

# MarketPowerPRO

The image features a man in a dark suit and red tie standing with his arms crossed. Behind him is a stack of several computer monitors. The monitors display various software interfaces, including a green-themed dashboard with a 'YOUR FOOD GOES HERE' header, a blue-themed dashboard with a similar header, and a white-themed dashboard with a circular chart. A gold seal with a serrated edge in the bottom left corner contains the text '25th Year'.

Western hemisphere +1 239 945 6433  
Eastern hemisphere +63 2 856 9775

# Welcome

*At MultiSoft, we believe strongly in the team concept. Our goal is to do the heavy lifting that will make you an "all-star".*

**W**e bring to the table decades of experience and a solid team of committed employees all united in the singular purpose of driving your company to the very top.

We understand network marketing and we want to put our experience to work for you. Whether from the perspective of a customer, distributor, company owner, product supplier, vendor, administrator or software developer, we have collectively "done it all".

This experience gives us the unique ability to understand the various angles of all the challenges you will face and assist in crafting solutions to overcome them.

We invite you to review our web sites, telephone, or visit our offices. We are proud of MultiSoft and would be thrilled to have you meet each member of the team face to face.

Our mission reaches far beyond providing consulting, software and related services. Our goal is to build the positive relationships and experiences that will catapult your company and leadership to the summits of success.

We look forward to being an important part of your success!

To your future,

*Robert Proctor*

**ROBERT PROCTOR**  
PRESIDENT - MULTISOFT



## 7 Reasons.. Trust your new enterprise to the industry leaders

**1** More than just software, we are a total corporate solutions provider, able to take a complete startup and put them on the road to success! We are dedicated to the mission of helping you cultivate your dreams and assisting your company to grow.

**2** We value your relationship but we also understand that shotgun weddings often lead to an unfulfilled union. You will never feel shackled and suffocated because our service agreements run on a month-to-month basis. You are free to renegotiate or even leave with no questions asked at the start of any monthly billing cycle.

**3** PCI stands for Payment Card Industry standards, however we like to call it... "following best business practices" and ensuring that your sensitive financial data is safe. What is PCI compliance? It is the credit card

industry security standards for handling data in the safest fashion possible. We strive to support PCI Compliant companies. Are you compliant?

**4** Chocolate, Strawberry or Fudge Royal? Sure, they're all flavors of ice cream, but each of us has our favorite. The service you receive from your vendor should be the same. Don't head down a Rocky Road and settle for the same scoop of Vanilla that everyone else has. Our system's standard features allow you to customize the look, touch and feel of your site with ease so that you stand apart from the crowd.

**5** Where does your flag fly? Having built systems for clients in Britain, Australia, China, Norway, Sweden, Nigeria, Brazil, Mexico, Canada, Hong Kong, Singapore and many more, we're always interested in your international base of expansion.

We don't believe in fighting international business, we embrace it with a host of built in standard system features and optional upgrade modules such as: multilingual, multi-currency and international shipping and warehousing.

**6** History. No, we're not going to ask you to name who invented the light bulb. We do, however, want you to know that we have been exclusively serving the network marketing industry since 1987. That's quite a few years and quite a bit of experience that we bring to the table for your benefit.

**7** Six words you will never hear from us are "Leave a message at the tone." That's because we believe in having genuine live people answer our phone lines. You are assured of getting a live person that is ready to assist with your next call to MultiSoft, no matter where you are!





**M**ultiSoft distinguishes itself from its competitors by bringing a unique combination of integrity based leadership, cutting edge proprietary technology, customer friendly support systems, world class team members and value added consulting.

Our broad range of business and distributor management tools are the most robust available.

Need an Internet based, Real-Time system? MultiSoft has the solution for you.

MultiSoft has taken revolutionary on-line products and integrated them together to bring the usability of Internet technology to our clients.

MarketPowerPRO combines the ability of merchandising, storefront, marketing, campaign management, transactional management, genealogy management, reporting, commission management, and fulfillment functions and integrates them into a simplified interface for easy usability.

# MarketPowerPRO Enterprise

A collage of software interfaces. One shows a dashboard with various icons and charts. Another shows a tree diagram with nodes and labels like 'David' and 'John'. A third shows a storefront with a 'YOUR LOGO GOES HERE' banner and product images. A golden key with a dollar sign is overlaid on the collage. A magnifying glass highlights a puzzle piece with the word 'SUCCESS!' on it.



When 2nd Place Won't Do

# MarketPowerPRO

## Scalable and International Ready

A scalable MLM software package that is capable of seamlessly transitioning and transacting business across global borders is invaluable. When you're ready to grow will you be able to, or will your software vendor give you a blank look and say... "sorry"?

*MarketPowerPRO puts the world in the palm of your hand*

MarketPowerPRO is the most internationally capable MLM software available on the market today. It comes available with a wide array of international features including:

**Multilingual capabilities:** Arabic, Chinese, Dutch, English, French, Hebrew, German, Greek, Italian, Japanese, Korean, Portuguese, Russian, Thai, Spanish, Swedish and more. If you require additional languages, just let us know.

**Enrollment options per country:** Quickly setup the optional and required business opportunity enrollment options per country.

**Tax ID or identification per country:** Add personal and business enrollment ID's per country – easily setup alpha and numerical requirements along with ID lengths.

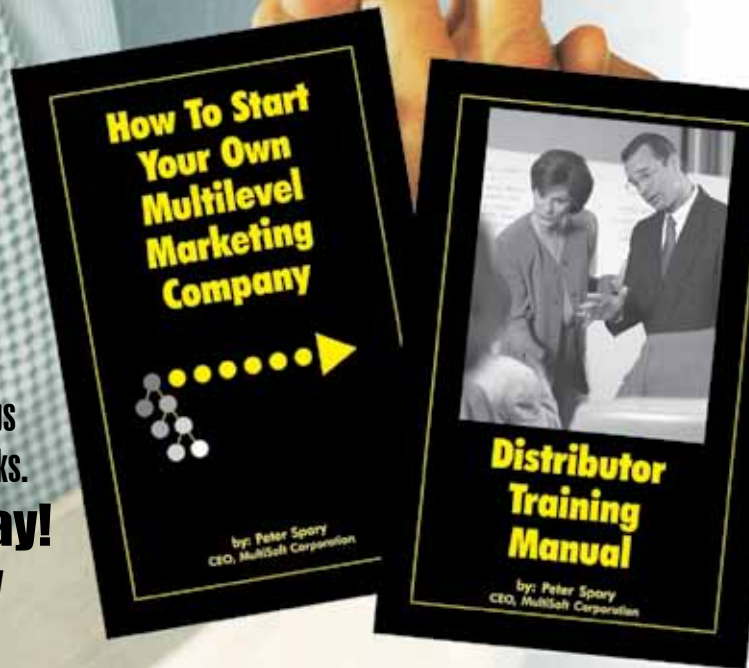
**Beneficiary Information per country:** Certain countries require enrollees to assign beneficiaries – with MarketPowerPRO you can turn on and off information by country with the click of a mouse.

**Multi-currency support:** Including the ability to setup multiple currencies per country, set a base currency and establish your own exchange rates.

MultiSoft has offices in North America and Asia to serve you 24 hours a day.

**The Distributor Training Manual** is designed for MLM companies to use as a training manual for its distributors. **PRIVATE LABEL VERSION** available in quantities of over 500. (Inquire for volume prices)

**The How To Start Your Own Multilevel Marketing Company** is an absolute must for those considering starting a Multilevel Company.



Success is at your fingertips with these easy to read books.

**Order yours today!**

Call and reserve your copy  
(239) 945-6433

## 2 Invaluable Books

### ORDER NOW!

Quantity Ea.	Name: _____
_____ <b>How To Start Your Own MLM Company</b>	Address: _____
_____ <b>Distributor Training Manual</b>	City, State, Zip: _____
Total Qty. _____ x \$9.95 _____	Method of Payment: <input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> Master Card
Shipping & Handling \$5.95	Card #: _____ Exp. Date: _____
Florida Residents add 6% tax _____	Signature: _____
Total _____	Mail order to: MultiSoft Corporation • 1723 SE 47th Terrace, Cape Coral, FL 33904
	Tel: +1 239.945.6433 Fax: +1 239.945.6230 International orders call for pricing.
	<small>Call MultiSoft for Quantity Discounts and Generous Corporate Bulk Prices</small>



# The History of MarketPowerPRO

**MultiSoft has served the MLM Industry since 1987 and introduced the first network marketing corporate management application to do two unique things:**

- (1) Centralize its operations on the Internet, from collection of payment for the initial enrollment through reporting of the commission earnings.
- (2) Handle data being transacted across the Internet in real time; data is submitted to and retrieved from the database for instantaneous display to users on the Internet.

MultiSoft's online applications quickly became the measure by which other software development companies built their products. All of the commercially available packages on the market today can trace their premise back to the original standards established by MultiSoft in its first release of MLM Builder.

By today's standards, real time Internet interaction sounds like "no big deal". After all, everyone is either touting that they have it or are attempting to develop a software solution that includes it.

Just when software application providers felt they had achieved our standards, MultiSoft did it again. We introduced MarketPowerPRO!

## ■ Setting the Curve

MultiSoft is dedicated to providing products and services that set the curve within the industry. This is especially true of MarketPowerPRO, our flagship product.

Although we were first on the scene with implementation of a real time, Internet system, we have not rested on our laurels. Our research and development team constantly strives to improve the operation of existing features of the product in addition to introducing new ones.

It is our intent to always stay one step ahead and put new features in your hands before the competition has even had the chance to conceptualize them.

## ■ History and Relationships

When your company licenses MarketPowerPRO, you are doing more than just purchasing software. You are gaining access to the resources, knowledge and relationships that have been cultivated by MultiSoft's core professionals since we opened for business in 1987.

Here at MultiSoft, we believe strongly in the power of relationships. If we have an established relationship with a contact that may assist with a facet of your business, our contact becomes your contact.

## ■ Accessibility

MarketPowerPRO provides the highest level of accessibility possible to both company administrators and distributors alike. The reason is that MarketPowerPRO's functionality, from data entry to reporting, is handled over the Internet. The Internet provides businesses with informational access capabilities unheard of as recently as the early to mid 1990's. Unlike the office building that you may be sitting in as you read this, the Internet never closes – 24 hours a day, 7 days a week, 365 days a year, the Internet is always open for business.

As MarketPowerPRO operates on the Internet, it is always open for business. Distributors can enter their new enrollees and pull their own genealogies at 3 AM anywhere in the world without worrying about the customer service department being closed.

Similarly, you have the power to pull information out of the system anytime. Want to check the sales reports while you're sitting in the airport? Not a problem, all you need is an Internet connection and the information contained within MarketPowerPRO is at your fingertips.

The system also makes it very easy to network between your various offices. Remember the days of trying to bring your Boston and Hong Kong offices into the same software application at the same time? Those days are over. Enabling both offices in different geographic locations to access the software is no longer a complex design of hardware and networking; plug both offices into the Inter-

net and they are ready to start work. Anyone in the world with Internet access can enjoy the access to MarketPowerPRO 24 hours a day, each and every day.

