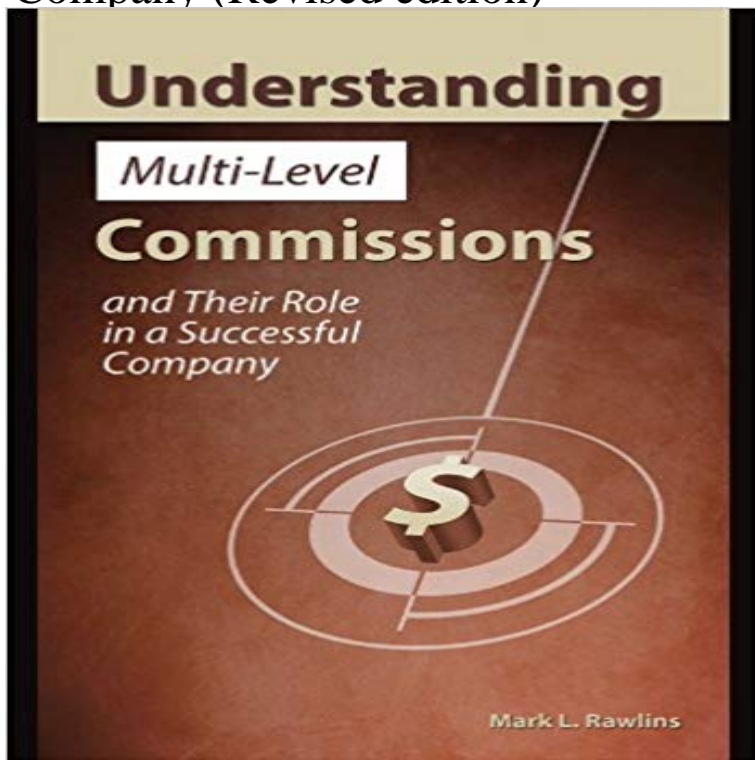


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In an industry growing by leaps and bounds, the multi-level commission plan remains a mystery to distributors and leaders alike. In this book, Mark Rawlins, an industry consultant and software provider for over twenty years, unmask the commission plan and explains the underlying concepts that make every plan work. The book is a useful resource for anyone in the direct sales industry from distributors, to corporate executives, to someone thinking of starting a new company. It explains the three major components of a multi-level sales plan: commissions, rules, and structure. The first of its kind, this book discusses the history of commission plans, how plans affect and are affected by distributor behavior, and commission plan design. Rawlins breaks down the standard plans used in the industry and discusses the pros and cons of each. This book is a ground-breaking must-read for anyone who wants to understand the ins and outs of the multi-level commission plan.

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