materials back into circulation provides both new and current distributors access to the full array of selling materials, maximizing corporate marketing investments. Updates are automatically and immediately populated throughout all presentations with a click of a button giving distributors the latest and most up-to-date sales or product information with no additional distribution costs.

This technologically advanced, yet simple-to-use integrated solution will not only appeal to a younger demographic, its ease of use will also be attractive to those distributors already working with either out-of-the-box products or traditional materials (printed brochures, videos, etc.). Regardless of age or experience, distributors will find that the Media Center is a fun way to build and nurture business relationships.

Distributors can not only personalize existing presentations, but can also create them from scratch using corporate assets in a simple point-and-click, drag-and-drop technique. Personalized presentations can then be e-mailed to one, several or hundreds of contacts.

The Media Center also monitors and tracks the effectiveness of the communication. Was the eCard received? Opened? Forwarded? Did they click through the presentation? It's input that allows distributors to adapt, modify or enhance their personalized materials based on actual feedback.

Summary

Today, direct-selling companies need to continually grow and make their business more competitive. As new, younger distributors enter the direct-selling world, effective, productive technology-driven solutions will be welcomed, and expected among this 20 – 30 year old Generation Next. Because the Media Center can be used effectively at its most basic level, distributors at all levels of technical experience can easily increase their productivity and energize business growth.

Companies that embrace technology and provide innovative solutions will have an advantage in attracting new distributors over potential competitors.

To find out more about the RoqLogic Media Center, visit www.roqlogic.com or call 949-477-6048.