

# The Critics of Our Days

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Life can be a grind even for the most gifted and blessed of individuals. In a world of high speed decision making and thin skinned, stressed, and overworked people disputes and confrontation are unfortunately unavoidable. I doubt there is anyone of us who have strived to make a better life for ourselves who hasn't overstated the positives and understated the negatives in most every situation where making the sale was to our financial gain.

It begs the question for companies who employ sales staff at what point fixed compensation combined with commission is productive as compared to the potential for misrepresentation by insinuation. The pressure to earn a living in the world of commissions can be sometimes more than an individual can handle. A livable salary that can be supplemented through a good and consistent effort may lack the intensity some managers perceive is needed, but will no doubt be offset by good will and happy customers.

The strange part is the commission approach requires more training because of the very nature of the potential for problems, yet it has been my experience that just the opposite is true. The commission guy wants to get out there to show what he can do, while the salaried individual is more prone to accept more training in preparation for a career.

Businesses need only look at their turnover rate to see the fallacy of their commitment to a commission approach like in Real Estate and Insurance for example. The high attrition rates of these industries could be lessened with appropriate compensation if the real desire of the operation is to build professionalism and longevity into their organizations.

The home based business industry suffers greatly from this high percentage of incompetence and rush to profit by people unprepared for the rigors of the world of straight commission. The MLM industry in particular is over populated with people attempting to earn a living through the recruitment angle rather than product knowledge and professionalism. Everyone has an angle that ultimately leads to rapid discouragement and a public left with a collective bad taste for an industry that seems unwilling to police itself of greed and misrepresentations.

The average MLM has a short life indeed. Why? People do not enjoy the sales process. They are fearful of the initial rejection associated with contacting friends and relatives with the idea "de jour". The larger established MLM's who came up the old way rather than the Internet rocket ships have suffered the ebbs and flows of success in inverse proportion to the economy. In desperate times people view the MLM route as a possible quick solution to the mounting bills.

The rare individual indeed will achieve startling results in one of these business schemes. The cost is high in time and money if you wish to make it, much of it in unseen expenses never discussed in the proposal phase. A worthy product will make it in a traditional venue, but MLM can make a temporary super star of a marginal product because it moves on greed not quality. This does not mean that most products available from MLM's are not quality because that would not be true. What is true is the for the most part, your average MLM participant wouldn't really know because they are looking at body count.

If MLM is your chosen route good luck. Some do make it, but watch the debt and by all means don't announce to all your friends and relatives your going to be rich. Just go do it if you're capable and be quiet. Let your work speak for you. One tip however, keep your expectations low and let your surprises be up. It wouldn't hurt to set a reasonable time limit for your efforts, not to mention a level of debt your willing to assume.

Just my opinion, but that makes me a critic doesn't it, so I guess I'm the enemy.

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