

## MLM’s Explained

Like many companies, Nerium International™ uses a direct-selling model. Instead of selling products through a store, customers can buy the products directly from individual salespeople. The salespeople are independent contractors, able to set their own hours and be their own boss.

## Direct Selling Advantages

Besides the personal touch you can’t really get when buying from a large store or corporation, direct selling allows people to try out the product or see a demonstration of how it works before deciding whether to buy it. And since there are no stores or corporate overhead costs and the sellers can usually work out of their own homes, direct selling is cheaper for everyone involved.

For the independent contractors, it’s the most accessible way to go into business for themselves. 90% of the work of starting a business is already done: the product is already invented and tested, the factory is up and running, and the branding is already taken care of. Forget needing millions of dollars for start-up costs; practically anyone can afford to start a direct-selling business.

To reach more customers, direct sellers can recruit and train other individuals to join and become sellers themselves. It’s kind of like outsourcing our marketing and training programs: in addition to making money by selling Nerium products, our Brand Partners can earn commissions for coaching new independent sellers.

## Multi-Level Marketing

Another name for this type of sales and training model is “multi-level marketing,” or MLM. The term simply refers to the fact that new Brand Partners are trained by more experienced Brand Partners, creating different “levels” the same way that an office organizational chart would usually have multiple different levels.

Multi-level marketing does have a mixed reputation, because a few bad apples have used it as a cover for running scams. These scams are MLMs in name only, because they’re not really “marketing” any products; instead, they’re pyramid schemes. In a pyramid scheme, people who join pay money to those higher up the pyramid, and hope that they can get other people to join who will pay money up to them. It’s not dependent on any product every being sold.

However, that’s not at all how Nerium works. Nerium is a true MLM, with a top-quality product to sell. All commissions are based on sales of products to customers. It’s a system that works because the product works, as the [results](#) show.

If you would like to learn more about the time and financial freedom you can have as a [Nerium Independent Brand Partner](#), please [contact us](#).



## GET CONNECTED



SEARCH



Warning about [NeriumAD on Amazon](#)  
Warning about buying [NeriumAD on eBay](#)

A video of toxicology experts discussing the [Nerium side effects and safety](#) of NeriumAD