### ■ Lower Cost of Doing Business

Companies using MarketPowerPRO often experience a cost of doing business less than that of their contemporaries using traditional software packages that only offer information to those who can login at the corporate office.

The reason for the lower cost of business lies predominantly within MarketPowerPRO's unprecedented access to information. Your distributors and customers alike can log into the site via the Internet in order to answer questions or make updates that had to previously be asked of a customer support representative.

As an example, one of your distributors moves from Virginia to Colorado. Her reason for this move is that she just got married; her last name has changed as has her address. Rather than that distributor needing to call a customer support representative to alert the company of the changes, she simply logs into the distributor area of MarketPowerPRO and updates her address and last name on her own.

All of the appropriate areas of the database are now updated so that any customer service representative accessing her record knows of the changes. Additionally, those in her upline looking in the genealogy or other reports will see that her last name has changed.

MarketPowerPRO puts the power to work with data back in the distributors' hands, directly resulting in you having to hire fewer representatives in your customer support division. Fewer customer support representatives, less customer support hardware and materials... lower cost for your company.

### ■ Customer Satisfaction

The very thing that provides the company with a lower cost of doing business is what also makes the system friendly for the distributors and customers that purchase your product... the ability to access information.

Your distributors will appreciate the fact that they can view and control data related to their business without needing to rely on your customer support department.

To continue on the example started in the "Lower Cost of doing Business" section above, your distributor does not want to have to adhere to your customer support hours in order to make the change to address and last name that is desired. She does not want to wait on hold and then have to call back again next week after she's discovered that the customer support representative misspelled her new last name.

Even more pertinent, she wants to have the opportunity to quickly enter the system and place an order for a new customer at 11:58 PM – two minutes before the commission period ends – so that she qualifies for a higher rank.

## Your distributors will become disenfranchised and seek another company

If you do not offer conveniences such as these that are made possible by technology, your distributors will become disenfranchised and seek another company that does offer the conveniences they need to build their business.

Empowering your distributors with tools to effectively manage their business increases their sense of efficacy as well as their chances to succeed with your company. If your distributors are energized, selling product and experiencing success individually, the chances are great that your company itself will be successful.

### ■ Speed, Agility and strength

Capturing sales will require your software to act with **speed and agility**. MarketPowerPRO was built with both.

These two elements are very important to your business. The fact of the matter is that the response time of your software is critically important to your success.

Internet users are no longer content to simply be on a web page, they want the page to deliver an experience and they want it to be delivered quickly.

If a user cannot get the desired information in a reasonable amount of time, expect that user to go elsewhere, and not to another page on your site.

To keep a modern user interested, you'd better be able to react quickly; nowhere is that more challenging than with online, real time, data intensive software.

All of our applications take advantage of the tools that Microsoft's latest .Net framework offers and the data processing capabilities of SQL, however two items that we relied on heavily to achieve speed were AJAX and jQuery.

AJAX and jQuery allows data to be retrieved and displayed without interfering with the operation of the web page the data is being pulled from. The benefit to you is that an entire page does not need to be reloaded in order to display the results of a data query. "Repainting" a page with the results of a query is time intensive and avoided with the use of AJAX and jQuery.

## What kind of strength do you need? How big do you plan on being? A few hundred distributors, a few thousand?

Set your sights on having millions! Don't worry about your software collapsing under the weight; MarketPowerPRO is strong enough to handle the pressure.

Some companies bench test their software with thousands of records. We bench tested ours with millions. We want to see the smile on your face when you have a million records!

What does MarketPowerPRO have in common with Hilton Hotels, the Nasdaq, Fuji Film, Minolta, Best Buy, Safeway, the Home Shopping Network, Cooper Tire, Black & Decker and thousands of other top tier businesses?

They all use Microsoft's SQL Server as the database engine that drives their operations. SQL is the preeminent data management choice for top tier businesses, government offices and educational institutions around the world. It is expressly designed to securely handle large volumes of data quickly and efficiently.

When you are using MarketPowerPRO, you can do so with the confidence that you are using the same database many Fortune 500 companies also use to fuel their success.

## How did we do it?

MarketPowerPRO was architected with the latest Microsoft .Net and SQL Server technologies. .Net was designed to be able to communicate with programming languages outside of its own family and SQL comes equipped with built in XML API's that can be used for exchanging information with other applications.

## Shopping system key features are:

**Full inventory management:** Know how much of each product you have in stock, set automated inventory alerts, utilize warehouse picking, track sales trends and more.

**Sales specials:** Set certain products to be available at sale prices for limited windows of time and then automatically revert.

**Gift certificates and discount coupons:** Offer gift certificates just like major retail outlets do, or create a discount coupon for customers or distributors from one of over 14 conditions.

**Multiple category management:** Sort and arrange your products in a fashion that will make them easier for shoppers to find.

**Product recommendations:** Use the product recommendations feature to suggest additional buys to shoppers based off their shopping trends.

**Banner system:** Quickly attach banners, graphics and advertising campaigns to your shopping cart products and instantly provide your distributors with the ability to generate banner codes for use in banner exchange networks, advertising on other web sites, e-mail campaigns, Web 2.0 applications such as blogs, social networking sites and Wikis.

**Customizable look and feel:** Our emphasis on flexibility allows you to arrange the shopping cart in the manner that best suits your company and its shoppers.

**Product and SKU attributes:** Setup a product (e.g. "Green Shirt") and have the ability to easily offer a variety of SKU's (e.g. S, M, L, XL).

**W**hile we cannot promise x-ray vision with MarketPowerPRO, we can give you something even better... the ability to see into the future.

That's because MarketPowerPRO is a fully scalable solution. Envision your company using it now and for many, many years to come. You could start off with a basic system today and add any functionality that you like in the future – even things that we haven't thought of yet!

**Scalability is important.** An application should be able to service you both today and tomorrow. Your software must be able to grow with you.

MarketPowerPRO is unique in that it comes in a number of different packages for every company type, from the day one startup to the mature enterprise. As your company grows, the software will grow with it.

A great deal of time and thought went into the architecture of the program as well. It is constructed on communication rich platforms so that MarketPowerPRO can interface with other applications that you will need in order to build a complete business.

Whether you need to interface and integrate with your ERP, high-end Accounting Application, 3rd party XML or API's, MarketPowerPRO can take you there and beyond.

If you do not plan for your company's future today, you will quickly be stuck in yesterday – and that's not a comfortable place for any business to be in.

## Branding and Image

**I**n business, the act of creating a recognizable image is called branding. Establishing a brand identity is one of the most important things a company can do. Quick, what comes to mind when you think golden arches? McDonald's. How about a swoosh? Nike. Who's the boxy standard of car safety? Yes, Volvo.

All of those companies have created a brand. You can smell hamburgers and fries just by seeing the golden arches on a red background. That's the power of branding!

Your company might not be a household name yet, but we provide you with the branding tools necessary to become one. We give you control over the appearance of your software and the message that appears within it. After all, when someone logs into your website, you want to be selling yourself, not a software developer.

### Full Content Management

Provides the ability to quickly and easily change any information displayed within the site – MarketPowerPRO has one of the most robust WYSIWYG (what you see is what you get) editors available – and you don't have to be smarter than a 5th grader to use it; no confusing techno babble, geek-speak here.

### Navigation Management

Part of driving sales is creating customer paths – diverting your customers to where you want them to be. The navigation management features of MarketPowerPRO allow you to create the paths that you want users to take within your website.

### Multi-Skin Capability

Create as many skins for your website as you like. For instance, an "everyday" corporate skin, specialized designs for holidays, promotional skins, etc. Skins for different countries and languages as well. Your distributors want to be different – with MarketPowerPRO skins they can be.



### Skin Scheduling

The skin scheduler enables you to schedule skins for display on predetermined intervals – e.g. automatically deploy a holiday skin on December 24th and automatically replace it with another on the 26th.

### Custom User Layouts

The content control and security areas give you the ability to define custom page layouts for specific content, users or groups of users.

### Document Management System

No more waiting till Monday morning for the web guy to show up. If you can point, click, type and browse your computer you can upload files such as PDF's, Word Documents, Images, Videos, Audios, Flash Presentations, PowerPoint's and just about anything you can think of into the software and then display it instantly.

### Replicated Distributor Websites

Each distributor gets their own replicated web site generated by their chosen name. Example: **<http://joe.yourwebsite.com>**. Visitors to a replicated distributor website will have a small noninvasive cookie placed on their computer so that if they return to "yourwebsite.com" the software will automatically know they have been there before and redirect them to the replicated distributor web site they last visited.

### Distributor Support Pages

Each distributor gets their own customizable support page where they can upload their photo, their biography and their contact information. Reduce your overhead and provide your field sales force with the tools they need to support their customers and organization.

# Security

Isn't the whole purpose of superheroes to feel secure? They should evoke the feeling that if danger were to strike, they would help prevent disaster.

MarketPowerPRO delivers just such security on multiple levels. All aspects of the software were designed with the requirement that they handle data in a secure fashion, from personal information such as tax ID's through encrypted credit card transactions.

One important aspect of MarketPowerPRO is that it is Payment Card Industry (PCI) compliant. Did you know that your software must be PCI compliant in order to accept payment information over the Internet without possibly incurring penalty?

The PCI standards were developed by Visa and Master Card and have since been adopted by all major credit card and electronic funds transfer platforms. They govern the ways that your business is permitted to work with and store data in an effort to prevent financial theft and fraud.

We are proud of our PCI compliant standing and the level of protection it affords to your company and its constituents.

**First**, we rely on the security tools that are part of the programming applications that we use. As an example, we take advantage of the native SQL security layers.

**Second**, we use Secure Socket Layer (SSL) certificates to encrypt data being transacted between MarketPowerPRO and other applications.

**Third**, MarketPowerPRO has its own security facility that enables you to make certain features of the software available to one user or group of users and not others. People see only what you want them to.

**Fourth**, data is stored and moved according to Payment Card Industry standards. Our software platforms are monitored by a third party on a daily basis for compliance and our home office goes through frequent compliance checks.

**Fifth**, we included additional security features to protect your company, web site, distributors and customers. Although we can't tell you every security feature, here are a few:

**E-mail registration verification:** You can optionally require that enrolling distributors verify their registration by replying to an e-mail the software sends to their e-mail account.

**Medium to Strong Passwords:** All passwords must contain alpha and numerical values to be a medium security level password and strong passwords must include at least one capital letter.

**CAPTCHA login:** Those funny looking letters and numbers that you have to enter to login to a site actually protect against automated computer programs referred to as Bots or spiders, that are designed to auto-login to web sites and steal information – MarketPowerPRO stops them dead in their tracks.

**Secret Questions:** To retrieve their password a customer or distributor must provide the correct answer to the secret question they selected when they originally signed up – this is used as an added validation.

**Account Auto-Lock-Out:** This feature allows you to determine how many times an invalid username and password combination can be entered before the account is automatically locked. The account holder is required to contact the corporate offices to have their account unlocked.

**Auto-Block IP Addresses:** Distributed Denial Of Service (DDOS) attacks are common place in today's Internet business. MarketPowerPRO is ready to handle DDOS attacks by auto-blocking an attacking IP address or range of addresses.

