

THE
CORE
PRINCIPLES

OF SUCCESSFUL AND SUSTAINABLE
DIRECT SELLING COMPANIES

FROM THE EDITORS OF *DIRECT SELLING NEWS*®

HOW DOES YOUR ORGANIZATION STACK UP?

After each chapter, we have asked you to assess where you and your team score with each Core Principle. Below is the master Core Principle Scorecard to use how you see fit.

In our opinion, it is important to measure top to bottom as well as left to right. Top to bottom will indicate how well you are doing with each experience, while left to right will show you how well you are doing on a specific Core Principle on an overall basis. Where you find weaknesses, spend the time to get those right.

We have identified what we believe to be 3 Core Principles that are truly multipliers for the rest. If those are strong, the rest of your principles are, without a doubt, stronger as well. While each of the Core Principles is important, we believe that the 3 “multiplier” principles are the difference between growth and stagnation.

We recommend that you provide the Scorecard to key members of your team and have them complete it separately; then, get together and compare notes. BE HONEST. This is all about making the organization better and not penalizing people for sharing their true opinions.

You might find some real discrepancies between members of your team. And that is perfectly OK. Discuss those openly and do not discount any individual for his or her opinion.

On a scale of 1-5, rate your company on how you feel you are performing on each of the Core Principles.

Core Principles Scorecard

Our company exemplifies the Core Principle of ...	Strongly Agree	Agree	Somewhat Agree	Disagree	Strongly Disagree/ Don't Know
	5	4	3	2	1
a distinct, emotionally connected BRAND					
a relevant, simple, repeatable MESSAGE					
a single, disciplined FOCUS					
integrated FIELD PERSPECTIVE					
real, retail CUSTOMERS					
integrity-based RECRUITING					
developmental ONBOARDING & RETENTION					
flexible, supportive TOOLS SYSTEM					
strategic, inspiring EVENTS					
ongoing TRAINING					
talented, people-loving PEOPLE					
TOTAL SCORE					

45-55: Congratulations! You have been diligent and disciplined about incorporating and sticking to these Core Principles. Examine why you've been successful and make sure executives, employees and distributors are aware of the behaviors and attitudes that are working, so they can repeat them.

35-44: You're hitting many of the Core Principles marks. Make note of those with scores of 3 or lower and work with your leadership team in your next few meetings on strategies for improving them.

11-34: You may have been focused on many of these principles at one time but have just been distracted, which happens to all companies. Take one or two at a time and build them back into the daily priorities and when they're solid again, move on to the others whose scores could be stronger.