

At inCruises<sup>®</sup>, we are often asked how we are different from other Network Marketing companies in the Direct Selling industry. Our answer always is that inCruises was built differently from Day One. While we support all industry professionals, we are not a traditional Network Marketing Company. Let us share some of the important differences with you.

## Multi Level Marketing (MLM)

Company creates/manufactures the product and "hypes" the demand. For example, vitamins, juice products, health shakes or age-defying skin care lotions. Most products require a lengthy explanation or demonstration of why people need the product

#1  
DIFFERENCE

Most products are overpriced in order to pay commissions. For example, beauty and personal care products are one of the top categories in direct selling

#2  
DIFFERENCE

With most Network Marketing opportunities, you can purchase a similar/better product at your neighborhood supermarket or from an online retailer for much less money

#3  
DIFFERENCE

Most Network Marketing companies have complicated products, pricing and compensation plans that make it hard to understand, train and duplicate the sales force. They struggle with retention rates that require its sales force to rebuild every month and make it next to impossible to develop dependable residual income

#4  
DIFFERENCE

Majority of compensation plans are binary and complex. Most companies promote "depth" and "stacking" of the sales force. With a binary, you are paid on the "lesser side"

#5  
DIFFERENCE

## inCruises International

Nothing to hype. Vision/Mission are backed up with results. Strong consumer demand for people to go on cruise vacations. Approximately 32 million people will cruise this year. Up 7 million from 25 million passengers back in 2016. Members do not need to be convinced to take a cruise vacation

Customers save money on every cruise vacation booking. 100% of our Members have saved money when booking a cruise, every time

Our exclusive 2 for 1 Cruise Dollars<sup>®</sup> helps you to save more money on your cruise vacations than anywhere else. Partners earn money when they help Members save money

We have one product, one price and we pay in US Dollars. Simplification = Duplication and Multiplication. At inCruises, our Members love paying their Membership dues. We enjoy some of the highest retention rates in the industry. Subscription-based Membership equals consistent and dependable residual income to our Partner team

Transparent, simple and merit-based compensation plan that is lucrative and promotes building your team "wide" first and then deep

## Multi Level Marketing (MLM)

Risk of "pyramiding" is high with binary compensation programs as you have to "get positioned correctly" and build a "pyramid-like structure" with two sides

**#6**  
DIFFERENCE

Most companies do not support multiple languages on their websites and in their resources.

**#7**  
DIFFERENCE

Most Network Marketing companies limit your ability to grow an international business.

**#8**  
DIFFERENCE

Most Network Marketing companies require you to store/inventory products in your home, garage or closet, and retail the products.

**#9**  
DIFFERENCE

There is a blurred or non-existent line between the salesperson and consumer. Most sales are actually internal consumption by participants. They are the same person in most cases.

**#10**  
DIFFERENCE

## inCruises International

No risk of being a "pyramid" because Partners are not paid any money to enroll. Partners who pay a one time \$195 activation fee. Sponsoring leaders who joined first don't necessarily earn the most income. Members receive measurable value with every Membership dues payment made

InCruises provides the website and resources in all languages and provides translation into a particular language as soon as there are 250+ Partner Members who use that language

You can build a Global business in over 170+ countries. Starting on Day One. We are a "borderless" company

You market an intangible product that is purchased 100% online and consumed in International waters. A "borderless" product that doesn't have an expiration date. Cruise Dollars never expire as long as you remain an active Member

Clear separation between Partners and Members: Most Partners are not Members and Most Members are not Partners. Hundreds of thousands of Members are not Partners

These are just some highlights of how inCruises uses Network Marketing to distribute our exclusive Cruise Membership Club. inCruises has taken out the confusing, often controversial aspects of this exciting industry, and launched a one-of-kind hybrid marketing company that's changing the lives of hundreds of thousands of people all over the world.