**Block Unwanted Countries:** If you don't want visitors from selected countries accessing your website or if you want them to access the web site, but not be able to sign up to purchase products or register as a distributor, MarketPowerPRO has you covered.

**Sixth**, we added a customizable Role Management System that inherits Microsoft's .NET 2.0 role management and then extended it even more. Diversification is a principle that has been applied to the security role structure used within the system.

In MarketPowerPRO, we have actively used a role-based structure that allows for the highest level of security by providing access rights on a user by user or user group by user group basis. This structure enables you to dictate "who" can see "what" as well as the features that are available to each user. For instance, you may want one group of users to see a certain set of tools they have paid to access, while other users do not see those tools at all.

The default roles used in MarketPowerPRO are as follows, although you can easily add new roles or edit the existing ones through the user interface. You do not have to adjust your business model to the system; the system is flexible to adjust with your needs and business model.

**Administrator:** Person or company who manages the business on a day in and day out basis and has general control over security and content.

**Distributor:** A person who uses MarketPowerPRO and its modules for managing and running his or her Downline, working with customers, etc.

**Customer:** A person that purchases from a Distributor, usually at full or retail price.

**Custom Roles:** Create your own custom roles in minutes and assign access levels to certain users.

**Free Distributor:** Company Administrators can add Distributors and bypass the enrollment options and payment criteria.

**Vendor:** A provider assigned to one or more products by you. This role can be extended further on a client-by-client basis.

**User:** A visitor that registers on the site without purchasing any products or enrolling as a Distributor.

## Intelligence

**B**rawn will only take you so far, to succeed you also need intelligence. MarketPowerPRO's intelligent designs deliver the punch you need to win the fight.

A well designed application is one that doesn't confine its users' aspirations, but rather inspires them. MarketPowerPRO is loaded with design nuances aimed at achieving that very goal.

For instance, the software comes integrated to 75+ different payment gateways out of the box, including those holding the largest market share. That gives you ample options to obtain a merchant account and start taking money today versus waiting for your software provider to custom program an interface to the gateway for you.

Store multiple merchant accounts in the system and transition from one to the other as often as you like with the click of a button; even rotate multiple accounts.

Schedule corporate events and post them for all to see, send newsletters, route the management of information by security groupings and on and on and on.

Intelligent design is really the result of having a cohesive and willing team. The average developer has been with the company for ten years. That's a lot of design and architecture experience to bring to the table. Our staff has worked with enough companies to know the tools that you will need to manage your business and succeed.

Beyond the development team, we have a stable of MLM professionals that are able to provide guidance on what is and isn't needed from an application in order to make it truly work in the field. That's a tremendous asset that shows up time and time again within MarketPowerPRO. The software is the proverbial better mousetrap because of the team behind it.

## Loyalty and Relationships

**T**he greatest heroes are loyal to others. MarketPowerPRO cannot directly deliver loyalty by itself, but the team behind it sure can. At MultiSoft we care about our clients and understand how vital relationships are to our mutual success.

We are not here to simply sell you software. We are here to help you maximize the benefits you receive from the software and provide the support and assistance you need for your business growth.

### ***Our loyalty to you is manifested in multiple ways...***

**Confidentiality:** As part of our standard procedure, MultiSoft executes a confidentiality agreement with each of our clients. You can rest assured that your company's information is NEVER shared with anyone else when you are working with MultiSoft.

**Training:** Each MarketPowerPRO license comes with full system training – at no additional charge. We want you to know the ins and outs of the software and how to make them work for you.

**Support:** When you have a question, just give us a call 24/7 business days or send us an e-mail. There's no extra charge and we respond promptly.

**Craftsmanship:** One of our proudest points is our commitment to standing behind MarketPowerPRO. If you ever find an error with the software or a piece of functionality not working according to the agreed upon specifications we will correct it at absolutely no additional charge to you – for the life of your software license (*not just 30/90 days*).



# Grow from Ordinary to Extraordinary with our "Scalable System"

For companies that demand a robust, scalable, enterprise-level, multilingual, multi-currency, real time inventory, warehouse application, that is second-to-none!

MarketPowerPRO empowers companies to view and manage every function of their business more effectively. MarketPowerPRO integrates key business operations including inventory management, marketing, sales, point of sale, shipping and receiving, as well as CRM - all the way up to powerful e-commerce.

Transform your company into a productive, profitable powerhouse!

## Our Business Approach:

- 1) We work with creative people to discover new approaches that solve the everyday challenges the industry and our clients are faced with.
- 2) We remain industry leaders by maintaining high standards and focusing on always moving forward.
- 3) We establish long-lasting relationships with our clients and value each of them as a member of the MultiSoft family.
- 4) We are respected in the Network Marketing industry for the quality of our consulting and software services, the combination of which allows us to create REAL products for REAL life.

# System Features

MarketPowerPRO comes equipped with a variety of features "out of the box". The core functionality of the system can be summarized within the following eight categories: Replication, Enrollment, Shopping Cart, Back Office, Admin, Commission Calculation, Fulfillment and Reporting.

## ■ Replication

Whether or not MultiSoft hosts your corporate web site, we will provide site replication to you as part of MarketPowerPRO. Replication is the process that takes your corporate Website and co-brands it with your distributors information.

As an example, you have a distributor named "Joe Smith" who joins your company. Joe picks a name for his replicating Website, "jsmith". Joe will now be provided with a marketing Website of his very own: ***jsmith.yourwebsitename.com***.

Not only does this serve as a point of prestige for Joe, it provides him with a place to send people to in order to better inform them about your company. The site is an instance of the corporate site with Joe's contact information appearing on it.

Best of all for Joe, when someone goes to the site and chooses to enroll as a distributor or order product, MarketPowerPRO automatically knows to credit the new enrollment/purchase to Joe. Joe's replicating site is helping him to build his business (and your company), cultivate new enrollees and collect orders without any additional intervention on his part.

## ■ Enrollment

The success of any network marketing company depends upon its ability to recruit distributors and sell product. Providing an avenue through which your company can build a sales force is, for the most part, the responsibility of the MarketPowerPRO enrollment pages.

MultiSoft builds a custom set of enrollment pages for each of our clients. The enrollment process is tailored to include your own terms and conditions, rules for enrollment, purchase options, etc.

The enrollment form collects payment information (credit card, ACH or both), verifies it and captures any billing amounts before a new distributor is added to the database. On entry, a new enrollee's data is immediately available for viewing system wide; as soon as a new enrollee is added to the system, he or she instantly appears in the genealogy so that the sponsor knows the enrollment was successful and placement of the new individual is correct.

## ■ Shopping Cart

Your company is in the business of selling products and services and the MarketPowerPRO shopping cart is designed to help you do just that. Our cart is without a doubt a "world-class" shopping cart! You have the power to selectively determine the products that will appear in the cart, their pricing, descriptions and more.

Existing distributors and retail customers can visit the cart to make purchases, with the cart intuitively determining who should see and pay wholesale price for product (distributors) and who should see and pay retail price for product (customers). First time visitors to your site can use the cart to begin ordering product and quickly create their customer account – remember, the system automatically sponsors the customer under the replicating site owner whose cart he or she is visiting.

## ■ Back Office

The Back Office is a place where distributors can go to view information related specifically to their individual business. This area is typically where distributors will spend the majority of their time within the system.

The information displayed to each distributor logged into the Back Office does not extend beyond their business; e.g. Cross line genealogies are **not** viewable.

Distributors can enjoy a wide range of functionality within the Back Office, including: AutoShip (recurring order) setup, real time genealogies, access to enrollment, commission summaries for present and past periods, downline contact avenues, personal information management, billing information management and more. The Back Office is the place that distributors go to manage their business. \* Visit the Apple App-Store to get the free MarketPowerPRO iPhone app.

## ■ Administration

Just as important as distributors being able to access information is the ability of company administrators to view and work with it. Company administrators are provided with a level of access to information beyond that enjoyed by distributors.

Administrators may look up and edit information for any distributor or customer. The Admin console provides company representatives with the ability to manage and edit data for any record in the database.

It is within the administrators control to add new distributors without collecting payment, enter no cost orders, delete distributors, etc. Day to day functionality associated with normal business activity is encompassed within the Admin area.

## ■ Commission Calculation & Payment

MultiSoft's specialty is the calculation of timely and accurate commission checks. Commission calculation services were originally offered by MultiSoft in 1987. Practice and experience in developing compensation plans has made provision of the service one of our greatest strengths.

When purchasing a MarketPowerPRO license, we will thoroughly document the mechanics of your plan and implement it to your exact specification. Each compensation plan is also outfitted with a detailed commission summary so that your distributors have a trail of accountability with respect to how they were paid each commission period.

Compensation plan consulting and design is another service outside of the MarketPowerPRO license that we are happy to provide you with.

Included with each compensation plan developed within MarketPowerPRO is a facility for the payment of commissions. MultiSoft can author an export process so that your commissions can be sent directly into the accounting package or debit card platform of your choice. We fully realize that ease of payment is just as important as the reliability of the commission calculations themselves.

## ■ Fulfillment

Integration with a fulfillment facility could be scoped, contracted, built, and implemented within MarketPowerPRO.

This integration could include daily export of order information to the fulfillment vendor as well as any subsequent imports that the vendor may require.

Over time, we have also developed interaction points with well respected and dependable fulfillment facilities. At your option, we are happy to put you in touch with a facility that is familiar with the requirements of network marketing and is ready to assist. Our contact points truly do become yours.

## ■ Reporting

MarketPowerPRO comes complete with an array of standard reports – sales by date, sponsorship by month, etc.

Unfortunately, the one thing that a data driven software package can never have enough of is reporting. No matter how many reports we outfit MarketPowerPRO with; it will never be enough for you to operate your company.

Why? As an example, you need a report to help meet a new regulatory requirement that tells you everyone who lives within a certain postal code and had earnings between X and Y dollars during a particular fiscal year. Or, maybe you need to know how many “widgets” were shipped to Nebraska between January 11th and January 13th to figure out if you were over billed by UPS on shipping costs.

These are very real examples of reports that you may need to survive, but which MultiSoft would not have the foresight to program on your behalf.

The level of access that we provide you gives you a great degree of liberty and freedom. We believe that your data is yours. We do not hide it from you or lock it behind closed doors. Data access is something we provide because it is essential to your success.

# MarketPowerPRO In-depth Review

Just as important as general information on MarketPowerPRO is a thorough breakdown of the features that come standard with the system. The following text will provide you with information on what comes with the system and what to expect with respect to its operation.

## ■ Security

MarketPowerPRO's security access rights are controlled via the Roles management System. From it, you can determine which users have access to which features. Company administrators and customer service personnel will, quite naturally, have greater access liberties than distributors. Beyond that, you may also provide custom levels of access to groups of distributors or even individual distributors.

When licensing an Enterprise Package, financial data is protected via Secure Socket Layer (SSL), the Internet standard for encrypting data and shielding it from the prying eyes of cyber thieves.

## ■ Payment Gateway Integration

MarketPowerPRO comes complete with payment integration programming for: Enrollment Processes, Administrative Order Entry, the Shopping Cart and AutoShip (recurring billing system) – all areas of the system through which payment is collected.

