

ALL VERTICALS

STAGE 5 BUYERS

ANY COMPENSATION PLAN

USA + INTERNATIONAL

GLOBAL MLM SOFTWARE

MLM Platform Evaluation Checklist 2026

Score every MLM software vendor on the 8 criteria that predict whether a platform will actually serve your company.

8 criteria · 32 verification items · 96 points maximum · Pass mark: 80/96 · GMSO pre-scored 96/96

Complete your evaluation before DSU Fall 2026 — October 6–8 · Dallas TX

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How to Use This Checklist

0 Not available or not demonstrated	1 Claimed but not demonstrated live	2 Demonstrated live, partially	3 Demonstrated live, fully and correctly
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SCORING RULE: Score each criterion 0, 1, 2, or 3 as defined above. Score of 3 requires a live demonstration in real time during the demo — not a verbal claim, not a screenshot, not a screen recording. Every score of 3 must be confirmed in a written scope document before signing. **GENERAL VERSION:** This checklist applies to any direct selling company regardless of vertical category. For beauty and skincare brands, also use the Beauty Direct Selling Software Scorecard. For AI-specific features, also use the AI Platform Evaluation Scorecard. **PASS MARK:** 80 out of 96. A vendor scoring below 80 has material gaps in one or more evaluation criteria. A vendor scoring below 60 is not a viable platform for a USA direct selling company in 2026. **VENDOR COLUMNS:** Score up to 3 vendors plus the Global MLM Software column. GMSO is pre-scored at 96/96 — verify every score in your demo. We expect to be held to this standard. **DEADLINE:** Complete this checklist for all vendors you are seriously evaluating before DSU Fall 2026 on October 6–8. Founders who arrive at DSU with completed checklists arrive as decision-makers.

	Vendor 1 ____	Vendor 2 ____	Vendor 3 ____	Global MLM Software
VENDOR NAME	_____	_____	_____	
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CRITERION 1: COMPENSATION PLAN CONFIGURATION (4 items · max 12 pts)	V1	V2	V3	GMSO
Configures your specific plan live in the demo — your ranks, rates, and override structure demonstrated in real time Q: Describe my plan now. Configure it live. Process a test transaction and show the calculation. Needs a follow-up call to configure. Or confirms without a test transaction.	__ / 3	__ / 3	__ / 3	3/3
Handles edge cases at scale — rank advancement, leg volume splits, matching bonuses all calculated correctly Q: Run 50 test transactions with my plan. Show the edge case handling at the bonus cap. Edge cases 'handled by our team' rather than demonstrated in the platform.	__ / 3	__ / 3	__ / 3	3/3
Commission calculation is real-time or near-real-time — distributors see their earnings within minutes of a sale Q: Trigger a test sale and time how long until it appears in the distributor dashboard. Commission visibility updates in a nightly batch only.	__ / 3	__ / 3	__ / 3	3/3

Written plan scope confirmed before signing — every configured feature listed individually in the contract Q: Will every comp plan feature demonstrated today be listed individually in the contract scope? Contract references 'standard features' without listing your specific plan configuration.	__ / 3	__ / 3	__ / 3	3/3
CRITERION 1 SUBTOTAL	__ / 12	__ / 12	__ / 12	12/12
CRITERION 2: SOCIAL SELLING INFRASTRUCTURE (4 items · max 12 pts)				
	V1	V2	V3	GMSO
Personal distributor storefronts active on day one — no rank threshold, no training gate, brand-consistent Q: Show me the storefront a brand-new distributor sees on their first day. Storefronts activate only after a rank qualification or training completion.	__ / 3	__ / 3	__ / 3	3/3
In-app content sharing — tutorial videos and product content shareable to Instagram and TikTok without downloading Q: Share a video from the content library to Instagram Stories right now without downloading. Videos must be downloaded before sharing. No native in-app sharing.	__ / 3	__ / 3	__ / 3	3/3
Cross-platform referral attribution — Instagram vs TikTok vs YouTube tracked separately per distributor Q: Run a test purchase from an Instagram link and a TikTok link. Show both in the dashboard. All social referrals attributed to a single 'social' bucket. No platform breakdown.	__ / 3	__ / 3	__ / 3	3/3
Social-native enrollment links — enrollment works natively in Instagram bio and TikTok bio as a mobile-first experience Q: Place the enrollment link in an Instagram bio tool. Show me the mobile landing page. Enrollment redirects to a desktop website. Bio link tool compatibility not confirmed.	__ / 3	__ / 3	__ / 3	3/3
CRITERION 2 SUBTOTAL	__ / 12	__ / 12	__ / 12	12/12

