

## Mobile Technology & Field Retention

*The key to field retention is providing reps with engaging training, tools, and rewards during their first 72 hours. Fragmob reaches new distributors where they already spend their time: on mobile smartphones and in social sharing apps.*

**70-80% of new distributors\* take no action** after joining a direct sales or party plan company.

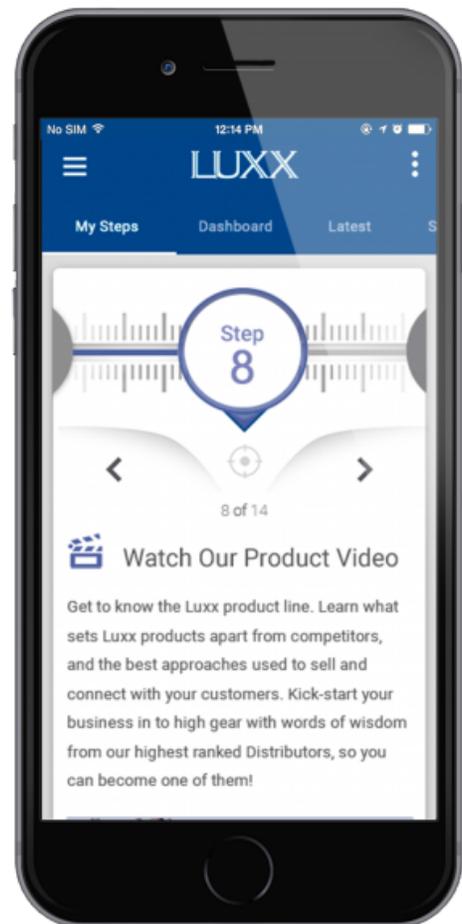
That's an eye-opening statistic. Newly enrolled distributors were highly motivated to engage with your company and sign up – and yet **the majority of them take no action**. Mobile tools and digital training can save these valuable advocates of your brand and products.

### Why do distributors take no action and leave the business?

- 33% of former distributors said they did not make enough money for the effort required.
- 21% of former distributors responded they didn't like selling or were not good at selling.
- 15% of former distributors stated that they left due to insufficient support or training.\*

Among the top motivators for staying in direct selling is the **opportunity to be rewarded for one's efforts**. Direct sellers strongly identify with both tangible and emotional rewards.\*

The **Fragmob Mobile Platform** is specifically designed to transform distributors' phones into a step-by-step training guide and digital reward center, all tailored to your company.

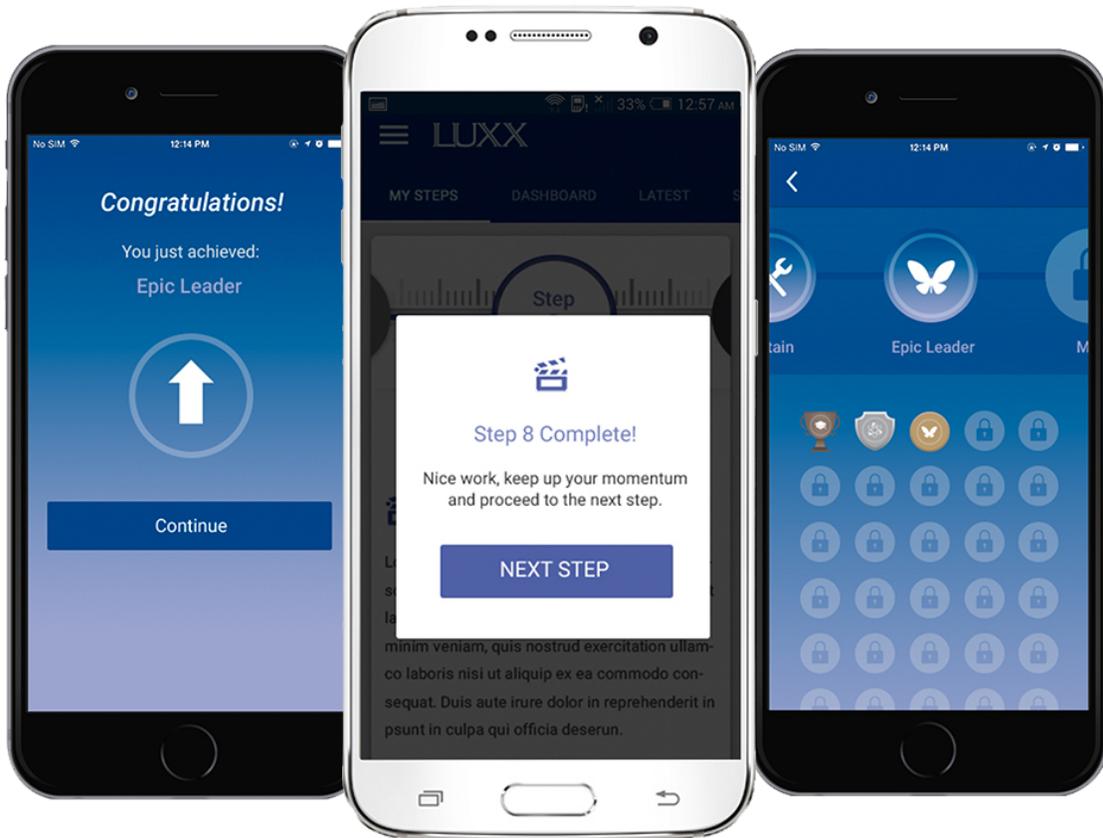


◆ Industry insiders estimate that between 70 and 80 percent of new consultants don't take any action, including placing an order or attending a training, after they join. [\[DSN\]](#) | \* Distributor responses from the [National Salesforce Study](#).

## Instigating Action with the Fragmob Mobile Platform

New distributors deserve clear, step-by-step instructions that propel them to the next milestone. The Fragmob app feature **My Steps** helps distributors progress via a gamified experience.

- Digital mentorship is effective at onboarding and training new sales reps.
- “Take Me There” functionality brings the user to the content or feature they need.
- My Steps instills a sense of confidence and maximizes field engagement, making them more likely to remain active distributors.



Game players exhibit persistence, attention to detail, and problem solving – all behaviors that positively impact direct sellers. When experiencing game design elements, app users activate those positive traits and apply them to selling and recruiting. **Gamification elements in My Steps include Points, Trophies, Quests, and Rank Insignias**, all of which may be tailored to your organization.

*Fragmob has a dedicated **Mobile Adoption Team** to help launch your app. Contact us to discuss strategies for effective mobile adoption and field retention.*