Our integration processes provide for real time authorization and capture of both credit card and ACH payments. 75+ gateways are supported by MultiSoft. If you would like to use a gateway that is not currently supported, additional billing may be necessary in order to program the integration points.



## ■ Fulfillment Integration

Our core competencies at MultiSoft are managing distributors, sales and calculating commissions. Recognizing this, we leave inventory management and order fulfillment to those whose core competencies are in those areas.

Each MarketPowerPRO system comes with integration to the fulfillment vendor of your choice. Simply provide us with the file format of the vendor with whom you wish to integrate and we will handle it from there.

The integration includes import of tracking numbers back into MarketPowerPRO so that users may track the status of their orders.

## ■ Commission Payment Integration

Paying commissions on product sold is an important aspect of any network marketing company. When purchasing a custom MarketPowerPRO system, MultiSoft will custom program the software to pay commissions per the compensation plan of your company.

Payment of the commissions calculated is handled by exporting your commission results data to the file format of your choice.

Exporting the commissioning data provides you with the ability to pay commissions through one of four methods.

Commission results can be imported to your accounting package so that you may pay people through paper checks. Alternately, they may be direct deposited to distributor's bank accounts (Note: must be supported by your bank) or funded to debit cards (contact MultiSoft for debit card opportunities).

## ■ Enrollment

The Enrollment process comprises a public portion of the system that is typically a new enrollee's first introduction to MarketPowerPRO and often times to your company.

**Following are the standardized components of the enrollment and the information collected in each:**

## ■ Sponsorship Information

The following sponsorship information is collected: Enrolling Sponsor ID, Placement Sponsor ID, Left/Right Side (if a Binary system).

## ■ Personal Information

Each enrollment collects the following personal information on each new enrollee (Note: not all information is required): First Name, Last Name, Company Name, Address 1, Address 2 (e.g. Apt #), City, State, Postal Code, Country, Home Phone, Mobile Phone, Voice Mail, Fax, Gender, Date of Birth, URL (self replicating Website address), e-mail, Password, SSN/EIN. You also have the ability to turn on or off the fields that will appear in the enrollment form, as well as which will be required or optional.

## ■ Enrollment Kit Selection

By default, the system enables administrators to enter (via the Product Admin, see "Admin" section below) the products and product descriptions to appear within the enrollment. This includes denoting which products are optional and which must be mandatorily purchased.

These defaults will always be available to you unless customizations that make their use possible are requested.

In addition to one time purchases, the setup of recurring AutoShip orders can also be handled.

## ■ Shipping & Billing Address Assignment

The address entered in the Personal Information area is the new enrollee's address of residence. In addition, enrollees may enter alternate shipping and billing addresses. Shipping and billing addresses can later be managed through the Administrative area of the software.

## ■ Shipping Method Selection

Enrollees can choose the method of shipping for their order. Only the options approved by the company will be available to new enrollees.

There are seven options available for determining the shipping rate to charge. Any one of these options may be implemented within the system.

**1. Dynamic Shipping Calculation** – the originating postal code (client postal code), destination postal code (where order is being shipped), weight of product and shipping method selected by user are used to determine the appropriate rate for shipping the product.

**2. Custom Shipping by Total Order Weight** - you create weight ranges such as, 1 lb, 5 lb, 6 lb etc, and set the pricing for the given range.

**3. Custom Shipping by Total Order Price** - you create total order price ranges such as \$1.00, \$2.00, \$10.00 etc, and set the pricing for the given range of the total order.

**4. Flat Rate Per Product** - each product can have it's own packaging and handling charge assigned to it. Upon completion of the order, the packaging and handling charges of each item is summed.

**5. Flat Percentage of the Total Order Price** - you set a % of the total order such as 7.5%. The total order is calculated at \$100. The shipping charge will be calculated at \$7.50 (7.5% of \$100).

**6. Flat Rate Per Order** - each order has the same default rate applied to it for shipping cost regardless of destination, weight or price of the order.

**7. Maximum Rate Per Order** - similar to Flat Rate Per Order, each order has the same flat rate applied to it for shipping cost regardless of destination, total weight of the order or price of the order. However, you can set a maximum amount to charge for the entire order.

## ■ Administration

The administrative, or Admin, area of the software is available to company administrators and customer service representatives so that they may conduct the day to day activities of the business. Distributors do not have access to the Admin area. Following are the primary functions undertaken from within the Admin area of the software.

### Access to:

- Add new distributors or customers
- Edit and/or delete existing distributors or customers
- Control vesting and ranks
- View genealogies for any distributor in the system
- Use a variety of search options; search by: ID, SSN/EIN, Company Name, First Name, Last Name, e-mail, Phone, Invoice #, AutoShip #
- Use a variety of search filters: "equals" – only return records whose data exactly matches the search being executed, "starts with" – return all records whose data starts with the search value entered, "ends with" – return all records whose data ends with search value entered, and, "contains" – return all records whose data contains the search value entered
- Once a record is identified for viewing via a search you may do all of the following from the same screen: view a summary of the record, edit personal info for the record, edit sponsorship info for the record, manage addresses, manage default payment (billing) info, perform quick genealogy lookups, view existing invoices, add new invoices and view existing AutoShip orders.

## ■ Admin Commission Period Management

Commission Period creation is one of the most important things that must be done within MarketPowerPRO. Commission Periods define commission periods. Each Commission Period has a start and end date; invoices are assigned to, and subsequently commissioned within, the Commission Period that their date belongs to. Commission Periods are automatically created by the software.

This area of the software allows you to:

- Add new Commission Periods
- Delete existing Commission Periods

## ■ Shopping Cart

The MarketPowerPRO shopping cart provides a vehicle through which distributors and customers can purchase product. All of the following is included with the cart:

- Ability to control the products that are available for display within the cart via the Product Admin.
- Picture display and description of products available in the cart
- Wholesale, Retail and Commissionable Values listed within cart display
- Ability for first time visitors to be enrolled as retail customers within the cart
- Wholesale price is intuitively displayed to distributors and retail price to customers on login
- Billing information and shipping destination can be edited on an order by order basis as desired by user
- Shipping and tax applied per setup in Product Admin (real-time or manually)
- Shipping calculated per method defined by client
- Credit Card and ACH payment collection available (options as dictated by client during system setup)
- Payment captured and verified in real time – orders not completed without successful billing
- Order summaries sent via e-mail and dashboard notifications

## ■ Category Administration

Categories are used to define groupings of like products. These groupings can be used to help organize products within the shopping cart.

This area allows you to:

- Create related Categories for cross selling
- Add new categories and the products associated with them
- Edit existing categories and the products associated with them
- Delete categories

## ■ Merchandise in MarketPowerPRO

The products that appear for sale and are commissioned by the software are setup in this area. The functions that can be performed through this area are:

- Add new products
- Edit existing products
- Use two search options; search by: Product Code (SKU) and Product Name
- Manage all pricing points on products, including commissionable values
- Determine whether or not tax and/or packaging and handling should be charged on sale of a product
- Use picture uploads (multiple images)
- Selectively assign where products are available for purchase – Enrollment, Shopping Cart and AutoShip

## ■ MPP Back Office

The MPP Back Office is made up of tools designed to aid distributors as they build their business. Back Office features do not provide the same degree of latitude that Admin ones do. For instance, Admin would allow a user to view anyone, anywhere in the Downline, the Back Office exclusively permits the viewing of information in one's own Downline only.

Designed to inform distributors of activity in their Downline. All of the Back Office tools can be assigned as available or unavailable to user groups within the administrative area of the application. The system administrator can choose to give or take away access to any of the areas below at any time.

**Following are areas of the MPP Back Office and their related functionality:**

## ■ Personal Profile

- View/Edit their own personal information: first name, last name, billing default, etc. Note: TAX ID cannot be changed
- View their genealogy



## ■ My Orders

- Add new orders
- View past purchases; search by invoice # or date range
- Product purchased, data purchased, where shipped, cost and commission values associated with order

## ■ AutoShip

- Add, Edit and Delete recurring orders
- Decide when the first order will be processed, the duration and frequency of the recurring order
- Distributors are able to choose only from those products that the administrator has made available for AutoShip (Product Admin)
- Credit Card or ACH available recurring payment methods

## ■ Lock Your Leg

- (Binary systems only)
- Allows distributor to determine default (Left or Right) side that new enrollees visiting their enrollment site will be spilled into
- The side default will work only for personally sponsored – not those spilled from the Upline Activity Report

## ■ My Distributor List

- View my distributor's purchase history
- Allows sending of messages to distributors personally sponsored
- Add new Distributors

## ■ My Customer List

- View purchase history
- Allows sending of messages to customers personally sponsored
- Add new customers

## ■ My Commissions

- Weekly, monthly or both commission history types depending on compensation plan
- Outfitted to report client's compensation results in detail
- The detail that accounts for earnings in any past period can be viewed on demand

## ■ My Genealogy

- Graphically represented for ease of use
- Enroll others into a desired spot in the genealogy by selecting the appropriate place from the online view
- Type of genealogy, or genealogies for dual systems, displayed based off of client's compensation plan type – Binary, Unilevel, Matrix, etc.
- See new distributors in the tree as they enroll!
- Post commission run report that breaks distributors out by level, allowing distributor to see just the individuals appearing on any particular level of Downline.

## ■ MarketPowerPRO Reports

A variety of reports are offered standard with MarketPowerPRO. MultiSoft is willing to assist with any custom reports that you may wish to build. Sample reports shown here are designed for administrative, not distributor use.

**Following is a listing of Report categories available through the system and the reports currently contained within the software:**

## ■ Accounting

The Accounting reports are aimed at displaying financial data as it relates to the company. While MarketPowerPRO houses financial data, it is not a full accounting program. You should have an accounting package to compliment MarketPowerPRO, such as Quick Books etc.

- 1099 Miscellaneous Income
- Commission Check Register

- Credit Card Sales Summary
- Order by States
- Items Invoiced
- Order Status
- Daily Valuation and Period Valuation
- Export Commissions to Quickbooks

## ■ AutoShip

The AutoShip reports provide information on the recurring orders that have been placed by the company's distributors and retail customers.

- AutoShip Status
- AutoShip Status by Shipping Date
- Pending AutoShip's
- AutoShip results

## ■ Enrollment

The Enrollment reports provide information on individuals that have joined the company. The data is approached from different perspectives, enrollments company wide through enrollments recruited by specific individuals.

- Monthly Sponsorship
- Corporate Enrollment Ledger
- Distributor Enrollment
- Distributor List
- Annual Sponsorship

## ■ Gateway

The Gateway report provides information on the status of credit card transactions posted to the payment gateway.

- Payment Transaction Status
- Payment Gateway Rotation

## ■ Genealogies

The Genealogy report provides an alternate method for viewing an organization. The same information provided in this report is available in the genealogies displayed within the Admin and Back Office areas.

## ■ Products

The Products report gives insight as to which products are being sold within the company; those that are most popular, etc.

## ■ Sales

The Sales reports provide information on the general sales activity within the company.

- Sales Comparison
- Sales Detail by Distributor
- Sales Detail by Invoice
- Sales Order
- Sales Summary
- Item Invoiced
- Order Fulfillment
- And many more...

