

# Unlocking Success in the North American Direct Selling Industry

There are major opportunities for US direct selling companies looking to expand internationally. Knowing how to get started, which hoops to jump through, how and when to ramp up growth can be tricky to get right.

This factsheet outlines the key stages to help you navigate the complexities and seize these opportunities effectively.



## Stage 1: Initiating International Direct Sales with the NFR Model

Allowing international consumers to purchase products directly from your US website for personal use is a wise first step in expanding into new markets. This approach, known as the “Not for Resale” (NFR) model, ensures that distributors in the new international market cannot resell these products, thereby avoiding the complexities of being considered as doing business in those markets. This approach also enables you to test your products in the new market and establish demand.

### Key Considerations:

- » **Product Use:** Products are strictly for personal use by consumers in the international market.
- » **Shipping:** Fulfillment and shipping are managed from the US to the international market.
- » **Compliance:** Sticking to the NFR model prevents regulatory issues.



## Stage 2: Opening New International Markets for Distribution

When ready to take it to the next level and allow distributors to resell your products in the new international markets, several steps must be taken to comply with local regulations and ensure your business operates legally and efficiently.

### Key Steps:

1. **Business Registration:** Register your business for tax purposes in the new country.
2. **Fiscal Representation:** Establish a fiscal representative locally to handle tax filings and remittances.
3. **Importer Registration:** Obtain an importer number by registering as an importer of record with local customs authorities.
4. **Product Registration:** Ensure compliance with local government regulations, which may include labelling or formulation changes. For example, in Canada, products must be labelled in English and French. In some countries, particular product ingredients may be banned and require the manufacturer to formulate a different batch of products for the new market.
5. **Commission Plan Approval:** Get your commission plan approved by the local competition authorities.
6. **Health Canada Compliance (For Canada):** Obtain a Health Canada Site License for Natural Health Products. Ensure all parties in the supply chain follow Good Manufacturing Practices (GMPs) and Standard Operating Procedures (SOPs).



## Stage 3: Localizing Fulfillment for Enhanced Customer Experience

Moving your fulfillment operations from the US to the new international market can significantly enhance the customer experience by reducing transit times and tailoring to the local market.

### Key Benefits:

- » **Quick Transit:** Faster delivery times by reducing shipping distances.
- » **Optimized Experience:** Improved local customer service and satisfaction.

By following these stages, direct selling companies can effectively navigate the complexities of expanding into new international markets, ensuring compliance and optimal service delivery.

## Landmark Global: Your Partner in International Expansion

Landmark Global provides comprehensive end-to-end logistics services that streamline international shipping and fulfillment, enabling your growth.

### Why Landmark?:

- » **Comprehensive Solutions:** From warehousing and technology integration to cross-border and local delivery, we offer efficiencies that only scale can provide, making our services cost-effective and giving you peace of mind.
- » **In-House Trade Services Team:** Our internal team of dedicated trade experts thrive on pioneering modern trade solutions. They eliminate the usual headaches of cross-border shipping, providing a seamless and reliable experience for you and your customers.
- » **Fulfillment Services:** Landmark Global has facilities all over the world, including key markets in Canada, Australia, Europe, and the UK. Our operations teams take the picking, packing, labeling and customs documentation off your hands completely; allowing you to focus on growing your business and reaching new clients worldwide.
- » **Worldwide Parcel Delivery Network:** Using both air and ground transportation, we connect you seamlessly to our worldwide delivery network of 220 top ecommerce destinations. Powered by our proprietary technology, Mercury, we take care of the whole journey, delivering your brand promise right to your customer's doorstep.
- » **Part of the bpost family:** Being part of a global group means we provide a scalable, reliable service to deliver your growth



If you have a Direct Selling international expansion enquiry, talk to our expert team to get your growth off the ground. Open your world to fast, hassle-free shipping solutions that meet your ambitions.

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