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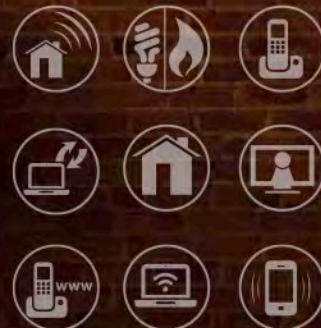
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Direct Selling News[®]

Serving the Direct Selling and Network Marketing Executive Since 2004

Volume 9, Issue 2 • February 2013



ACN co-founders Tony Cupisz, Greg Provenzano, Mike Cupisz and Robert Stevanovski

Photo Credit: © 2012 Dave Moser Photography

20 YEARS OF CORE VALUES DRIVING SUCCESS

by Barbara Seale

Sticking to principles while adapting to rapid change is a real balancing act—one that essential services direct seller ACN has managed expertly for 20 years.

In 1993 ACN's Co-Founders Greg Provenzano, Robert Stevanovski, Mike Cupisz and Tony Cupisz started their company as a long-distance service reseller. Their basic commitment: Put the needs of the company above their own personal needs and always do what's best for the company's independent business owners, or IBOs.

They literally sat down at a desk and recorded the vision they had developed through their combined decades of network marketing experience in two columns on a yellow legal pad. In column one were the best

Company Profile

Founded: 1993

Headquarters: Concord, N.C.

Executives and Co-Founders: President Greg Provenzano, Vice Presidents Mike Cupisz and Tony Cupisz, and Chairman and Vice President Robert Stevanovski

Products: Essential services such as telecommunications and energy



A DIRECT SELLING POWERHOUSE WITH THE SOUL OF A STARTUP

SUCCESS FROM HOME



THE **25**

YEAR-OLD STARTUP
ACN – INSPIRED BY THEIR PAST,
DRIVEN BY THEIR FUTURE

The Power of Women Helping Women

June 2010

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Volume 6, Issue 6 • June 2010



Direct Selling News®

The Top Direct Selling Companies in the World

ACN

Business Is Booming

Louder Isn't Better
Keys to Great Communication
with Your Field

DirectSellingNews.com

Darren Hardy: Don't Complicate Success

SUCCESS FROM HOME

FROM THE PUBLISHER OF SUCCESS MAGAZINE

ESCAPE THE ORDINARY WITH ACN

will play for food
Foundation.org

Helping end childhood hunger right here at home.

ACN's Co-Founders photographed at Donald J. Trump's Mar-a-Lago Club

THE POWER ISSUE FORTUNE

August 11, 2003

Corporate America's New Sales Force

Despite the sputtering economy, independent contractors are reenergizing the U.S. retail industry through the art of direct selling.

Presented by
ACNI

Robert Smith Age, Art Emery of **Independent Contractors**. After centuries of traditional marketing, today's customers expect the immediate demands of national retail branding. Those are just some of the attributes of direct sales companies, which rely on independent distributors to help promote their brands to long-term service clients.

Call it the age of direct selling. With its emphasis on personal, one-on-one interactions between distributor and customer, convenience and a high degree of consumer education, the industry may be tailor-made for today's consumer - and

company. The result: The industry, worth U.S. sales of \$28.7 billion in 2002, up 7.5% from the year before, has become a magnet for both corporate benefits buyers by its emphasis and sharing of entrepreneurial passion by the lower end of income tiers. At the same time, the industry continues to offer a unique blend of empowerment and inspiration for the 46 million distributors operating around the world. Says Paul Chen, president of the Direct Selling Association (DSA), "The industry has come of age."

The Industry's Lure

What exactly are the benefits of direct selling? For one thing, it's cheap to enter. Distributors, who go by range of their dependency on the company, are independent systems consulting business agents to customers' needs, all

overhead is minimal. Plus, there are no rentals or royalties to contend with. "My friend Wynne, executive professor of marketing at San Diego State University, 'The result is a lower cost to acquire business."

Direct Selling Industry Revenue - 1999-2002

2002	\$28.7 billion
2001	\$26.8 billion
2000	\$25.2 billion
1999	\$24.8 billion

They're more, companies don need big advertising budgets to push products and build a brand; instead they rely on the power of persuasion of thousands of distributors dealing directly with potential customers.

Customer Loyalty

Ultimately, distributors are able to provide the kind of personal, genuine relationships with customers that most retailers would kill for. The result is a kind of mass customization, as companies are able to offer their messages down to the level of the individual consumer. In some cases companies are using technology to further adjust their process. What's more, thanks to the strength of their relationships, customers stick around.