## ■ Distributor Replication

Each user of the MarketPowerPRO system has his or her own unique replicated website address, customizable to fit their needs.

Users will have the opportunity to send potential clients interested in business opportunities directly to their Replicated website, focusing the visitor on the products and services that the business wishes to sell to them first and foremost.

## ■ Parallel Security Architecture

Categorize items by groups that only internal users (company personnel) can see or that only external users (distributors and customers) can see.

Security can be updated on the fly, so that once an area is made available or removed, the users are effected immediately. Changing and Editing security layers enable the user to determine who should have access to the various areas of the application at any given time.

## ■ Content Manager

The content manager has full control over the content seen and not seen by users and user groups within the MarketPowerPRO system. Individual users may even create their own content that can also be delivered to their Replicated website for browsing users.

- Full WYSIWYG Editor
- Cross-browser Support
- AJAX Editor Control Outputs XHTML
- Mail Merge built into the Editor
- Insert Audio
- Insert Video
- Insert Flash
- Insert Documents
- Insert Images
- Spell checker
- HTML Mode & Code Indentation
- Full HTML Editing
- Paste from Word
- Auto re size height for usability
- Right-to-left support
- Full-screen mode

## ■ Shipping & Shopping Modules

With the shipping and shopping modules you get much more than normally expected from average Network Marketing software. You actually get all of the features that mature companies typically spend years and millions of dollars developing. MarketPowerPRO software comes pre-integrated with some of the largest international shipping companies in the world.

# Why MarketPowerPRO?

## Which software application will best meet your requirements?

Are you going to expand nationally or even internationally? Have you considered currency, local tax and multi-language requirements?

Are you shipping an electronic book or a perishable item that requires next day delivery? Do the shipping and warehouse management tools adapt to suit those needs?

Even something as simple as the design of your website may need to be in more than one language or design just to avoid offending certain cultures.

## What is the system's capacity to grow with your company?

You already know that trusting an inexperienced MLM programmer to build your genealogy software is a risky business: This is one area where even a degree in rocket science will not help! Only experience of programing genealogies can ensure your system will not come to a screeching halt just when you need it most. MultiSoft has programmers with experience. We know how to make it happen, no matter how unusual your requirements are, we have seen it and done it before.

Need to 'bolt on' a whole new concept? The modular design philosophy of MarketPowerPRO ensures that we can quickly build what you need and leverage the flexibility of the whole system to accommodate your needs in a timely manner.



## Will the developers understand Network Marketing or are they only trying to sell technology?

A degree in computer science tells you an individual has been to school and learned the strict 'pedestrian' skills required to work in the corporate marketplace, but we all know that network marketing is a different world where deadlines are measured in days and hours, not weeks, months or even years. If your programming is one day late, you run the risk of losing huge chunks of your distributor base to the next big opportunity that comes along. Beyond technical skills, our programming team has network marketing focused training coupled with years of experience in network marketing, so you know you are trusting a team that is always thinking one step ahead.

Will the system not only track genealogies and pay accurate commissions, but also help motivate and BUILD your distributor base... in other words will the software help you grow your distributor numbers and enhance your company?

- **How stable will the software be?**
- **Will your software fail you?**
- **Will your software keep up with your growth?**
- **Will your software your software Scalable?**

## The Value of MarketPowerPRO

### Who is MarketPowerPRO Enterprise for?

Simply put, MarketPowerPRO is for global companies that want to be successful.

When creating it, we took extraordinary steps to ensure that it would be a unified product for everyone, from a start-up company to the very large and already established and running enterprise that may wish to upgrade their current software.

MarketPowerPRO is designed to meet the needs of a broad array of companies. It was thoughtfully designed to provide the same level of superlative service whether you have ten distributors or millions of distributors. Further, MarketPowerPRO supports Direct Sales Plans, Network Marketing Plans, and complex Advanced Affiliate Plans! MarketPowerPRO is a unified solution for the Network Marketing industry.

### For the entrepreneur-at-heart

Do you have a revolutionary new idea that no one else does? We are as passionate about innovation as you are and remain confident that we can make your idea become a reality. Just send us your request or idea and we will be glad to assist you. It's what we are in business for!

Our belief is that:

**Your Opportunity**  
**+ A Solid Business Plan**  
**+ MarketPowerPRO**  
**= All You Need for Success**

Our staff would be delighted to review your opportunity and provide feedback on how MarketPowerPRO can be effectively used to fulfill your vision and accomplish your goals.

With the MarketPowerPRO system you get everything you need to successfully operate your Network Marketing business at a price that even the most modest of start-ups can afford. More critically, you will have the software in your hands allowing you to start making money quickly.

### For those focused on acquiring start-up capital...

Are you on a tight start-up budget? You have the product, the people, the motivation, drive and determination but your capital funding is a bit short? If you don't think you can afford International, Enterprise-Level Network Marketing Software think again.

What if we could provide you everything you need to start and run an International Network Marketing company while at the same time giving you with one or more industry-shattering methods to fund your start up? Do we have your attention now?

MultiSoft Corporation has developed...

***"The Founder Program"***; a suite of capital acquisition systems that will help you raise the funds needed to finance your start up venture now and keep it funded well down the road:

**#1: The Charter Opportunity Program**

**#2: The Founder Enhancement Program**

**#3: The Rebate Program**

**#4: The High-Yield Return Program**

### For those focused on Compensation Plans...

What kind of compensation plan does your business need? Binary, Matrix, Uni-level, Australian, or Break away? MarketPowerPRO can be set up with any compensation plan structure. Our experts will review your needs and advise you on the advantages MarketPowerPRO can provide with respect to your compensation plan.

We are also able and willing to customize any pay plan to your unique specifications. Our extensive plug and play bonus library will enable you to begin using the following bonuses right away... call for more details.

- **Retail / Wholesale Bonus**
- **Retail Profit Bonus**
- **Fast Start Bonus**
- **2-up Fast Start Bonus**
- **PowerSTART Bonus**
- **Customer Acquisition Bonus**
- **Instant Bonus**
- **First Order Bonus**
- **Matching Bonus**
- **Infinity Bonus**
- **Generational Bonus**
- **Achievement Bonus**
- **Top Sales Bonus**
- **Top Recruiter Bonus**
- **Referral Bonus**
- **Multi-Tier Fast Start Bonus**
- **Generational Matching Bonus**
- **Achievement 2-Up Bonus**
- **Car Bonus**
- **House Bonus**
- **Differential Bonus**

## For those focused on design

Is a unique site design a priority for you? No problem, choose from our array of ready to use templates or provide us your own style sheet for incorporation into the system. MarketPowerPRO provides you with the ability to customize the look, touch and feel of your site. Don't settle for a cookie cutter design that blends in with the crowd – set yourself apart from the rest of the pack with a design that is unique to your company.

## For those focused on tools

In today's online Internet business the word "coming soon" is a death rattle for a Network Marketing Company. Your distributors expect to be up and running, recruiting new members and viewing the Downline growing real-time, in days... not weeks or months. With MarketPowerPRO you are in business with the tools and technologies needed to power your company today and into the future. MarketPowerPRO is not just a lunch-box of great tools, it's a fully loaded buffet!

**Here's just a few of the many "extras" that can be included in your software:**

- **Calendar System**
- **AutoShip**
- **News Manager**
- **Newsletter System**
- **Frequently Asked Questions**
- **Banners Management**
- **Pre Paid Cards**
- **Coupons and Gift Certificates**
- **Trouble Tickets**
- **Unassigned Sign-up Rotator**
- **Commission Junction**
- **LinkShare**
- **Currencies and Languages**
- **Product Attributes**
- **Internationalization**
- **IP Blocking**
- **Parties and Events**
- **Role Management**
- **Sales Tax (Real-Time)**
- **Debit Card Integration**
- **eWallet System**

## For those focused on the Distributor experience

Distributors are the lifeblood of your company. Without them, you do not have a sales force. Without sales, you likely won't have a company. MultiSoft recognizes this and the importance of creating a positive distributor experience resonates throughout MarketPowerPRO. MarketPowerPRO features a Replicated Virtual Distributor Back Office designed to keep your distributors informed, motivated and selling. Some of the key features your distributors will enjoy with MarketPowerPRO are:

Access to their back office via the Internet 7 days a week, 24 hours a day.

- **Appealing, user friendly interface**
- **Personalization capabilities**
- **Real time sponsoring**
- **Real time genealogies**
- **Real time shopping**
- **Invoice History**
- **Commission Summary**

**And much more!**

## For those focused on collecting money and paying commissions

The first thing any business owner must consider is... how do I accept money? After all, you are launching your company in order to make money.

There are general categories of ways that businesses accept money, "face to face" transactions and "online" transactions. Face to face transactions are those conducted by typical retail shops and restaurants; a person walks into the business and pays someone direct for the goods or services received.

You'll likely conduct the bulk of your business over the Internet. You will most certainly need to accept credit cards – Visa, Master Card, Discover and American Express. Credit cards are accepted online via merchant accounts. You will need to get at least one merchant account and payment gateway for your business.

Fortunately for you, MarketPowerPRO comes pre-integrated with 75+ credit card payment gateways and 10+ online eCheck (ACH) systems for you to choose from. Contact a MultiSoft representative today to find out if we are already integrated with your chosen payment gateway.

The problem you are most likely to encounter is that you are a networking marketing or direct sales company. Most issuing banks consider these opportunities to be at best “high risk” and at worst “pyramid schemes”. The end result is that often times they simply won’t accept your application.

If this is your situation, contact MultiSoft today and we will point you in the right direction. You may be like many network marketing companies that find it difficult to obtain a merchant account because you, or one of your business partners or company directors have been “red-flagged” in the past or has a poor credit rating. Poor credit rating for a principal can be a prime cause of a company’s merchant account application being rejected.

Think you are going to get around this obstacle by utilizing an eWallet solution? Think again, most eWallets prohibit the use of their services or software by Multilevel Marketing companies. If you fall into one of the situations above, you can rest assured that we have a solution for you.

MultiSoft Corporation has developed its own proprietary eWallet software that can be plugged right into MarketPowerPRO and utilized for the following:

Individuals can transfer funds between eWallets members, individuals can use the eWallet to join the business, Commissions earned are transferred to a distributor’s eWallet.

## Physical Locations Redemption Portal

Congratulations, you have launched your company, are recruiting distributors, selling products and services and calculating commissions – you are in business!

Now your distributors need a method to get their commissions out of their eWallet.

At MultiSoft we have “been there, done that” and as such have considered nearly every hurdle imaginable and provided solutions to the problems you may

face running your business. Introducing “The Redemption Portal” – a system whereby distributors who have earned commissions stored in their eWallet can login to and generate a “Redemption Voucher” that can then be presented at a physical location and turned into cash or used to purchase products. The Redemption Portal can either be integrated as part of your MLM System or as a separate stand-alone website with a different website design.

## For those focused on the online shopping experience

Today’s online shopper has a higher level of expectations when it comes to their Internet shopping experience. As a network marketing company you need to provide quick and easy methods for visitors to view products, add them to a shopping cart and quickly get through the checkout process.

