

Inside Network Marketing: Leveraging

- Do you want to unleash the real power of network marketing and grow your business sustainably?
- Are you still relying on outdated marketing methods instead of leveraging proven modern approaches?
- Would you like to learn how to choose the right company, attract new leads, and expand your network effectively?

Introduction

Network marketing promises freedom—the chance to be your own boss, set your own schedule, and design your own future. Yet many aspiring marketers quickly discover that these perks only come when they know how to succeed in building a steady income. Without the right skills and strategies, it is easy to get stuck, frustrated, and left behind. This program is designed to change that. Participants will learn how to identify the right opportunities, apply modern methods to generate quality leads, and grow their networks in ways that are sustainable and profitable. More than just theory, this workshop equips you with practical steps to adapt, stand out, and thrive in today’s competitive market. It’s time to stop guessing, start leveraging proven techniques, and unleash your full potential in network marketing.

Program Objectives

This program aims to:

- Give in-depth information about network marketing
- Help you be as successful as possible in network marketing.

Learning Outcomes

After completing this program, the participants should be able to:

- Adopt strategies to venture into network marketing
- Overcome all obstacles and grow their business in network marketing.

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

Marketing executives, marketing managers, business strategists, business developers, senior

management, and anyone interested in network marketing.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>Venturing into Network Marketing</p> <p>In this module, the participants would learn the topics such as MLM and it is the industry of the 90s? Why is it? The MLM stigma, MLM bashing in the media.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>The Myth of Network Marketing</p> <p>In the module, the participants would understand when government scrutiny of network marketing, is it protectionism or prejudice, or a stepping stone to re-election, the MLM start-ups, the name. This module also answers the questions: does MLM make us goofy?</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>The Fundamentals of Network Marketing</p> <p>In this module, the participants would help participants understand network marketing and classical marketing, the ABC techniques in network marketing. The participants have a chance to do practical to apply ABC techniques to plan their business.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>The Dos of Network Marketing</p> <p>This module helps the participants look at what their prospects want, how to conduct perfect close, the MLM strategies, and courting MLM.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p>The Prohibited Action in Network Marketing</p> <p>In this module, the participants would have a deep understanding of the failure of MLM. The participants would be able to address the issues if MLM was a pyramid scheme.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>The Don'ts in Network Marketing</p> <p>In this module, the participants would look at the MLM programs that never work, the saturated myth, the big lie, and the downline pirates. This module also helps participants to understand the</p>

	common technology mistakes used in network marketing.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>The Number Games</p> <p>In this module, the program would look at the myth behind the numbers and play around with the numbers to influence people. The participants would share how to recruit 100 distributors a day in this module. The usage of technology to support the number of games is shared in this module.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Build up the Kingdom</p> <p>This module helps the participant to apply snowball marketing to build a kingdom. The marketing would learn how to use synergy methodology as a sustainable strategy to ensure the success of network marketing strategy. In this module, the participants would learn how to apply IR4.0 in the strategy to build up the MLM.</p>