



## The Significance of Autoship

About 10 years ago there was a statistical study done on **autoship** programs in network marketing. The bottom line statistics of that study were related to **autoship** and retention rates. What they showed was that about **92% of the people** who signed up on an **autoship** program when they became distributors were still with their company **after 2 years**, still on **autoship**, and roughly **85% of those people were earning regular commission checks**. On the other side of the coin, about **96%** of the people **who did not sign up** on the **autoship** programs when they became distributors **had left their company before the end of the 2-year period**.

To me, this proves the clear and vital advantages to **autoship** programs, both for a company and the distributors, and it also gives me a chance to make some extremely strong points to my prospects:

- 1) If you go on **autoship** when you sign up, then **you'll have an 85% chance of earning regular commission checks within 2 years;**
- 2) If you sign up people in your downline on **autoship**, then **92% of them will stay with you for at least 2 years, and 85% of them will also earn regular commissions, and;**
- 3) If you don't sign up on **autoship** then you have a **96% chance of quitting within 2 years and, therefore, not earning commissions.**

I use these statistics as part of my prospecting and sponsoring strategy, and my core reasoning to prospects is something like this:

**"I can sign you up on autoship and give you a 92% chance to succeed within 2 years, or I can sign you up without autoship and give you a 96% chance to fail within 2 years. It's your choice."**

**Autoship is absolutely critical for your success.** Without it, you are only hoping for residual income.