MarketPowerPRO provides online shopping features for both customers and distributors, making your site a “one stop shop” for managing business functions and making new purchases alike.

Both customers and distributors can shop by category/subcategory, find products by keyword searches, read summary and full description information related to the products, view images, video's, Flash, listen to audio's and download documents.

This is no ordinary cart; our system integrates a variety of advanced functions such as shipping and AutoShip management, automatic shipping charge calculation, viewing previous order history, purchase recommendations and more... everything you need to make sales easy for your distributor base is in place.

At the core of MarketPowerPRO is an advanced ecommerce platform that provides you with all the necessary features to provide your customers and distributors with a feature-rich shopping experience.



## For those focused on AutoShip and Recurring Orders

AutoShip is the number one feature for Network Marketing companies that create recurring distributor and customer orders, month after month after month.

Whether your company sells compulsive consumable products such as vitamins or nutritionals, subscriptions to a monthly newsletter or telephone service, MarketPowerPRO can handle it.

MarketPowerPRO is enabled with the most robust AutoShip system we could conceive. The administrative system allows each product SKU (stock keeping unit) to be uniquely configured. Product SKU's can be set to be invoiced Daily, Weekly, Monthly, Quarterly, Biannually or Annually.

AutoShip products can be set to go out on a specific day of the month such as the 1st Wednesday or the 3rd Friday; the choice is completely up to you. AutoShip's can also be set to end after a certain number of occurrences or to end on a predetermined date. AutoShip products can also be setup to create a one-time order immediately with recurring orders to occur in the future on the specified schedule.

We recognize that today you sell vitamins and tomorrow you may want to migrate to financial products. One of the basic premises of the software is to give your company the technological flexibility to expand into new opportunities and markets while they are hot. Not in six months when other software packages will just be gearing up to deliver patches that let them catch up.

When you are ready to grow in a new direction, MarketPowerPRO is there to support your actions, not be the roadblock that prevents you from moving forward. Our success is predicated on your success and we want you to have the support that you need to grow to new heights.

If you do not plan for your company's future today, you will quickly be stuck in yesterday. That's not a comfortable place for any business to be in.

At MultiSoft our philosophy is simple, keep you looking good today, tomorrow and for the long haul over the course of our relationship by supplying you with software that you won't outgrow.

**While we certainly don't expect you to give us your business, we would like the opportunity to earn it.**

We are not just a few guys working out of the corner of a garage, and as such we would be delighted to have you meet our team. Consider this an open invitation to visit us so that we can show you what we are really capable of.

# MarketPowerPRO

## Features & Check Sheet

### ■ Distributor Back Office

- \_\_\_ Replicated Distributor website
- \_\_\_ Personalized site name
- \_\_\_ Downloadable iPhone App
- \_\_\_ Detailed commission history
- \_\_\_ Detailed order history
- \_\_\_ View commission forecaster
- \_\_\_ Manage downline spilling
- \_\_\_ Variable Genealogy viewer setting
- \_\_\_ Real-time Genealogy viewer
- \_\_\_ Add new Distributors
- \_\_\_ Add new Customers
- \_\_\_ Add Distributor and Customer orders
- \_\_\_ Manage personal profile
- \_\_\_ Upload personal photo
- \_\_\_ Manage AutoShip
- \_\_\_ Manage credit card payments
- \_\_\_ Manage commission payment method
- \_\_\_ View sponsor details
- \_\_\_ Manage contacts
- \_\_\_ Manage newsletter subscriptions
- \_\_\_ Real-time Genealogy viewers
- \_\_\_ Distributor Headline Articles
- \_\_\_ Dashboard communication
- \_\_\_ In Box, Sent Box, Contact Manager
- \_\_\_ Contact My Sponsor
- \_\_\_ View Personally Sponsored
- \_\_\_ View Personal Customers
- \_\_\_ Manage Support Pages
- \_\_\_ Change Site Name / URL
- \_\_\_ Forms & Agreements
- \_\_\_ Charting & Graphing
- \_\_\_ Training Tools
- \_\_\_ Sales & Marketing Tools
- \_\_\_ Custom Graphing and Charting
- \_\_\_ Manage social media links

### ■ Template Forms

- Company Policies and Procedures
- Company Terms and Conditions
- Company Privacy Policy
- Company Spam Policy
- Company Refund Policy

### ■ Distributor Management

- \_\_\_ Advanced search, sort, view edit, add
- \_\_\_ Real-time: change sponsor, enroller
- \_\_\_ Real-time: placement
- \_\_\_ Edit: volume, points, side, etc.
- \_\_\_ Commission adjustments
- \_\_\_ Manage titles, enrollment
- \_\_\_ Commission adjustments
- \_\_\_ Login as Distributor
- \_\_\_ Edit status, vesting/ ranks
- \_\_\_ Tax ID Management
- \_\_\_ Sales Tax exempt management
- \_\_\_ CSR Email communications
- \_\_\_ CSR Notes Management
- \_\_\_ Options, commission history
- \_\_\_ Manage orders and AutoShip
- \_\_\_ View distributors and customers
- \_\_\_ Extended distributor profile
- \_\_\_ Distributor preferences
- \_\_\_ Store multiple payment methods
- \_\_\_ Search, Add, Edit and Delete orders
- \_\_\_ Sponsor E-mail notification
- \_\_\_ E-mail auto-notification templates
- \_\_\_ Add "Distributor pages", photos, etc.
- \_\_\_ Activate or deactivate distributors
- \_\_\_ Extend Distributor Roles
- \_\_\_ Add, Edit AutoShip
- \_\_\_ View Customers
- \_\_\_ View Distributors
- \_\_\_ View by sponsored
- \_\_\_ Delete Distributors

### ■ Company Management

- \_\_\_ Corporate Profile - Global Updates
- \_\_\_ Company Mail Merge
- \_\_\_ Variable replacements (global updates)
- \_\_\_ Corporate Genealogy
- \_\_\_ Genealogy viewer settings
- \_\_\_ Restrict company sponsorship option
- \_\_\_ Maximum Autoship Attempt settings
- \_\_\_ Max credit card uses by single distributor
- \_\_\_ Set credit card type acceptance
- \_\_\_ 75+ credit card gateways
- \_\_\_ ACH Processing Setup (10+ gateways)
- \_\_\_ Transaction History
- \_\_\_ Payment History
- \_\_\_ Shippers (Fed Ex, UPS, DHL, USPS)
- \_\_\_ Shipping Methods

- \_\_\_ Shipping Regions
- \_\_\_ Custom Sign-up settings, forms, Fields
- \_\_\_ News Management
- \_\_\_ Newsletters Management
- \_\_\_ Seminars Management
- \_\_\_ Parties Management
- \_\_\_ Event Management
- \_\_\_ Corporate Calendar
- \_\_\_ Restrict to unique email address
- \_\_\_ Custom registration settings
- \_\_\_ User Sign up Rules

### ■ Website Management

- \_\_\_ Site Design and Skin Management
- \_\_\_ Site Design and Skin Scheduler
- \_\_\_ Search Engine Optimization
- \_\_\_ Search Engine Metadata
- \_\_\_ Website Settings
- \_\_\_ SMTP Email relay settings
- \_\_\_ Page Management
- \_\_\_ Create Unlimited Pages (drag & drop)
- \_\_\_ Menu Management
- \_\_\_ Create Unlimited Menus (drag & drop)
- \_\_\_ Page Layout, drag and drop
- \_\_\_ Content where you need it
- \_\_\_ Insert Internal and external Page Links
- \_\_\_ Insert iFrame and External Content
- \_\_\_ Countries Allowed and Disallowed
- \_\_\_ Corporate images library
- \_\_\_ Recycle Bin, restore deleted and changed
- \_\_\_ Manage Files, Folders, Images, Content
- \_\_\_ Historical change tracking
- \_\_\_ Revert and restore previous changes
- \_\_\_ Application Error Log
- \_\_\_ Currencies Management
- \_\_\_ Exchange Rate Management
- \_\_\_ Localization and language translation
- \_\_\_ Income Tax Fields per country

### ■ Merchandise Management

- \_\_\_ Unlimited text/image categories
- \_\_\_ Unlimited text/image subcategories
- \_\_\_ Unlimited products per category
- \_\_\_ Unlimited products per sub category
- \_\_\_ Manage product images/thumbnails
- \_\_\_ Manage product SKU's
- \_\_\_ Manage product brands
- \_\_\_ Manage product banners
- \_\_\_ Products can be physical or electronic
- \_\_\_ Digital product delivery
- \_\_\_ eBooks delivery
- \_\_\_ Audios delivery
- \_\_\_ Video delivery
- \_\_\_ Software delivery, etc.

- \_\_\_ Assign commission type
- \_\_\_ Assign commission value
- \_\_\_ Assign points, volume, etc. per product
- \_\_\_ Products can be Autoship enabled
- \_\_\_ Products can be seasonal
- \_\_\_ Products can have minimum order quantities, check live stock, and out of stock
- \_\_\_ Taxes, worldwide by Country
- \_\_\_ USA by State, City, County, Post Code
- \_\_\_ Warehouse FIFO, LIFO, DCA
- \_\_\_ Display multiple vendors
- \_\_\_ Manufacturer Management
- \_\_\_ SKU Management
- \_\_\_ What's New, Featured, Specials, Coming Soon, Best Sellers, who purchased, who purchased this / that
- \_\_\_ Custom setup of item attributes (height, weight, size, color, custom etc)
- \_\_\_ Check live stock and out of stock
- \_\_\_ Return Merchandise Authorization (RMA)
- \_\_\_ Upload PDF, audio, video and flash
- \_\_\_ Product Banner Management

### ■ Shopping Cart

- \_\_\_ Advanced shopping cart
- \_\_\_ Create and print custom catalogue
- \_\_\_ Create Autoship packages by: title; join option, discount option, distributor and customer
- \_\_\_ Image-enhanced item description
- \_\_\_ Pending and partial order tracking
- \_\_\_ Coupons and Gift Certificates
- \_\_\_ Print Catalogue from shopping cart

### ■ Order Management

- \_\_\_ Administratively add orders
- \_\_\_ Search orders
- \_\_\_ Add and remove payments
- \_\_\_ Add and remove shipments
- \_\_\_ Edit order values
- \_\_\_ Print packing slips
- \_\_\_ Track order status (w/carrier i.e.: UPS)

### ■ Shipping Management

- \_\_\_ Real-time calculation
- \_\_\_ Fed Ex, UPS, USPS and DHL
- \_\_\_ Pending shipment management
- \_\_\_ Administrator shipping override
- \_\_\_ Administrator only shipping
- \_\_\_ Administrator increase \$ shipping rate
- \_\_\_ Free Shipping settings
- \_\_\_ Shipping by region

- \_\_\_ Shipping by weight total
- \_\_\_ Shipping by amount total
- \_\_\_ Print detailed invoice
- \_\_\_ Print packing slips

**■ Billing Management**

- \_\_\_ Billing period management
- \_\_\_ Transaction log
- \_\_\_ Payment by order reporting
- \_\_\_ Orders management
- \_\_\_ Shipping charge calculation
- \_\_\_ Emailing orders
- \_\_\_ Payment history
- \_\_\_ Feature rich Autoship program
- \_\_\_ Tax rate management
- \_\_\_ Recurring payments management
- \_\_\_ Export Data to accounting, 3rd party, Excel, CSV, XML and Web format
- \_\_\_ Pre-paid Card Code management

