MLM Training Checklist

Product Training

General Product Information such as variants, pricing, quantity, etc.

Product USPs

Competitor comparison

Step-by-step usage instructions

Live or video demos

Do's and don'ts

Maintenance or care guidelines

Setup or installation (if relevant)

Product Presentation Process and Support Resources

General Queries and their Answer

Brand Training

Company details such as history, story, mission, vision, and core values

Target audience and market positioning

Visual attributes such as color, fonts, do's and don'ts

Content guidelines: Do's and don'ts while speaking and writing

Social media guideline

Marketing material info and how to present it

Policies on brand representation by third parties

Copyright, trademark, and usage rules

Role plays or scenario-based exercises

Compensation Plan Training

Overview of your company's specific plan structure

Explaining PV, GV, BV, and QV for various products and use cases

Rewards and bonuses

Rank qualification requirements and benefits

Payout rules and frequency

Commission calculation exercises

Case studies or example earning scenarios

Skill Development & Sales Training

Goal setting and time management

Growth mindset and resilience

Communication skills such as active learning, confidently presenting, and handling objections

Building rapport with new leads

Social media outreach basics

Using AIDA model (Attention, Interest, Desire, Action)

Understanding customer pain points and presenting product as solution

Closing techniques (assumptive, trial, urgent close)

Cross-selling and upselling techniques

Handling complaints or negative feedback

Brand reputation management basics

Compliance and Ethics Training

Regulatory bodies and their respective guidelines

Overview of company-specific compliance policies

Difference between MLM and pyramind scheme

Refund, return, and cancellation policies

Privacy and data protection policies

Honest product promotion without pressure

Respectful communication in all settings

Rules on team poaching or cross-recruiting

Do's and don'ts of sharing company updates or promotional messages

Details of penalties & consequences

How to handle and communicate compliance doubts

Recruitment Training

Recruitment ethics

Recruitment eligibility criteria

Communication guidelines: what to commit and what not to

Recruitment process details

Answer to general doubts of potential members

Monitoring downline recruitment

How to follow recruitment scripts