

**MULTI-LEVEL MARKETING STRATEGY AND DEALERS' SATISFACTION OF WHITE GLOW PRODUCTS: BASIS FOR ENHANCING SALES PERFORMANCE****ROMEJAMES Q. AGCO**

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**PHILIPPINES**Email: [ldiaz.wako@yahoo.com.ph](mailto:ldiaz.wako@yahoo.com.ph)**ABSTRACT**

This study aims to determine the effectiveness of the multi-level marketing (MLM) strategy used by White Glow Products and the impact on dealer's satisfaction as basis in enhancing sales performance. It also evaluates the key aspects of MLM strategy's effectiveness in terms of network expansion or recruitment, compensation structure, product accessibility and market appeal, and training and development to all registered dealers of White Glow Products by using descriptive-correlational research design and survey methodology from the sixty (60) dealers. Dealer satisfaction is evaluated based on perceived reciprocity, compensation, company support, recognition, trust and transparency. Findings indicate that the MLM strategy is perceived as highly effective, particularly in recruitment effectiveness and training programs. Likewise, dealers report a high level of satisfaction, particularly with compensation, company support, and recognition. With strong correlation of MLM strategy and dealer satisfaction, it shows the need of having clearer business processes, fair compensation and rewards and ongoing support. These findings reveal useful recommendations to improve MLM structure, maintain dealer retention, and promote long-term business growth.

**Keywords:** Multi-level marketing, dealer satisfaction, sales performance, compensation structure, and business strategy.