

UP LINE DOWNLINE



Down the Line, Up the Line
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It takes time and experience to fully understand this business of Multi-Level marketing. For someone who has never been in this kind of business before, there is a lot to learn. I personally have been in SeneGence™ for 8 years now, and truly it took me more than four years to

fully understand this business model. The business model of network marketing/Multi-Level is not rocket science, although it does take time to grasp all involved. I would like to share some thoughts, perspectives and guidelines regarding Downlines and Uplines.

Downline is a unique term to this business of Multi-level/network marketing. It refers to the individuals that you have in your sales organization that are underneath you in organizational position for the purpose of commission payout. Many companies call a “downline” by different terms, but it boils down to positioning within the framework of the sales organization of that company.

In my opinion, a “downline” is so much more than the definition infers! It is really about people. It is individual women and men with different personalities, goals, backgrounds, experiences and motivation. A downline really reminds me of a family where there is the head patriarch (or in our case matriarch), the children and their children’s children that create a family genealogy.

You have a “downline” when you sponsor your first distributor into the company. It is exciting for you in that your business takes the step from being a wholesale buyer/retail seller (Casual distributor) to the position of building a sales organization. Even one distributor in your downline means that your business has changed, and now you have some responsibilities other than yourself and your personal sales. Basically you are taking the first baby steps into management. According to the Policies & Procedures manual, all SeneGence™ distributors that have a downline are responsible to train, encourage, and assist them in their business. SeneGence™ as a company is a relatively new company which means that our distributor base is small in comparison to other companies that have been doing business for years and years. We in SeneGence™ have a tremendous opportunity ahead of us to grow our personal business and our Downlines. SeneGence™ distributors are spread out all over the country. Some in small concentrated pockets and others may be the only one or two in a city or even state. Our marketing plan allows us as distributors to recruit all over the United States, Canada, Australia, and every country in the future that is opened for business. We have no boundaries or territories like other sales people have, so here in lies the challenge. What do you as a distributor do when you recruit a new distributor that does not live by you? You already know that you have a responsibility to train that new distributor. Training can be accomplished in many ways. The key is communication. This is a relationship business first and foremost, so keep that in mind as you go forward. Phone calls are the most important in my opinion. You need to have that one on one personal contact with those on your team (downline). Conference calls are a most important form of communication when building a team. Those in your downline will have a much needed sense of belonging when connecting and sharing. Team building...creating a sense of community is a huge factor in your success, as well as the success of your downline. “When you help others achieve what they want first, your success will automatically come”. Emails are also a great way to communicate. Try to get every new distributor that is sponsored into the company to use email. Believe it or not, there are those still out there that don’t have an email address, nor do they know how to use a computer. That may be one of your responsibilities as their upline to teach them the basics. Not only is an email address important for communiqué from you, but SeneGence™ uses email as their primary means of communication as well. Email blasts about new products, “SeneSentiments”, “SeneTips” and other company information is important for all distributors to have access too.

Make sure that you encourage your downline to watch the company produced DVD’s (and listen to the CD’s that are available. (SeneCeuticals™ Product and SeneInspirational) Ask your downline questions contained in these audio/visual materials that will help you as the upline know whether your new distributor is

understanding, grasping and absorbing the information. Discuss proven sales techniques; pass along any printed sales tools or information that you use. Encourage your new distributor to attend any and all Corporate sponsored or Distributor trainings in her/his area. Fortunately there are more trainings and distributor meetings being held across the country than ever before.

Upline is the term given to the distributor that sponsored you into the company and those above her/or him in placement position within the sales organization. Your upline is responsible to you as well. In SeneGence™ culture we kindly refer to and joke about being someone's mother, grandmother, great grandmother and so forth according to the distributors' positions within the downline organization of which they belong. Your Upline is there to help, motivate, encourage and pass along information from the company. More than likely your upline distributors have been in the company longer and therefore have more experience in product knowledge, sales and business practices which they are more than happy to share. In some cases distributors may have a problem with their downline or upline in that they can not relate to, or "get along with" them and that is an area where your upline (or you as the upline) comes into play. For the good of all, sometimes it helps for the upline to take over or intervene with communicating, as personalities of individuals will always be a key factor. Remember this is a relationship business. In order to keep the integrity of the sales organization and ensure the success of all it is imperative that we see the whole (upline and downline) as one. There is a unbreakable Rule in all Direct Sales Companies including SeneGence™, and that is that if you need to complain, or grumble about something or someone, you always go UP the line, NOT down the line. If you can't get along with your direct upline, then go above her to your Crown Princess, or Joni Rogers-Kante herself.

You will ultimately destroy your downline if you choose to complain, grumble, criticize and gossip to your downline. They don't want to hear it, what they want is a positive atmosphere in which they can work their own business and get mentored for success. Ultimately you need to go to someone who can actually help you with the situation/circumstance. Just complaining or causing contention doesn't remedy the problem.

Note: Regardless of where you as a distributor are in position within a downline organization, it has no bearing to your direct relationship to the company itself. We all are equal in this relationship. You have a one on one, equal distance relationship to the company. You are an independent distributor that buys directly with no middle man. You are a direct customer of SeneGence.

We have a term in our company called "SeneSynergy" What does that mean? It is the title to describe very special distributors. The Ms. "SeneSynergy" title is given to those that help each other and assist in others success. These are distributors that are not only willing to help and motivate the distributors in their personal downline, but they are willing to assist and encourage all distributors for the purpose of building the company and furthering the success of all. You can nominate any distributor you feel represents the "SeneSisterhood" at any time. Email the company directly at info@SeneGence.com to do so.

Once you have stepped into the first rungs of "management" within SeneGence™ by sponsoring, you are able to work towards qualifying for the Royal Court! Achieving Royalty is exciting and brings well-deserved recognition and a wonderful sense of accomplishment. The Road to Royalty starts with your first sponsored distributor, Maiden/Squire is next and then you are a Royal in Waiting. Once you have achieved the status of Royal and above, you retain that title until you qualify for the next level. From Royal to Empress and all levels in between, your income level increases as your knowledge, personal development and recognition with SeneGence™ increase, as does your responsibilities to your downline. It is fun, challenging, and rewarding!

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