

How Relationship Marketing Works

Network Marketing is simply relationship marketing. We all are involved in some form of Network Marketing and don't even realize it! For example, suppose you try a new restaurant in your hometown, find that you like it and tell your friends about it. The next time your friends decide to go to dinner, they might choose that restaurant based solely on your suggestion.

The restaurant's business will increase because of your word of mouth recommendation. Basically this is what Network Marketing is all about. It is simply sharing a good product, service or opportunity with others and receiving compensation for your services. Virtually every business relies on recommendations from satisfied customers.

Companies involved in Network Marketing simply recognize that fact by paying a commission to Independent Representatives for securing customers. By allowing you to sponsor other people into the business, compensation is earned from your direct efforts as well as from the efforts of others. What a difference it makes to know that when you join a Network Marketing company you earn a commission each time a person purchases a product or uses the services recommended by you or a member of your organization! Ever hear of a little company called 'Avon'?

In many cases Network Marketing may seem natural to new Independent Representatives because they have been practicing networking principles all of their lives.

Products and services are made available directly to consumers who have purchased them through Independent Representatives. The money that is normally paid to middlemen, advertisers, wholesalers and retailers, is paid to self-employed Independent Representatives. Network Marketing is perhaps the purest form of free enterprise. People are paid in direct proportion to their efforts and abilities.