CRITERION 3: AI FEATURES (4 items · max 12 pts)	V1	V2	V3	GMSO
Distributor churn prediction — risk scores from behavioural patterns updated daily, not threshold-based alerts Q: Show me your current at-risk distributor list with the data signals behind each score. No live at-risk list. AI described vaguely — 'our AI learns from your data.'	-- / 3	-- / 3	-- / 3	3/3
Commission anomaly detection — unusual patterns flagged before the payout batch runs, not after Q: Trigger a test commission anomaly live. Show me what the admin sees before the payout runs. Anomaly detection is a post-payout audit tool, not a pre-payout detection system.	-- / 3	-- / 3	-- / 3	3/3
Training data volume — AI model trained on 12+ months of distributor activity at meaningful scale Q: What is the training dataset for your churn prediction model? When was it last retrained? Vague answer about training data. Or: 'the model trains on your data' — no pre-existing model.	-- / 3	-- / 3	-- / 3	3/3
Adaptive onboarding — new distributor experience adjusts based on activity signals in the first 30 days Q: Show me two distributors who received different onboarding sequences based on activity. Fixed onboarding sequence for all distributors regardless of activity.	-- / 3	-- / 3	-- / 3	3/3
CRITERION 3 SUBTOTAL	-- / 12	-- / 12	-- / 12	12/12
CRITERION 4: FTC COMPLIANCE TOOLS (4 items · max 12 pts)	V1	V2	V3	GMSO
Retail-to-recruit ratio monitoring — real-time dashboard, not a weekly batch report Q: Show me the retail-to-recruit ratio updating in real time as a test transaction processes. Dashboard is a weekly batch report. Or: retail-to-recruit tracking is not available.	-- / 3	-- / 3	-- / 3	3/3
Income Disclosure Statement generation — automated from actual earnings data, not manually curated figures Q: Generate a live IDS report from the platform's earnings data right now. IDS is manually generated by admin. Or: IDS is a static document uploaded to the platform.	-- / 3	-- / 3	-- / 3	3/3

Distributor claim monitoring — automated scanning of distributor social content for unapproved income and product claims Q: How does the platform monitor distributor social content for unapproved claims? Compliance monitoring is reactive — flags content after reported, not before published.	-- / 3	-- / 3	-- / 3	3/3
FTC tools included as standard — retail monitoring, IDS, audit trail all in the base licence, not premium add-ons Q: Are all FTC compliance tools included in the base licence? Show me the pricing for each compliance feature. Compliance tools are a premium tier or separate module with additional monthly cost.	-- / 3	-- / 3	-- / 3	3/3
CRITERION 4 SUBTOTAL	-- / 12	-- / 12	-- / 12	12/12
CRITERION 5: CATEGORY-SPECIFIC FEATURES (4 items · max 12 pts)	V1	V2	V3	GMSO
Your vertical is live for existing clients — not described as 'we can configure it' Q: Show me a live account in my category. Can I speak to that reference client today? No live reference clients in your vertical. Category described as 'we support it.'	-- / 3	-- / 3	-- / 3	3/3
Category-specific compliance is included — FDA cosmetic claims for beauty, supplement claims for wellness, fitness claims for nutrition Q: Show me the claim compliance library for my specific product category. Generic compliance library with no category-specific claim language.	-- / 3	-- / 3	-- / 3	3/3
Category-appropriate auto-ship — daily multi-SKU for beauty, monthly bundle for supplements, usage-based for personal care Q: Configure a multi-SKU auto-ship for my product range. How does the reorder trigger work? Auto-ship supports only single-product, fixed-date monthly orders.	-- / 3	-- / 3	-- / 3	3/3
Category-specific demo available — vendor can show a configured account in your vertical during the evaluation Q: Can you show me the platform configured for a company in my category — not a generic demo? Only a generic demo available. No category-configured example accounts.	-- / 3	-- / 3	-- / 3	3/3
CRITERION 5 SUBTOTAL	-- / 12	-- / 12	-- / 12	12/12

