

Choosing the Right MLM Software

With the many choices in MLM software out there already, how do you choose the one that is right for you? It's important not only to find the software that best fits your needs, but the right software company as well.

Pick a reputable vendor.

There are many fly-by-night software companies that make many claims of experience, know how and impressive MLM software features. Unless you are willing to put your business at risk, choose a vendor with a solid reputation. Reputations are built over many years of working with customers, not just selling a software package a few times. While a fresh upstart may not actually be disreputable, the unproven stability of that company could pose a risk to yours.

Check out at least six references, preferably ones found through an independent source. Remember that vendors will be eager to provide only those references sure to provide a glowing review. You might be unpleasantly surprised if you do not contact companies not included in the reference list.

Inspect the MLM software company's office in person.

Your decision should be based on both the MLM software and the vendor's support services. If the vendor is not able to provide acceptable support services, what will you do if the software stops working properly, or you need it tailored to the changing needs of your business?

Ironically the only constant among all MLM companies is that they constantly change. Your MLM software must be able to change with it.

When you're at the vendor's office, meet the vendor's people that will be in charge of your needs. Find out what kind of people they are and how long they have worked for the vendor. Be willing to pay for experience and competence, as this ends up costing far less in the long run.

Small MLM software companies are big risks.

Small software companies, to compete with larger established firms, must offer software at bargain prices. While these low prices may be tempting, this practice often puts them on shaky financial ground during their most critical years.

Companies that are trying to save money by purchasing MLM software from these small software houses sometimes find themselves abandoned when they need assistance. Servicing the needs of one highly successful client can consume virtually all of the resources of a small software company, leaving their other clients out in the cold.

The problem that gives greatest cause for concern is that smaller companies tend to go out of business without warning. The smart money says to stay away from the small vendors and stick to those with staying power and track records.

Buy an MLM software package with built-in versatility.

Many packages are limited to only with those reports they include with the program. Managers must often resort to running large reports to answer small questions or concerns when only a small exception report, called up on demand, is actually necessary. Small exception reports can be reviewed quickly and accurately, making the versatility to create your own reports within the program structure absolutely vital.

Weigh the features.

MLM software is typically designed to handle the specific business issues associated with MLM businesses. Often it has a great deal of difficulty dealing with matters outside the original design. Software cannot be forced to do things it was never designed to do without yielding sub-par results.

The wise computer buyer compares features and capabilities, side by side, of one package to another. Ask the vendor which features they consider to be unique to their package compared to others. Carefully weigh which features are necessary or helpful to your business, and which are merely "eye candy" that serves to make the software look more impressive and thereby justify a higher price.

You are not just buying a computer; you are buying software, expertise, emergency support services, programming services, and starting a long-term business relationship. There is no substitute for careful prior planning.

Consider everything meticulously before choosing your MLM software vendor. Avoid the temptation to penny pinch. Doing so may cripple your chances for success.