

1. What is the purpose behind the *DSN* Customer Centric Recognition program?

To recognize those direct selling companies who are leading the way in creating a sustainable customer-centric business model with high customer to distributor ratios.

2. Why We Are Doing This

We need the mantra for this new decade to be that we are a customer-centric industry where we build strong retail bases, and the opportunity seekers follow. The more satisfied customers we have, the more successful distributors will be.

3. *DSN* Customer Centric Recognition (CCR) Program Criteria

The CCR Program will be based on a company's *Customer-to-Distributor Ratio taking into consideration the following:

*Definition of "Active" Customers & Distributors

- Distributor — someone who DOES have a distributor agreement in place
 - Customer — someone who DOESN'T have a distributor agreement in place
 - "Active" means each Customer and Distributor must have made a product purchase during the last 6 months
- Active customer and distributor counts are limited to those in the U.S. and Canada.

In order to protect the integrity of the CCR Program for all participants, *DSN* reserves the right to suspend or discontinue CCR Program recognition of any company undergoing published legal actions or regulatory disputes (including any settlements of such).

4. Customer-to-Distributor Ratio Recognized Categories

- Gold Status — 5 to 1 or more
- Platinum Status — 10 to 1 or more

5. Benefits of Receiving *DSN* Customer Centric Recognition

From a Company Perspective

- Third-party validation of the company's solid and sustainable business model
- CCR Program recognized companies will receive a *DSN* seal to use on their website and marketing materials for a full year to proudly show you are a customer-first company (An optional physical award is available)
- *DSN* will work with the CCR recognized companies and facilitate networking and sharing opportunities via virtual and live events.

From An Industry Perspective

- Focusing our recognition on how many actual customers companies have will be a positive boost to the industry and provide goodwill to others that our channel is becoming more and more customer-focused.

6. How to Enter Your Company

Applicants must certify that they have a minimum of 1 year in business and \$5 million in annual revenue.

Application Fee: \$995 USD

Submission is easy:

- Answer a few questions about your customers and distributors
- Have a C-Suite level executive (or consulting, accounting firm) sign and certify the information
- Send the completed PDF to editor@directsellingnews.com.

Please complete this form and email to editor@directsellingnews.com.

PART 1: COMPANY INFORMATION

Name of direct selling company: *(Please use name under which the company does business.)*

CEO Name: _____

CEO/Authorized C-Suite Executive Signature:

Print name and title if not CEO:

Date:

PART 2: CUSTOMER-to-DISTRIBUTOR CRITERIA

Please indicate the following information to be considered for the *DSN* CCR Program:

***Definition of "Active" Customers & Distributors**

- **Distributor** — someone who **DOES** have a distributor agreement in place
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- **"Active"** means each Customer and Distributor must have made a product purchase **during the last six months**

Your active *Customer-to-Distributor ratio: _____

PART 3: CUSTOMER CENTRIC EXPERIENCE QUESTIONNAIRE

(This portion can be filled out by any company employee.)

Name: _____

Title: _____

We would love to get to know a little about your customer experience efforts. Please provide a written answer or provide a link to the information on your website.

Answers to these questions can be sent via email to editor@directsellingnews.com.

- Are your promotions/incentives tied to customer acquisition? If so, please explain.

- What customer loyalty programs do you have? Please explain.

- If you have a 100% money back guarantee policy, please tell us about it or provide a link.

PART 4: APPLICATION INFORMATION

The *DSN* Customer Centric Recognition (CCR) Program is an ongoing program.

Companies that have completed the application and met the criteria will be announced and recognized on the *DSN* website and in the monthly print publication for one year from the application approval.

Companies can resubmit their application for renewal on an annual basis.

Each recognized company will receive the *DSN* CCR Program Seal for their use.

APPLICATION FEE: \$995 USD

PAYMENT METHOD

- Upon application submission to *DSN* editor – an invoice will be sent from AR@successpartners.com
- The invoice will have a direct link which is payable via ACH debit or credit card.
- A receipt will be sent to the email address provided.

Direct Selling News reserves the right to request further documentation in addition to this form. Any additional information will be kept confidential and secure, and will never be shared with anyone outside *Direct Selling News*.

WE'RE HERE TO HELP

Please feel free to contact us at editor@directsellingnews.com should you require further assistance.

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