

the Game of Direct Selling

LIFE

Pandemic Edition



START

2020 Goals
10% Sales Growth
10% Recruiting Growth

Gear up for Leadership Conference

Postpone Incentive Trip to Beach

"Essential" products-
Advance 1 space
"Non-Essential" products-
Skip a turn

Award capes to IT Staffers for facilitating remote work

Uptick in sales
Advance 2 spaces

Surprise! Recruiting numbers grow
Advance 1 space

Product demand high!
Attend Ops team meeting

Enhance social-media training, pronto!

Draft "out of stock" MarComm messages
Skip a turn



Celebrate! Exciting number of promotions
Advance 3 spaces

Discuss "influencer conundrum" with Stake-Holders

Conference ticket sales through the roof
Investigate live-stream tech companies

Adjust sales projections



Upsize fall stock
Advance 2 spaces

Strategize live-streaming for Annual Conference



Prep Leaders for stabilization in growth cycle
Advance 2 spaces



Zoom Fatigue
Go back 1 space

Increased corporate productivity!
Develop future remote options
Advance 3 spaces

Expand leadership habits training
Advance 1 space

Reward corporate team for job well done!

FINISH
2020 with a sense of accomplishment

1 SALES

'ROUND THE CLOCK FIELD-COUNSELING BY SALES TEAM

2 RECRUITING

DIGITAL OR BOX KITS

3 FULFILLMENT

REARRANGE LINE WITH SOCIAL DISTANCING

