

COMPANY:

Gold Canyon, headquartered in Chandler, AZ, is a direct seller of scents, decor, and home and personal care products. The company's 26,000+ Independent Demonstrators throughout the U.S. and Canada sell the products to customers through home and catalog parties, as well as through personal websites and fundraisers.

"We added over 11,000 Demonstrators this year," says Gold Canyon's President and CEO Curt Waisath. "Our goal is to see that every new Demonstrator hits the ground running with a successful business as quickly as possible."

BUSINESS CHALLENGE:

To create a program where corporate headquarters can enable new recruits to experience early success, and then retain those new Recruits.

BUSINESS SOLUTION:

IMN Party Pulse™ '90 Day New Recruit Program'

OVERWHELMING SUCCESS:

Here is what the findings revealed:

- a) New Demonstrators participating in the Party Pulse '90 Day New Recruit Program' experienced 2.5 times greater commissionable earnings in their first 30 days over those who did not use Party Pulse.
- b) New Demonstrators participating in the Party Pulse '90 day New Recruit Program' continued to experience a sales performance increase of 2X after their first 90 days when compared to those that were not engaged in the program.
- c) Overall program retention for Demonstrators engaged in the New Recruit Program averaged 83% after 90 days.

Gold Canyon believes that its partnership with IMN puts them on the cutting edge of 21st Century communications. Additionally, they understand that technology is a powerful adjunct to communicating effectively and enforce the philosophy with Demonstrators that technology doesn't replace personal interaction, but instead facilitates engagement and fuels their ability to connect with customers and prospects on a more personal level to drive conversion and help them build business fast.

'90 Day New Recruit Program' with IMN Party Pulse™

IMN became Gold Canyon's high-tech, high-touch e-communication partner in January 2007 with the launch of Party Pulse - the direct selling industry's leading e-communication solution.

Party Pulse is an innovative, multimedia capable e-communication solution that Gold Canyon Demonstrators rely on to engage with customers and prospects on a consistent basis. With little to no effort, Demonstrators share the latest offers, incentives and product information in a professional, well-branded e-newsletter enriched with corporate-approved content. Party Pulse also provides Gold Canyon with critical insight into readership interest and behavior, allowing the company to effectively monitor performance and finetune content to drive greater call-to-action.

Beginning in February 2009, every newly recruited Gold Canyon Demonstrator was given immediate access to a select suite of online tools on their first day of joining. The two primary online tools were Demonstrator personal websites and IMN's Party Pulse solution, which includes the *Living Well* e-newsletter and Warm Call™ reports. As these tools have been utilized for years by thousands of Gold Canyon's active Demonstrators with great success; IMN helped Gold Canyon package the solution in a '90 Day New Recruit Program' to ensure new consultants launch their businesses on the path to early success and rapid growth.

With the '90 Day New Recruit Program'?

For new Demonstrators at Gold Canyon, effectively connecting with prospects and staying engaged with customers are keys to jumpstarting a successful direct selling business. IMN's e-communication solution enables Gold Canyon Demonstrators to communicate with their customers and prospects through a professional, personalized, corporate branded and multimedia-rich e-newsletter each month.

The e-newsletter, called *Living Well*, is sent to all customers and prospects on each Demonstrator's "Essentials Online" contact list from her own personal email address. Personalization of content as well as delivery on behalf of every Demonstrator are critical components for building relationships and ensuring higher open and read rates.

Living Well helps each Demonstrator remain connected and reinforces the relationships they've built with the thousands of people who have already purchased products from them. Additionally, the e-newsletter serves as the perfect solution to engage new, qualified prospects who have the greatest potential for conversion.

With the Party Pulse '90 Day New Recruit Program,' new Demonstrators also receive automated Warm Call reports, providing them with instant insight about readership interests. IMN's Warm Call reports track reader interaction within the e-newsletter to reveal which articles, features and promotions most interest their subscribers. This empowers Demonstrators to easily reach out to subscribers with relevant conversation focused on each individual's unique interest, ensuring a high probability of conversion to customer, host or new recruit!