

# **Rallyware**

Field Performance Enablement  
for Direct Selling Excellence



**DSA Partnership Award Application 2022**

## Rallyware – Strong Partnership in Uncertain Times

Rallyware was created in 2012, out of the democratic promise of the Arab Spring. Rallyware's founders looked at the horizontal technology of social media, how it enabled new beginnings for democracy in public life, and wondered how they could apply such technology to make private industry more collaborative and efficient in enabling distributed individuals to act upon common goals.

The result, developed over several years, has been Rallyware's industry-leading performance enablement platform – now a key partner for direct selling companies. Combining learning and development, incentives and recognition, social and communication tools, Rallyware makes it so that each direct selling distributor receives the perfect business opportunity at the exactly opportune moment. Rallyware shows distributors what to do and when and how to accomplish it – from initial onboarding to learning activities, necessary direct selling tasks, and beyond.

Yet Rallyware is not only a technology platform, but a knowledge and business partner enabling 30% of the top direct selling brands. Rallyware's cumulative expertise, experience, and data-based insights serve as a key foundation for Rallyware's partnership with direct selling companies. From helping companies design branded lessons to onboarding programs and engagement campaigns, Rallyware does not merely say, "Here, take this technology," but rather, "Let us help you, and your distributors, win."

Direct selling has entered an uncertain period. In 2020, while the number of salespeople grew over three million to an estimated 24,058,000, revenue actually dropped \$1 billion to \$179 billion. In other words, as the number of salespeople increased due to the pandemic, sales themselves slowed: the pandemic depressed buying, and major gig work platforms like Uber and Lyft shaved off more revenue from the industry.

Rallyware's clients have dealt with this problem in manifold ways, using the methods particular to their products, workforces, and business practices. Yet in Rallyware, each client possesses a dynamic problem-solving engine, making it easier for new users to get engaged and for engaged users to stay on board. As a core partner, Rallyware guides our clients in making the most of their performance enablement platform, using our historical data and time-tested expertise to shape their results.

Here are three examples of how Rallyware's agile clients have, over time, used Rallyware to create a more active, engaged, high-volume distributor workforce. The manifold use cases and real-life applications of Rallyware underline the platform's breadth for direct selling, able to shape itself to any KPIs.

The results serve as lessons for how direct selling can command market dominance in the post-pandemic economy and beyond – and as demonstrations of Rallyware's good citizenship and dynamic partnership in the industry.



Website

[rallyware.com](https://rallyware.com)

Sales inquiries

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Phone

(877) 858-8857



Industry: Direct Selling  
Engagement / Learning /  
Sustainability



## The Results

2x

more sales for  
Rallyware users



When **Senegence** began their search for a distributor platform, they sought a one-stop shop for their sales affiliates' most critical growth-related requirements. These included onboarding, speed-to-sales after initial intake, and grasping the general framework of direct selling and how to go about it.

In other words, what they sought was an end-to-end platform to drive productivity while helping their workforce sell Senegence's makeup products profitably year-round. Their core KPIs were simple: they wanted their distributors to reach "actively selling" status within the first ten days post-enrollment. Secondly, they were looking for a higher average order volume (AOV) per distributor, along with a shorter period of time between enrollment and the placement of their first order with the company. Often new distributors came onboard and, while they might have all the materials they needed, they would feel overloaded with onboarding, training, getting a sense of their team members, and so forth.

"The nice thing about Rallyware is that it's a layered process," says Karen Goodman, Sr. Vice President of Development at Senegence. "It has gamification, so distributors don't have to eat the elephant in one bite. You get them welcomed, do intake, here's how you place your first order – they get information as they need it. That keeps selling fun and engaging and makes it less scary."

While deciding on a distributor platform, Rallyware's gamification tools impressed Senegence leadership. Though other platforms had forms of gamification available, Rallyware's incentives and recognition system stood out for its intuitive and fun-to-use nature. In addition to the analytics and KPI measurement and tracking technology, Senegence's corporate managers appreciated that Rallyware welcomed users and grew alongside them. Rather than overwhelming distributors, Rallyware's suite adapted to the distributor's use style, behavior, and performance so far, showing them what they needed to see based on these dynamics.

**Results have been exceptional. Distributor retention has improved. After 90 days since enrollment, active Rallyware users are twice as likely to continue having sales as non-active users. All in all, Senegence is hitting their desired KPIs and then some.**

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## Karen Goodman

Sr. Vice President of Development, Sengence

*“The nice thing about Rallyware is that it’s a layered process, it has gamification, so distributors don’t have to eat the elephant in one bite. You get them welcomed, do intake, here’s how you place your first order – they get information as they need it. That keeps selling fun and engaging and makes it less scary.”*

*“I’ve been very happy. I have no hesitation when I talk to the field about utilizing the platform and what it’ll do for their business, Rallyware has helped us become a leader in digital transformation. We’re looking forward to what Rallyware will bring to the table as we enter more deeply into the metaverse.”*

Sengence has done an excellent and imaginative job continually engaging and reengaging their distributors. The company uses monthly analytics to determine where their trainings should move next – what might need to be reinforced or freshened up. Senegence constantly adds new content to Rallyware’s platform, so that both new and veteran distributors always have an exciting reason to return and reengage.

