12 Success Factors

COMPANY TRACK RECORD
- Most companies fail within the first 5 years
- Melaleuca has had 24 years of consistent growth

FINANCIALLY SOUND
- Look before you leap – will it last?
- Melaleuca is a Debt free company

STRONG MANAGEMENT
- Melaleuca’s corporate leaders come from Fortune 500 companies like ADT, Revlon, Schick, Ohio Bell, Gillette, Proctor & Gamble, Cox Communications, UPS, which equals sound business minds running the company
- Melaleuca’s management team is Principle-centered/Mission-driven
- No hype: CEO Frank L. VanderSloot – vision – “Built on Solid Principles”
- CEO Frank L. VanderSloot has been on the Board of Ethics of the DSA, Past Regional Vice-Chairman Washington U.S. Chamber of Commerce, 1998 Idaho Business Leader of the Year, 2001 Entrepreneur of the Year, and 2009 Entrepreneur of the Year.

UNIQUE CONSUMABLE PRODUCTS
- Melaleuca manufacturers superior quality, safer products protected by trade secrets, proprietary formulas and patents – products that can only be obtained through Melaleuca
- With Melaleuca, you don’t need to create the ‘need’ to buy
- Melaleuca’s products are products people are already buying, in other words, it’s like old money, money they are spending already
- Monthly consumption of household basics – created the residual income

COMPETITIVELY PRICED
- Melaleuca’s price point is generally supermarket or lower
- Smart economics – great value in being a customer
- Melaleuca Manufactures and sources its own products – more control
- Recession-proof

HIGH MONTHLY REORDER RATE
- Consumer chooses the brand – Creating the residual income
- 95% of customers who order one month will order the following month
- In most companies if the customer didn’t order -- they quit.
- This is not a sign-up game
- 60% of customers do not participate in the income opportunity
- Customers are more likely to stay if there’s enough value

LOW PERSONAL PRODUCTION REQUIREMENT
- No new money – no need for a budget change – simply switch stores
- Everyone can be a customer
LOW ENTRY FEE
- Membership fee is $29.00
- Enroller is not paid bonus on fee
- Come in the ‘right way’ – not buying inventory

LOW ATTRITION
- If people are quitting, they’re NOT ordering
- Must be overwhelming VALUE to be customer whether people are making money or not
- This is what creates life-long residual income

TIMING
- Melaleuca is still the best kept secret
- Less than 10% of North America has even heard of Melaleuca
- No bad news
- Not in a hurry, not looking for shortcuts – build business brick by brick
- Environmentally Conscious: Manufacturing responsibly long before it was popular
- Sitting squarely in the driver’s seat of supply & demand

NO BREAKAWAYS
- Never penalized for enrolling someone better than you
- Your organization is yours
- Many companies use Binary Plans – which really go against business principles: Forced to reward the non-producer in order to get paid

NO RISK AT MELALEUCA
- Everything is fully refundable
- Safe Place
- Something the 80%’ers can do

A Few Questions For You...
- Which one of these 12 points would you be willing to take off the page and still throw your time, energy and reputation into it?
- Are you looking for the next one... or are you looking for the last one?
- All roads lead to Melaleuca
- Goal: Build reliable, residual income... Remember the 80/20 Rule!