**■ Customer Management**

- \_\_\_ Advanced search, edit, delete and add
- \_\_\_ Search, Add, Edit and Delete orders
- \_\_\_ Extensive customer profile
- \_\_\_ Customer's Autoship management
- \_\_\_ Trouble Tickets management
- \_\_\_ Wish list management
- \_\_\_ Notes management
- \_\_\_ Email communication
- \_\_\_ Advanced customer information
- \_\_\_ Customizable F.A.Q.'s
- \_\_\_ Login as customer or distributor
- \_\_\_ Edit AutoShip
- \_\_\_ Newsletters management
- \_\_\_ Preferred Customer Discount
- \_\_\_ Events management
- \_\_\_ Store multiple payment methods

**■ Communications**

- \_\_\_ Set company email relay
- \_\_\_ Manage email notifications
- \_\_\_ Dashboard notification
- \_\_\_ News management
- \_\_\_ Newsletter management
- \_\_\_ Newsletter templates
- \_\_\_ F.A.Q. System
- \_\_\_ Admin notes management

**■ Reporting**

- \_\_\_ 35+ Reports
- \_\_\_ Extended set of reports
- \_\_\_ Financial Reports

- accounting
- AutoShip
- enrollment
- gateways
- genealogy
- sales
- Quickbooks export
- \_\_\_ Integrate Google analytics
- \_\_\_ Define reports by date range
- \_\_\_ Activities log
- \_\_\_ Site statistics analysis mechanism
- \_\_\_ Reports export to .doc
- \_\_\_ Reports export to .xls
- \_\_\_ Reports export to .PDF
- \_\_\_ Reports printing
- \_\_\_ Sales status report
- \_\_\_ Commission status report
- \_\_\_ Graphical Reports
- Enrollment
- AutoShip
- Sales
- Forms and agreements

**■ Add-On / Modules**

- \_\_\_ SSL (Secure Socket Layer) Encryption
- \_\_\_ Roles Management
- \_\_\_ Hacker Safe Seal
- \_\_\_ Custom website and skin design
- \_\_\_ Seminar Management
- \_\_\_ Ewallet
- \_\_\_ Events Management
- \_\_\_ Distributor Trouble Ticket system
- \_\_\_ LinkShare
- \_\_\_ Commission Junction
- \_\_\_ News Management
- \_\_\_ Newsletter Management
- \_\_\_ Parties Management
- \_\_\_ Business Materials
- \_\_\_ Document Management Library
- \_\_\_ Multimedia Management Library
- \_\_\_ Trouble Ticket Management
- \_\_\_ Wish List Management
- \_\_\_ Gift Certificate Management
- \_\_\_ Discount Coupon Management
- \_\_\_ F.A.Q. Management
- \_\_\_ Notes Management
- \_\_\_ Pre-paid Card Codes
- \_\_\_ Redemption Vouchers

**■ Miscellaneous**

- \_\_\_ Built on C# .NET Architecture
- \_\_\_ 100% Online Real-time Operation
- \_\_\_ Enterprise Level Application
- \_\_\_ XML Web Services Layer

- \_\_\_ Integrates with external platforms
- \_\_\_ Distributors replicated websites
- \_\_\_ Distributors Replicated pages
- \_\_\_ 75+ Credit Card Gateways
- \_\_\_ eCheck Integration
- \_\_\_ 10+ ACH Payment Gateways
- \_\_\_ WYSIWYG Content Management
- \_\_\_ Real-Time Genealogy Viewers
- \_\_\_ Real-Time Sales Updates
- \_\_\_ Shipping: Fed Ex, UPS, DHL and USPS
- \_\_\_ Shopping Cart / Warehousing
- \_\_\_ Autoship Management
- \_\_\_ Search Engine Optimization (SEO)
- \_\_\_ Support for Foreign Languages
- \_\_\_ Support for Foreign Currencies
- \_\_\_ Support for Currency Conversion
- \_\_\_ Application Archiving
- \_\_\_ Change Management History
- \_\_\_ Customer Management
- \_\_\_ Distributor Management
- \_\_\_ Merchandise Management
- \_\_\_ Real-time credit card, ACH
- \_\_\_ eWallet payment processing
- \_\_\_ Real-time transactions
- \_\_\_ Real-time genealogies
- \_\_\_ Real-time commissions

**■ Compensation Plan Management**

- \_\_\_ Wizard based compensation plan setup
- \_\_\_ Unilevel, Matrix, Binary, Stair-Step, Hybrid, Combos, Custom and more
- \_\_\_ Supports Multiple Income Centers
- \_\_\_ Admin run commissions
- \_\_\_ Admin view commissions
- \_\_\_ Admin close commissions
- \_\_\_ Admin commission adjustments
- \_\_\_ Administrator rank vesting
- \_\_\_ Select commission payment methods
- \_\_\_ Minimum commission setting (pay if > X\$)
- \_\_\_ Commission check register
- \_\_\_ Enrollment required/optional parameters
- \_\_\_ Enrollment integration with Products, Autoship and 3rd Party Vendors
- \_\_\_ Set Initial Commission Periods
- \_\_\_ Automatic Creation of Commission Periods
- \_\_\_ Manage Sponsorship Rules
- \_\_\_ Manage Spilling:
  - \_\_\_ Left, Right, Strong, Weak and Autobalance
- \_\_\_ Leg Locking for Launch Period
- \_\_\_ Compression Management
- \_\_\_ Rank / Title Management
- \_\_\_ Qualification Management
- \_\_\_ Promotion Management
- \_\_\_ Template Bonuses (RSB, RP, FSB, FSB2), Matching, FSB, Generation and CAB bonus

- \_\_\_ Custom Bonuses
- \_\_\_ Bonus Pools
- \_\_\_ Distributor promotion campaigns
- \_\_\_ Bonus and commission processing
- \_\_\_ Daily, weekly, monthly, quarterly, annual, custom commissions
- \_\_\_ Commission Runs - Manual or Auto
- \_\_\_ Commission Histories
- \_\_\_ Export to Quickbooks, or CSV
- \_\_\_ Setup distributor tools via the module delivery system

**■ Internationalization**

- \_\_\_ Skins and designs per country
- \_\_\_ Menus by country
- \_\_\_ Pages by country
- \_\_\_ Products and SKU's by country
- \_\_\_ Enrollment options by country
- \_\_\_ Languages by country
- \_\_\_ Invoice numbering by country
- \_\_\_ Tax management by country
- \_\_\_ Currencies per country
- \_\_\_ Product/Service pricing per country
- \_\_\_ Commission vales by country
- \_\_\_ Payment methods by country
- \_\_\_ Commission payment by country
- \_\_\_ SEO Metadata by country
- \_\_\_ AutoShip by country
- \_\_\_ Business forms/agreements by country

**■ Security Features**

- \_\_\_ PCI (Payment card industry)
- \_\_\_ Hacker Safe Compliant Software
- \_\_\_ IP Blocking
- \_\_\_ Requires Medium / Strong Passwords
- \_\_\_ Optional CAPTCHA System
- \_\_\_ Register w/email confirmation
- \_\_\_ User name / Password Recovery
- \_\_\_ Users Management
- \_\_\_ Module Access Management
- \_\_\_ Secret Questions Management
- \_\_\_ Internal or external data housing
- \_\_\_ IP Blocking (Module)

**■ Insert Your Own Questions**

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## Who Should You Trust Your Future To?

When you use our MarketPowerPRO and our competitive ASP business model to manage your network marketing company, you will receive millions of dollars in value month after month.

You couldn't even employ just one developer for our total monthly ASP services, yet with MarketPowerPRO you are backed by a team of full time employees in different time zones and in multiple countries.

### MarketPowerPRO benefits

- ✓ Millions of dollars invested in development since 1987
- ✓ Load balanced server farm (e.g. Servers, firewalls, etc.)
- ✓ Hosting in a secure, level 3 collocation data facility
- ✓ (PCI) payment industry security scanned daily
- ✓ Unlimited bandwidth usage included
- ✓ Unlimited data storage capacity included
- ✓ Unlimited technical support via email, telephone, and self help automated ticketing systems
- ✓ Hosting of your entire corporate web site at no additional charge
- ✓ Hosting of your distributor's Replicated Web sites
- ✓ Assurance that you are teamed up with a company knowledgeable of and dedicated to the direct sales and network marketing industries

### Save on hardware costs

- ✓ Application Servers, Database Servers, Web Servers, Firewall
- ✓ Mail Servers
- ✓ VPN Servers
- ✓ Domain Controllers
- ✓ Backup Servers
- ✓ Monitoring Servers

### Save Millions in software and programming

- ✓ Development of Core Application
- ✓ Microsoft SQL Server
- ✓ Windows Server Enterprise
- ✓ Backup Software
- ✓ Anti-Virus Software
- ✓ Intrusion Detection
- ✓ Server Monitoring Software

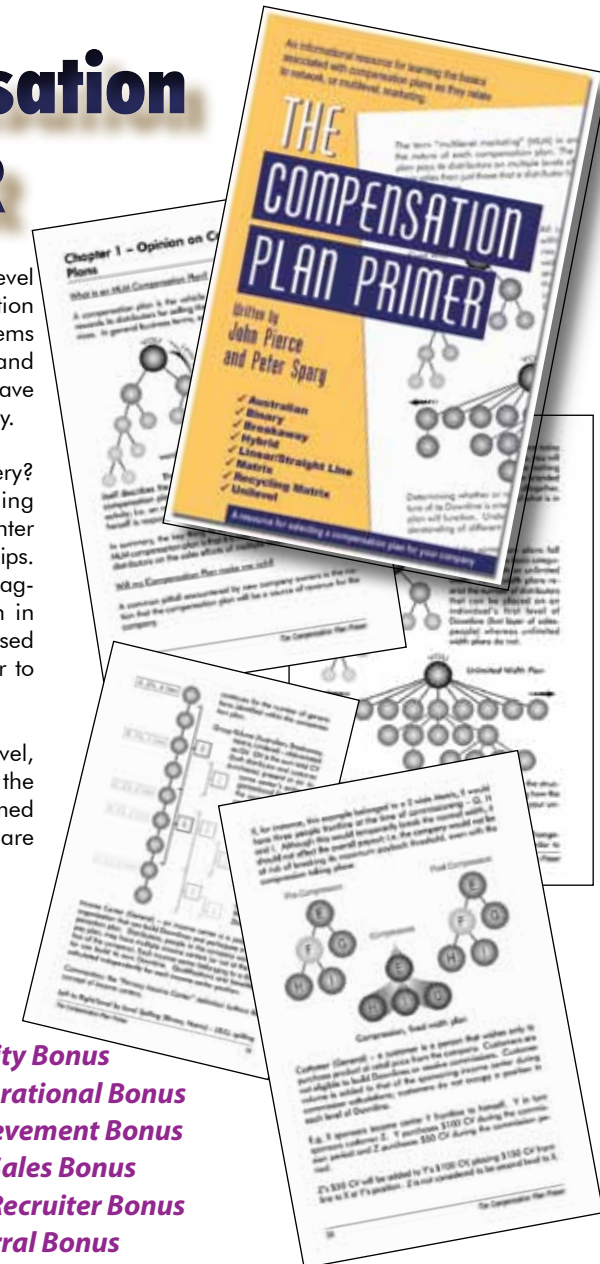
# The Compensation Plan PRIMER

The least understood facet of multilevel marketing (MLM) is compensation plans. Copious resources and systems exist for learning the arts of recruiting, selling and management, while compensation plans have remained the great enigma of the industry.