“After distributor acquisition, as a new distributor, I’m not afraid to sponsor someone,” Ms. Goodman explains. “All I have to know is to point my new team members to Rallyware, it’ll do the work for me. Rallyware helps with acquisition, onboarding, continuing ed. It brings everything to life – acquisition, activity, retention. Those are everyone’s main KPIs, other than revenue. If those three things are in order, revenue follows.”

As she looks into the future, Ms. Goodman sees a bright horizon for Sengence’s partnership with Rallyware. “I’ve been very happy. I have no hesitation when I talk to the field about utilizing the platform and what it’ll do for their business,” she concludes. “Rallyware has helped us become a leader in digital transformation. We’re looking forward to what Rallyware will bring to the table as we enter more deeply into the metaverse.”



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# AVON

Industry: Direct Selling

Solution: Onboarding /  
Training / Engagement



## The Results

# 23.4x

ROI generated upon the  
Rallyware performance  
enablement platform  
implementation

# 124%

higher number of orders  
for those who  
completed the program

# 88%

more sales made during  
their first 60 days for  
those who completed  
the program

The Avon Company's Representatives dive headfirst into Rallyware, reveling in the easy training, swift onboarding, and the bevy of helpful information. Rallyware's platform guides them as they get accustomed to the direct selling lifestyle, personalizing each business activity, insight, and task as they move through their unique growth journey toward their ideal level of success.

Rallyware's software supports The Avon Company's "Avon U" learning platform, a transformational training, onboarding, and education platform for Avon Representatives. Avon U's business lessons help representatives accustom themselves to the sales process, giving them branding aids, campaign tips, and entrepreneurial knowledge items at the very moment these will be the most meaningful. This learning experience is equally universal and specific – available to every team member but individualized for each person's immediate needs and goals.

As a result, Representatives – and their Mentors and teams – are well prepared to start selling, and able to return to the system at any moment to retrain or discover new knowledge. Avon U administrators can easily add new widgets to promote new training, reengage, or offer incentives.

In particular, Avon U administrators love how easy it is to design and customize Avon U for Representatives, seamlessly selecting specific learner groups and determining the lessons they need to become the best sales affiliates imaginable. Administrators find it simple to create new lesson content and implement it in Avon U for the right groups – overall, an easily customizable platform that helps them reach and blow past their KPIs. The results have included **124% higher orders for those who completed their assigned program; 88% more sales made during the first 60 days for those who completed the program; and a year 1 ROI of 23.4x generated following the implementation of Rallyware's platform.**



**Industry:** Direct Selling  
**Engagement / Learning /**  
**Sustainability**



## **Kimberly Harris Bliton**

Sr. Director of Academic  
Initiatives, DSEF

*“Rallyware is an incomparable partner for direct selling, their platform is not only a fantastic resource for us to get our fellows onboarded fast and engaged with the fellowship – they are partners in determining how best to make direct selling relevant now and into the next decade, how to make direct selling look and feel as modern, digital, and ‘right-now’ as possible.”*

DSEF’s exciting and innovative fellowship program enables academic fellows to educate and inspire their learning communities about direct selling. It helps to raise the profile of direct selling in the knowledge-based academic networks of America – a signally important message.

When DSEF came to Rallyware in 2019, they needed a platform to help onboard and engage their fellows, as well as for fellows to apply – essentially, an “everything in one” package. Prior to their adoption of Rallyware, the DSEF fellows had a diffuse onboarding process, and their tasks to complete to maximize their fellowship opportunity were not centralized in one focused platform.

Rallyware has helped DSEF solve these problems. DSEF fellows can get onboarded quickly using the task flow that DSEF admins have built using Rallyware – usually accessed via a mobile app, called “DSEFFellows.”

Using the DSEFFellows app, applicants can fill in their application forms and submit them in-app. Likewise, the administrative review process, from the notification of a new applicant to final decision-making, also occurs through the app, rendering the whole process better structured and more organized for both applicants and administrators.

Once fellows have been accepted, Rallyware helps them onboard, enabling them to upload their information and connect to relevant communities with ease. After onboarding, Rallyware helps stimulate fellows’ participation in their fellowship, continually presenting them with new tasks to complete and showing how they have progressed toward these tasks’ completion.