Customers of ACNI say 20% to 30% longer than those of competitors, according to Proforma. "We have customers for more than because of these relationships," he says. "That's why I've helped four companies grow: revenues for our year were \$200 million, up 31%, and the past American exports revenues to increase over \$400 million."

These core advantages also provide an immediate independent mechanism for feedback, a grassroots effort to help solve for distribution (customer success, sponsor or event, and - success - and acting on them.

Selling Through the Ages...

The history of direct selling is as old as civilization itself. As early as 2000 B.C., the Code of Hammurabi, a precursor of Babylon law, prohibited the practice of the Babylon direct sales, which was then referred to as "trickery." In the 16th century A.D., the industry flourished in Geneva as the urban population opened a new class of retailers. Later on, during the Middle Ages, the direct seller contributed to the growth of trade. The concept was brought to the shores of America when "Yankee Peddler" stepped out to the shores of the Midwest and the Canadian territory in the north. The selling tradition continued to thrive in the 19th and 20th centuries in the U.S. as individuals from all walks of the entered the industry to improve their quality of life, facilitate social contact, and sell the products they loved. Today, at the dawn of the 21st century, the growth of the multi-billion-dollar industry is being spurred by the Internet and other revolutionary technologies.

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FORTUNE

The Direct Selling Phenomenon

The industry is exploding in the U.S. and in every nook and cranny of the globe as companies recognize the value of interpersonal marketing.



Reprinted from the August 9, 2004 issue of FORTUNE.

It's not every day an industry with such a small pool, nearly cash flow, attention on needed capital, and long-term growth is the global equivalent of the direct selling industry. In which independent contractors sell products and services directly to customers, away from a fixed retail location. And it's hard to quantify just about anything you see might be, but people had jobs to fill. Marketing's sweet-talking ilk.

Three years ago Debbie Davis of Detroit, MI became an Independent Representative for ACN. One of her objectives was to make enough money to build her dream house. She and her husband began construction on their luxury home three months ago.

Another emotion is the sheer size of the direct-selling distribution channel. It is huge when you consider that the industry's foundation—an array of highly motivated independent contractors, often called consultants or distributors—now a legion of 40 million individuals globally according to the Direct Selling Association (DSA). The trade association that represents the direct selling industry, whose name should continue to grow significant, since DSA's sales should reach 175,000 million in the U.S. and 425,000 million worldwide.

Direct Selling Industry Is Exploding

- 49 million distributors globally
- 175,000 new distributors in the U.S. weekly & 175,000 globally
- \$150 billion in sales worldwide
- \$11.6 billion in sales: America
- \$88.4 billion overseas
- Growth over next 10 years expected to be higher than rates prior 10 years

Cross-Cultural Challenges

According to independent experts, success in direct selling is a cross-cultural phenomenon. It's not just about the product or service, but the way you sell it. The success of direct selling is a function of the way you sell it. The success of direct selling is a function of the way you sell it. The success of direct selling is a function of the way you sell it.

The core structure of a direct-selling organization is a network of independent distributors in the U.S. and abroad. For one thing, the distribution generally isn't in customers' homes, competitors don't depend out of regional store fronts. It's not just that you don't pay your distributors, and they're already making a lot of money. It's that you're not competing for their business. They're not competing for their business. They're not competing for their business.

A Model of Success

There's an even playing field. You can't have a field where some are better than others. You can't have a field where some are better than others. You can't have a field where some are better than others.

There's an even playing field. You can't have a field where some are better than others. You can't have a field where some are better than others. You can't have a field where some are better than others.

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Direct Selling Potential

After years of skepticism, the investment community is finally waking up to the reality of direct selling as a good investment opportunity.

ACN is a leading direct selling company. It's a leading direct selling company. It's a leading direct selling company. It's a leading direct selling company. It's a leading direct selling company.

An Empowered Corps of Stars

There's an even playing field. You can't have a field where some are better than others. You can't have a field where some are better than others. You can't have a field where some are better than others.

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HOUSE OF BUSINESS

THE MAGAZINE FOR THE NEW HOME HEADQUARTERS

PREMIER ISSUE / AUGUST 2000



Working from their homes, team sells business for \$45 million after 2 years

www.houseofbusinessdirect.com



Overseeing rapid growth



\$6 million home business



Flourishing on the Web



A CEO's home-grown vision

Connected @ Home

Entrepreneurs

Executives

Professionals

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VIDEOCONFERENCING: Powerful tool to boost profits

HOME OFFICES FOR ALL: Harry Dent views the future

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- LES PLANS DE RÉMUNÉRATION EN VENTE DIRECTE OU EN MARKETING DE RÉSEAU

SOLO

DEVENIR SON PROPRE PATRON (2ième partie)

The logo for ACN, featuring the letters 'ACN' in a bold, blue, sans-serif font. A yellow sunburst graphic is positioned behind the letter 'A'.

