

HerbalLife vs. Mela

TOPIC	Melaleuca	Herbalife
Company		
Growth	Consistent Growth	Unknown...said to be Shrinking
Reputation of Company	Excellent	Questionable, Negative
Legal Battles	None	Several law suits
Better Business Bureau	Perfect Rating	Okay
Leadership	Excellent, Reputable, Respected	Extremely Negative Reputation
# of similar types of companies	Very few, if any	Dozens
Awards Received	Several, Prestigious	?????
Fortune 500 Magazine	In it several years in a row	None
Recognition	Frequent	Once in a while
Business Support Line	Yes	No
Quality of Customer Service	Amazing	Average
Training Materials, Business Kit	Phenomenal	Good
Market Saturation	No	Yes
Products		
Getting Started	No Frontloading	Frontloading
Inventory	None	Preferable
Types of Products	Everything!! 6 Categories!	Mainly Weight Loss, Health
Pharmaceutical	Yes	No
Household Cleaning	Yes	No
Non-Toxic Items	Yes	No
Skincare	Yes - World Reknowned	Yes - Unknown Brand
Nutritional Foods	Yes - 15 Different Kinds	Yes - 3 Different Kinds
# of Products	350+	100+
Re-Order Rate	90%	Less than 50%
Product Knowledge	Little	Everything

Required		
Prices	More economical than market	More expensive
Money Back Guarantee - Business	120 Days	NONE
Money Back Guarantee - Products	60-90 Days	30 Days
Target Audience	Everyone	Overweight People
People Using Ebay to Sell	Extremely Rare- (Against Policy)	Extremely Common
Charged for Handling	No	Yes
Products same in Canada?	Yes	No
Stock numbers same in Canada?	Yes	No

Services

Long Distance, Commissionable	Yes	No
Internet	Yes	No
Credit Card	Yes	No
Vehicle Program	Yes	No
Travel Program	Yes	No
Health	Yes	For Distributors Only

Commission

Commission Requirements	Must order \$70 worth of products	Must sell \$2500 to receive overrides
Percentage of Payout	7%	5%
Levels of Payout	7	3
Residual Income	Dependable	Undependable
Compensation Blocking	No	Yes
Bonus Within 6 Months	\$10,600	None
Monthly Bonuses	Incredible!	None
Qualifications/Promotions	Regular, often	Years apart, difficult
Car Program	Yes	No
Income Statistics Sheet	Yes, encouraged to show	No

Ordering

Orders	People order themselves	We must take the order
Collection of Money, CC Processing	None at all	All the time
Paperwork	Minimal	A lot
Online Ordering	Everyone	Distributors Only

Other

Customer Placement	Can place underneath others	Cannot
Incentive for Helping Downline	Huge Rewards	Minimal
Time to Develop Organization	Rapid	Painstakingly Slow
Cost Factor	No new money...switch stores	Must spend new money
Business Overall	Great	Almost like a cult
Kinds of Advertising	Online, Word of Mouth	Illegal, Embarrassing
Time Requirement to Succeed	5-10 hours a week	20+ a week
Fundraising Capacity	Excellent	None, Impossible
Usual Cost to Begin	Under \$100	\$185
Cost to Maintain Business	None to Little	Hundreds of dollars a month
Merchant Account	Do not need	Need
Voicemail System	Do not need	Highly Recommended
Advantage Dollars Earned	10 to 14%	None
Booklets to Send for Recruiting	None	Yes
Decision Packages to Send	None	Two
Other Business Ventures	Yes, doesn't matter	Not allowed
Upline Support	Teamwork, even sidelines	Each man for himself
Customer Service	Company provides	We must provide, extensively
Enrolling Others	Can be done online	Cannot
Attrition	Very low	Very high

Presentations	Done for us	We must do
Training calls	Every day, frequently	Depends on group
Hype	None - Just to facts	Lots of hype
Meetings	Sometimes	Monthly, hyper
Customers	90% are only customers	Most are distributors
Decision Required	Change stores	Change entire lifestyle
BOTTOM LINE	We WIN on 75+ CRITERIA!	WHY would anyone JOIN!?