



“TOP 50”

CORPORATE GROWTH QUESTIONS

1. Is our Mission relevant to the people we are looking to attract?
2. Is our Vision inspiring and directional in nature?
3. Based on our Mission and Vision, would you follow us?
4. Do we have a set of values that are meaningful and reflect our desired culture?
5. What are your 3 Top Strategies going forward?
6. Do we have everyone and everything in alignment?
7. Do we have the right people on the team?
8. Is our team capable of 10 Xing our business within the next 12 months?
9. We have 7 foundational marketing messages that we are committed to, what are they?
10. Do we have a financial plan and set of KPI's that everyone sees and monitors daily?

For additional questions go to: www.DirectSalesExperts.com



CRAIG A. FLEMING
FOUNDER AND CEO

ABOUT DIRECT SALES EXPERTS INC.

Direct Sales Experts is a global Executive Search Firm that specializes in “Leadership Identification”. Their focus is the Direct Sales, Network Marketing, MLM, Party Plan and Social Selling channels. At Direct Sales Experts they have spent a lifetime building relationships with the channel's strongest leaders. By utilizing a network of 50,000 executives, their focus when working for you is to identify, interview, qualify and deliver quickly high performing proven leaders to help grow your business. Many of the world's leading Direct Sales Organizations seek advice and council on Executive Recruiting, leadership development and succession planning.



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11. Is our Customer Service team organized to help drive the business forward or simply reactive.

12. Do we have department heads who have a Mission and Vision for their teams?

13. How are we measuring everything?

14. Do we have goals established for everyone in the company?

15. Is our follow up and feedback process timely and meaningful?

16. Is our bonus and incentive reward programs focusing on the right behaviors?

17. Are we attracting the right people to our company, does our story need refreshing?

18. Who is responsible for looking around the corner and do we need outside eyes?

19. As we look to attract a new generation, what are they interested in and are we prepared to meet those needs?

20. Do we know for sure why people are joining us? What are the Top 10?

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21. Do we know for sure why people are leaving us? What are the Top 10

22. How are we listening to our field? What formalized feedback systems do we have in place? Are we seeing these results daily and consolidated monthly?

23. How can we flatten our organizational structure to increase the speed of growth?

24. As we look at our organization what are the 7-10 systems, we have in place to insure we are well positioned to handle the growth we are projecting.

25. Is our compensation plan for the field rewarding the right behaviors?

26. How are we tracking and monitoring those behaviors to better understand the results we are getting?

27. What barriers are we seeing that are holding us back from the growth we would like?

28. What benchmarks do we have in place to help eliminate slow moving products?

29. What people and processes do we have in place to spot the latest trends (products and ideas) in the marketplace? Who is responsible and are we reviewing these as a team monthly?

30. What does our product work bench look like in terms of the number of products we have planned for the next 18 months? Are these hero type products, me too products or products that are fresh and new to the marketplace?

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31. Have we adopted a video first mentality when it comes to communications?

32. What will be our Social Media strategy going forward, do we have one in place and is it robust enough to speak to people wherever they are?

33. As we look to modernize our incentive and reward plans are we making the necessary changes to stay relevant to our field?

34. Do we have a technology stack that will keep us on the cutting edge of change in the marketplace? What are the trends we are tracking? Are we reviewing monthly as a team?

35. How do we plan to incorporate the metaverse into our company?

36. How can we utilize “Live Streaming” to support our growth?

37. Do we have a well defined “Customer Journey” map? If so, what needs to be updated to remain current?

38. Do we have a well defined “Representative Journey” map? If so, what needs to be updated to remain current?

39. What is the best approach to segmenting the two journey maps to maximize the support provided to each?

40. What educational content is being developed to help our field better understand the rules and regulations outlined by the FTC?

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41. How are we tracking, monitoring, and correcting those that are involved in FTC rules and regulation violations?

42. How are we using data to grow our business? What reports need to be written to capture what's important and who is responsible for reporting on this progress to the management team?

43. How are we strategically organized for international growth, do we have the right people, systems, and processes in place to justify each country opening?

44. What additional investments are needed to launch and expand in each country, what are we missing that will hinder our chances of success?

45. How do we bring more transparency to our company so that everyone feels more ownership?

46. What charitable causes should we be supporting and aligning with that match our core values and our culture? How can we better encourage and support our people to give of their time and money in support of such causes?

47. With the new work from anywhere messages, how do we better incorporate that with our internal staff?

48. What new policy administration efforts need to be designed and incorporated into our company that will allow us to stay ahead of the new and upcoming labor force?

49. What type of employee feedback strategies need to be developed to make sure we are serving them with gratitude and respect?

50. How does are company need to change in order to attract the best and brightest people?

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