LA PLUS IMPORTANTE SOCIÉTÉ DE VENTE DIRECTE DE SERVICES DE TÉLÉCOMMUNICATIONS AU MONDE

Juin • Juillet 2007

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The political climate can impact your exports

Greg Provenzano,
President of ACN Inc.



Tapping the network

How the founders of ACN Inc. built a \$500 million company by using a business-unusual approach to selling services direct

A Special Reprint of a USA Today Supplement by Direct Selling News

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IN
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**Why
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Residual Income:
The Better Way
to Earn



THE REINVENTION *of* ACN

Meet the Men Behind the Vision

*The Art of
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**Why It's Essential
for Growing
Business**



VOLUME 6 • ISSUE 8 • AUGUST 2010

SUCCESS FROM HOME

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As advertised in USA TODAY

NEWSPAPER



An Industry-Wide Explosion:

- ⊗ Approximately 75% of people have purchased products or services via direct selling
- ⊗ More than \$30 billion in products and services are sold through direct selling each year
- ⊗ More than 13.3 million direct sellers in the United States alone and more than 54 million direct sellers globally

-The Direct Selling Association-

Excerpt from Direct Selling Association Special Advertising Feature appearing in USA TODAY, September 16, 2005

Consumers Seeking Service, Selection Turn to Direct Selling

www.acninc.com

Companies offering everything from pet products and golf clubs, to gourmet foods and high-end fashions are finding that appealing to today's consumers requires something more than an attractive shelf display - and they're turning to direct selling to fill the bill.

Consumers are responding in droves - more than \$30 billion in products and services are sold through direct selling each year.

With more than 13.3 million direct sellers in the United States alone, it's not hard to find someone in every community who's selling a product or service that meets each consumer's needs. In fact, in the past five years, the astounding growth of direct selling has been fueled, in part, by the many new products and services being sold this way.

In fact, direct selling has stood the test of time because it evolves with the consumer and the marketplace. With its earliest American roots dating back to the days of the pioneer, and the more modern home party finding its birth in the 1950s, direct selling is more than a phenomenon - it reflects current social trends and consumer attitudes as no other method of shopping can. As such, it's one of the most flexible buying opportunities available, and often a trend leader.

And it's not just tangible products that are finding an outlet via direct selling.

Last year, when Rod Erickson decided it was time to reevaluate his phone and internet service options, he didn't call his local phone or cable company. Instead, he called Spencer Humm, an Independent Representative with ACN, Inc., a telecommunications company offering a menu of phone, internet and utility services. What could ACN offer Erickson that local services could not?

"Personal service, a representative who knows and understands my needs, and whom I trust, because he's a friend of mine," says Erickson. Erickson was attracted by the fact that the services were sold by someone who is also a customer of the company and is trained to provide personalized, one-on-one service to customers.

Today's consumers demand more and more of companies in order to earn their business. Direct selling companies often find it easiest to adapt

because they get reliable consumer feedback directly from their representatives in the field - access companies rely on to keep products updated and relevant to today's buyers.

Consumers benefit from this close connection because it allows companies to react more swiftly to changes in the marketplace. As a result, direct selling customers have fresh alternatives that keep them coming back for more. Competition for buyer loyalty is stiff - and many well-known manufacturers and retailers are finding direct selling a solid way to reach new markets. Savvy consumers are even discovering direct selling as a way to purchase products and services they love at a discount - with savings on products they use every day.

As consumers look for a shopping experience that meets their personal preferences and demands for quality products at a reasonable price - all with service and a smile - there's little doubt that direct selling offers all these things and more.

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- More than \$30 billion in products and services are sold through direct selling each year
- More than 13.5 million direct sellers in the United States alone and more than 54 million direct sellers globally

- The Direct Selling Association



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'Total Trust'

A unique business model allows ACN Inc. to adapt to telecom trends.

28

Setting the Standard

How strategic relationships help SEMA Construction attain schedule and budget goals.

PLUS

What does it take to become a great business?

Excerpts from a supplement to *The Wall Street Journal* by *Direct Selling News* for ACN.

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In 2010, direct selling companies generated over \$125 billion in revenue in 150 countries through more than 75 million men and women who are changing lives serving others. **This is the story of direct selling.**


ACN ranked #20 on the *DSN Global 100 Listing of Top Direct Selling Companies in the World*

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John Maxwell: Develop Leadership Daily—Not in a Day

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Industry with Heart: ACN—Putting Families First

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