Why are compensation plans such a mystery? The answer is that they are the one thing unique to MLM that people do not encounter as part of other sales or business relationships. Everyone understands the concept of engaging in work and receiving remuneration in return, however very few people are exposed to the MLM compensation framework prior to joining a MLM company.

Levels, compression, generations, Binary, Unilevel, Matrix – these are just a small handful of the terms that a typical person is not accustomed to associating with a paycheck, but which are commonplace in MLM.

- Retail / Wholesale Bonus
- Retail Profit Bonus
- Fast Start Bonus
- 2-up Fast Start Bonus
- PowerSTART Bonus
- "C.A.B." Bonus
- Instant Bonus
- First Order Bonus
- Matching Bonus
- Infinity Bonus
- Generational Bonus
- Achievement Bonus
- Top Sales Bonus
- Top Recruiter Bonus
- Referral Bonus



### The Compensation Plan Primer

**ORDER YOUR COPY NOW!**  
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Mail order to: MultiSoft Corporation • 1723 SE 47th Terrace, Cape Coral, FL 33904  
Tel: +1 239.945.6433 Fax: +1 239.945.6230 International orders call for pricing.



## Experience my “Soup To Nuts” Workshop

~~US\$2,000 Value~~  
for only \$99!



ROBERT PROCTOR  
PRESIDENT  
MULTISOFT CORPORATION



# SOUP TO NUTS workshop

## Register Now

Make Your Dreams Happen  
Create a Sample MLM Company in One Day  
Discover the Five Key Considerations for Success  
Learn to Craft Effective Pay Plans and Vision Plans

## My Full Day “Soup to Nuts” Workshop

### Introduction

1. What business are you really in?
2. The 5 key components of a successful MLM company.
3. The basis of a successful MLM product or service.
4. The importance of a world-class corporate image.
5. Why your company logo is important.
6. Website design, the window to your enterprise.
7. Creating print materials for your distributors.
8. Components of a Distributor “kit”.
9. Components of a marketing and media kit.

### Corporate Compliance

1. PCI Compliance. What is it? How PCI affects you.
2. Are MLM, Direct sale, Affiliate and Party Plans legal?
3. Do I have to register my company?
4. Assistance with compliance and regulations.
5. Ramifications of not being compliant.
6. Do I need to get formal approval for my products?
7. Terms & Conditions / Policies / Rules and regulations.
8. Can I write my legal documents myself?
9. High risk, Credit Card Merchant Accounts.

### Products

1. What is the best product for your MLM company?
2. Physical vs. Virtual products.
3. Consumable vs. one time purchases.
4. Sourcing products.
5. The importance of packaging and presentation.
6. Determining pricing.
7. Ensuring that you build a profitable opportunity plan.

### MLM Consultants

1. Do I really need a consultant?
2. What does a consultant do for me?
3. Where do I find trustworthy consultants?
4. How much do consultants cost?
5. Selecting a competent consultant, full or part-time
6. Will they help with my compensation plan design?

### Compensation Plan Design

1. What is “the best compensation plan”?
2. Should I copy from another successful company?
3. How much is my compensation plan going to pay out?
4. Designing your compensation plan with a consultant.
5. How complex should my compensation plan be?
6. Will my consultant recruit Distributors for me?
7. Can my consultant help me recruit? If the answer is YES, how?
8. Vision Planning and the critically important “Gantt Chart”.
9. How to price and not go broke while realizing a reasonable profit.
10. The famous “Compensation Plan Modeler” (Free software)
11. Creating the vital “Technical System Specifications Document”.

### I’ll show you how to “do it right”... the first time!

My interest is in helping you succeed and ensuring that you can be the best that you can be. Join me for a walk down the path to success!

My “Soup to Nuts” consulting workshop is available only to a **maximum of 50 participants** per seminar and it will be custom tailored to the specific needs of the attendees. Each of the topics offered can be covered in as much detail as you require – you and I will build the curriculum to suit your specific needs.

Your time spent will be hands on and action packed.

My consulting is not about my own self edification, it’s about ensuring that you gain the knowledge necessary to be successful in a highly competitive industry.

If you are looking for solid advice from a seasoned industry professional, you are going to absolutely love my “Soup to Nuts” consulting workshop!

My Corporate Software book  
will be included FREE! 



Together we will actually build your new MLM business, from the ground floor up, and launch it right before your eyes.

### We will...

- Build and deploy your Corporate Website
- Add a replicated Distributor Back-Office
- Add products and assign commission values
- Discuss your momentum building Pre-launch
- Discuss your Founding Distributor program

You’ll learn everything from my team of industry experts ... from “Soup to Nuts”.

My “Soup to Nuts” approach will clearly define each step that you need to take to be successful, the milestones that will measure your progress and how you can avoid the pitfalls that so many others have encountered in the past.

### How do I do it?

Our company MultiSoft Corporation has been servicing the direct sales and MLM industries since 1987. We have experience in the industry from a distributor, a company owner, a vendor and regulatory perspectives.

Our team goal is to make your dream a reality! We will draw on our own 25+ years of experience as the leading industry software vendor, and our products and services will be used to illustrate the concepts covered in this extensive one-of-a-kind workshop.

I will show you hands-on how it is done... and you can expect more than hype laden motivational speaking!





### Your Corporate MLM Software

1. Selecting your software vendor... your "Strategic Partner"!
2. The importance of Software Scalability.
3. Replication and the Distributor Back Office.
4. "ASP" or self hosted, what does it really mean to you?
5. What does MLM software do for your company and distributors?
6. What features will I absolutely need?
7. Will I need custom programmed software?
8. How much does MLM software cost?
9. Who owns the software?
10. Do I need to hire an IT expert inhouse?
11. How is shipping handled?
12. How do I collect money?
13. What is a "back office"?
14. What about multiple languages?
15. How do I sell in multiple currencies?
16. What payment methods can be used to pay Distributors?
17. What about hiring my own programmer and building it myself?
18. Can I do it cheaper outsourcing to non-MLM programmers?

### Marketing

1. Should I have a Founders Program?
2. Finding top distributors - recruiting the winners.
3. Tips on qualifying for a "High Risk" credit card merchant account.
4. Hiring in-house executives and staff.
5. Funding your new enterprise for success.
6. I have my new company, now what?
7. "No one visits my website" what can I do?
8. Why don't I see my website ranked on Google?
9. Who can help me get traffic to my website?
10. How do I recruit new distributors?
11. What about Newsletter systems?
12. Should I place ads in newspapers and magazines?
13. Where is the best place to find customers?

Do your distributors present your compensation plan and products 100% as you (and the regulators) would like them to?

Learn how you can "Certify" your distributors... and generate additional revenue at the same time!

**SoupToNuts Attendees Receive:  
90 days FREE use!**



14. Should I pay to entice leaders (aka Heavy Hitters)?
15. Where do I advertise my product to get the most sales?
16. I signed up a few but no one is selling or recruiting, why?
17. Do I need a big fancy office and a swanky car now?
18. I don't know who I should hire.
19. How many employees do I need?
20. Who will handle technical my support needs?
21. Who do I call when I have questions?
22. Can I outsource some of my basic "CSR" support needs?
23. Can you recommend an offshore call center?

### Building a World-class "Distributor Kit"

1. What Distributors "really" need... and want?
2. How to build a Powerful Distributor Kit.
3. Business forms and documentation (samples provided).

### Designing an online distributor training program

1. Do Distributors really know your compensation plan?
2. Do Distributors really know your products?
3. Experience our TrainerWare Program.

### Pre-launch vs. Post Launch (creating your own Gold Rush)

1. Why a Pre-launch is so important.
2. Iron out issues before the momentum kicks in.
3. The importance of a "Founder Program".

**IMPORTANT NOTICE**  
Book now, these hands-on seminars are purposely kept small... seating is limited to a maximum of 50 people!



Call +1 239 945 6433  
For dates and booking information

Number (seats) attending: \_\_\_\_\_ x \$99 = Total: \_\_\_\_\_

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**"Multi-Country" is a lot more than just additional languages. MarketPowerPRO includes:**

- **Multi-Country Site Design**
- **Multi-Country Menus**
- **Multi-Country Enrollment**
- **Multi-Country Products**
- **Multi-Country Invoices**
- **Multi-Country Currencies**
- **Multi-Country SEO Data**
- **Multi-Country AutoShip**
- **Multi-Country Terms/Conditions**
- **International Language Modules**

# Not ready for an MLM company yet?

Did you consider an Affiliate company?...



www.AffiliateForSale.com

## In Business for a small, one-time payment!

The one stop resource for entrepreneurs interested in purchasing a ready-to-go "incubator" business. Your dream company will be launched in most cases, in just one business day for a single one-time payment.

Installed on YOUR servers or ours!

You select a Theme then we install everything on our servers and then integrate the Affiliate Module and the Shopping Cart.

You then login and edit the Content ("Greeking Text") and replace it with your own Content and additional graphics.

After the install, you'll receive...

- The "Super Support Bundle"
- Live Phone Support
- Email Support
- Live Chat Support
- Trouble Ticket Support
- Managed Services Support
- F.A.Q. Support
- Website backed-up
- Website emailed to you
- Access our Concept Theme Catalog
- 30 days of Consulting
- Installation, on our servers
- Installation, on your servers
- Integration of plug-ins
- One month of Managed Services
- One month of Technical Support
- The Shopping Cart license
- The Affiliate Back-Office license
- The Stock-Artwork license
- 30 days hosting on OUR servers

The whole bundle plus hosting on our servers is included for the first month!

**NO required ongoing fees, what-so-ever!**

After 30 days you may elect to stay with us on OUR servers and continue the "Super Support Bundle" (for a reasonable monthly fee), or you may move to your own servers.

And... there are absolutely no fees for us to professionally assist you with the move!

Our service is the integration of licenses, proprietary custom programming, installation and the "Super Support Bundle".

The themes used in our incubator web-sites are made from free Wordpress themes, the affiliate commissioning and tracking software is licensed by us, the Shopping Cart software is also licensed by us, most of the themes contain Widgets, Plug-ins, and/or modules downloaded as free downloads from Wordpress... everything is integrated by us!

You'll have everything under your own control via your own Admin Panel. You'll be in business in just one day, making money tomorrow!

After the first free 30 days, when you have made your text/graphic changes we will provide you with a 100% back-up, in .ZIP format for your archives, and either move you to your own servers or optionally leave you on our servers.

That's it, you are in business!

[www.affiliateforsale.com](http://www.affiliateforsale.com)



# MarketPower PRO

Imagine All This In One .NET, Online Application



**Web**



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