CRITERION 6: MULTI-MARKET SUPPORT (4 items · max 12 pts)	V1	V2	V3	GMSO
USA compliance natively supported — FTC standards, state registration tracking, USA tax handling Q: Show me the USA compliance configuration for a live client account. USA compliance requires custom configuration. Not standard in the platform.	-- / 3	-- / 3	-- / 3	3/3
Target international markets are live for existing clients — not on the roadmap Q: Show me a live client account in South Africa or Australia. How does the platform handle VAT in SA and GST in Australia? International market 'on the roadmap.' No live client accounts in target markets.	-- / 3	-- / 3	-- / 3	3/3
Currency and tax handling native — no manual workarounds or custom modules required for each market Q: Process a test transaction in South African rand with 15% VAT. Show me how it appears in the commission calculation. Currency conversion requires manual adjustment. Tax handling is a custom module.	-- / 3	-- / 3	-- / 3	3/3
Support hours cover target markets — EST overlap for USA, SAST overlap for South Africa, AEST overlap for Australia Q: What are your support hours in EST, SAST, and AEST? What is the response time SLA for a critical commission issue? Support is offshore-only with no overlap with USA or target international time zones.	-- / 3	-- / 3	-- / 3	3/3
CRITERION 6 SUBTOTAL	-- / 12	-- / 12	-- / 12	12/12
CRITERION 7: IMPLEMENTATION QUALITY (4 items · max 12 pts)	V1	V2	V3	GMSO
Written project plan provided before signing — specific milestones, named deliverables, timeline with dates Q: Can you provide a written project plan with specific milestones and your implementation contact's name before I sign? Implementation plan provided after contract. Or: generic timeline without specific milestones.	-- / 3	-- / 3	-- / 3	3/3
Named implementation contact assigned before signing — the person who will build your platform, not a generic support queue Q: Who is my implementation contact by name? Can I speak to them before I sign? Implementation contact assigned after signing. Or: all implementations managed by a support queue, not a named contact.	-- / 3	-- / 3	-- / 3	3/3

Timeline guarantee in the contract — go-live date committed in writing with a remedy if the date is missed Q: Will the go-live date be in the contract with a remedy if you miss it? Timeline is 'estimated' only. No contractual go-live commitment.	-- / 3	-- / 3	-- / 3	3/3
Reference clients confirm implementation quality — specifically that the vendor delivered on the timeline and scope they committed Q: Three reference clients will be asked: How accurate was the implementation timeline and scope the vendor committed to? References unable to confirm timeline accuracy. Or: no references available at similar company stage.	-- / 3	-- / 3	-- / 3	3/3
CRITERION 7 SUBTOTAL	-- / 12	-- / 12	-- / 12	12/12
CRITERION 8: MIGRATION SUPPORT (4 items · max 12 pts)	V1	V2	V3	GMSO
Documented migration process — named steps, genealogy verification checkpoint, rollback plan Q: Show me your documented migration process. What is the genealogy verification step? Migration described as 'we help you transition' without a documented process.	-- / 3	-- / 3	-- / 3	3/3
Genealogy accuracy guaranteed — vendor confirms upline/downline relationships will be verified before go-live Q: How do you verify genealogy accuracy before switching the live system to the new platform? No genealogy verification step. Or: 'genealogy is the client's responsibility to verify.'	-- / 3	-- / 3	-- / 3	3/3
Commission history migrated — all historical payout records transferred completely and verifiably Q: Show me a sample migration export format. How do you confirm commission history completeness post-migration? Commission history 'available for export but not automatically migrated.'	-- / 3	-- / 3	-- / 3	3/3
Reference migration client — a client who completed a migration at similar distributor counts that I can contact Q: Provide a reference client who completed a migration at similar scale to mine. I will contact them. No migration reference clients. Or: references declined to discuss migration experience.	-- / 3	-- / 3	-- / 3	3/3
CRITERION 8 SUBTOTAL	-- / 12	-- / 12	-- / 12	12/12
TOTAL SCORE (out of 96)	-- / 96	-- / 96	-- / 96	96/96

SCORE	RECOMMENDATION
80-96 / 96	PASS — proceed to contract negotiation and reference calls. Require written confirmation of all demonstrated criteria before
60-79 / 96	CONDITIONAL — identify which criteria scored 0 or 1. Get written commitment to deliver those items with a timeline before
Under 60 / 96	FAIL — material gaps across multiple criteria. This platform is not ready for a USA direct selling deployment at your stage.