**With Rallyware, DSEF fellows get the most value possible out of the unique experience of their fellowship – all from one intuitive app, in one centralized location, without needing to flip back and forth between multiple applications. Yet Rallyware is not only a technological platform. Rallyware’s leaders are knowledge partners, experts in digital transformation. Rallyware’s thorough understanding of how users respond to apps has helped DSEF design, test, and implement the best-possible digital fellowship experience for their fellows.**



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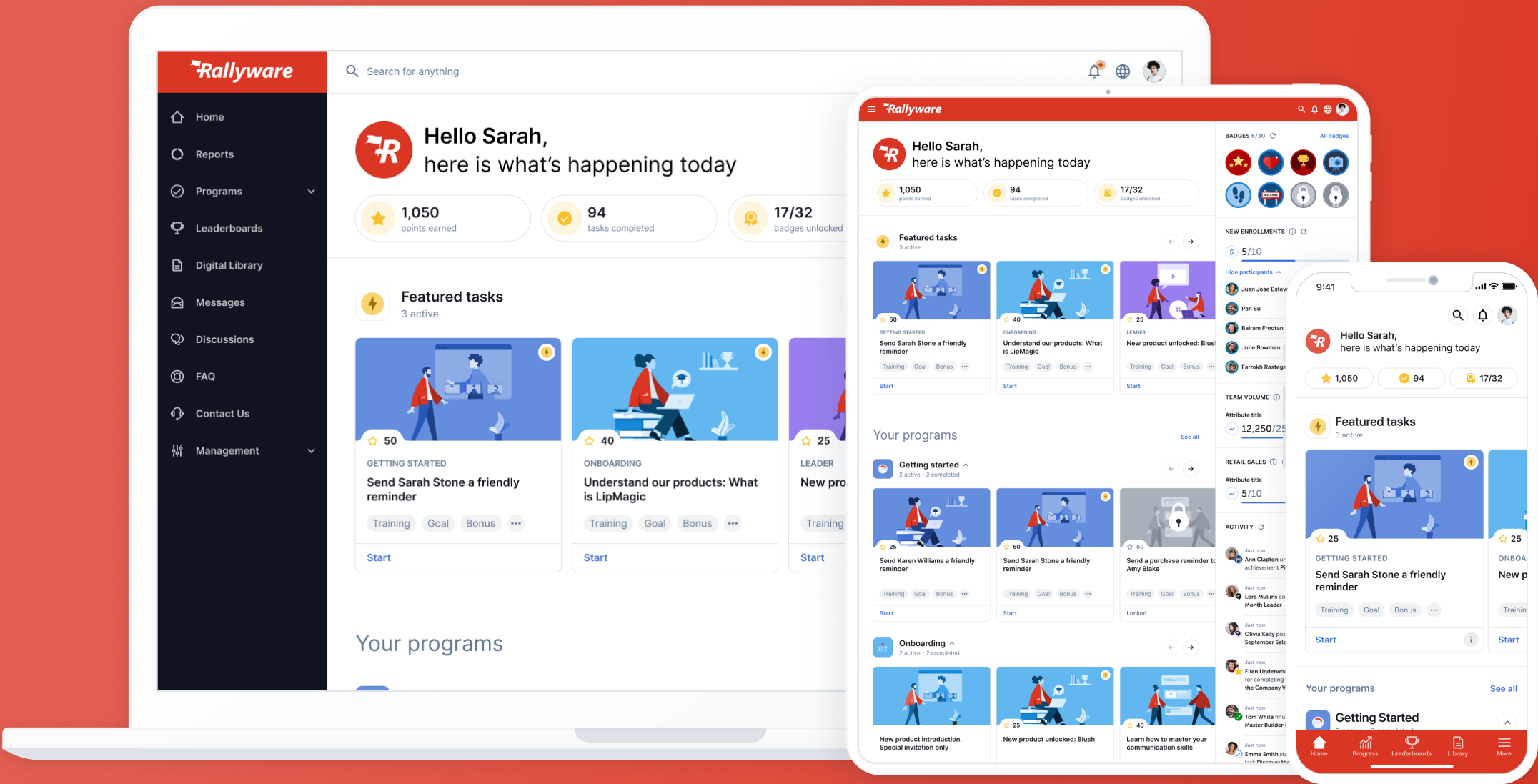
# Conclusion

At a time when engagement for many has plateaued, Rallyware’s clients are discovering innovative ways to run up the numbers on distributor enthusiasm, rep retention, and sales volume.

Relevant, branded sales aids and gamification makes sales reps (and DSEF fellows) want to not only complete onboarding but stay abreast of future educational content. The more engaged distributors are, numbers show, the higher their sales grow, and the higher the chance is that they will stay actively selling.

The DSA is a fiercely important advocate and knowledge center for direct selling. In unifying learning and enablement for the distributed workforce, Rallyware keeps direct selling companies aligned with core DSA guidelines, ideals, and objectives.

At a time when the mega-platforms of the gig economy are nipping at the heels of direct selling, Rallyware represents a counterforce to this trend – and a major knowledge and business partner for the direct selling community as a whole.



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