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IOSS Guide To MLM Business Plans

#9 Stair Step Break Away MLM Plan



The name Stair Step Breakaway is derived from the concept that distributors climb the ladder of success and when they reach a certain level they are allowed to break away from their upline distributors and run their organisation independently. As distributors break away from their upline this allows them to earn a greater commission.

The Stair Step Breakaway Plan shares a number of similarities with the Unilevel Plan in that each distributor is only allowed to sponsor one level of distributors (frontline). Whilst there is no limit to the width (number of frontline distributors) in which you can sponsor, the stair step breakaway plan offers limited incentive for teamwork within your organisation and the competition between crossline distributors can make it difficult to recruit close friends and family into this structure.



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As with all network marketing companies, the main goal for each business associate is to distribute the parent company's products. This is best achieved in the stair step break away plan by recruiting as many frontline distributors as you can, who personally consume and /or sell your company's product and then encourage them to do the same.

"Stair step" an affiliate can only attract on one stage in an endless size but a restricted level as per the organization's pay out and how they want to pay it. It's a little confusing, but it is typical. In this strategy the affiliate income will be getting more and more as per the performance for group revenue. When a certain stage is contacted the group will be cracked away from the attract therefore the income will be improved. However, associates in the group, along with their front side wrinkles can generate the right to crack away from your group, and then the affiliate no more receive money the same commission payment rate from revenue of that breakaway device. But they do still generate a lesser % commission payment rate from each of a lot more breakaway systems organization over time. While comparing to other MLM Plans, this MLM strategy needs much better performance to be successful, so it tends to have more suppliers losing out of the system than other kinds of multilevel promotion settlement programs. Each of the breakaway in organization is called as generation. In the case of stair-Step Plan, Once you have broken, the volume that your upline received from you will no longer flow. While considering your upline, your break away will be like losing a customer.

In general, this plan is most suited to those distributors who are confident in their ability to recruit new distributors and have good management skills. For those looking at this compensation plan for the first time, one thing to consider is that you may experience a lack of support from your upline distributors once you are established and that you will be working in competition with other crossline distributors. Whilst the potential commissions can be very rewarding with this compensation structure, the Binary Plan and the Matrix Plan are generally considered more friendly and supportive for newcomers.

In years gone by, some companies who used the Stair Step Breakaway gave the industry a bad name. In these particular companies the group sales volume (PGSV) were set at unrealistic targets, where new distributors were encouraged to purchase extra product to assist their upline to earn a commission. Consequently, a lot of distributors ended up being stuck with stock they could not sell. High hopes were drummed into some of the distributors that led them into financial trouble. Fortunately, to our knowledge, this rarely happens today. If it does, we suggest you try a new strategy.

Without being biased, the Stair Step Breakaway Plan does have a number of advantages. It has a good track record, which makes it attractive to new companies



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looking for a proven business model. In particular, the Stair Step Breakaway Plan works in favour for those distributors that have good selling or recruiting skills. Some might argue that this compensation plan is more suited to the full timers, however recent advancements in the industry, particularly the internet, can make it just as friendly to the part-time distributors.

Although the compensation plan should always be considered when joining a network marketing company, we strongly recommend that you also consider the products, the practicality of the business model and whether the company has a proven track record before making your final decision.

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