



Network Marketing with a Soul

Trailblazer David Nemelka's Vision of the Future

SUMMARY

Engage Global CEO David Nemelka sits at a large desk in his NE corner office in Provo, Utah. Apart from the windows, every inch within this space is filled with photos and curios that are inspiring and symbolic—more reflective of his undergrad minors in Chinese and philosophy than his Wharton MBA. Nemelka intentionally faces his “Wall of Inspiration,” covered with photographs of inspiring faces: Martin Luther King Jr, Gandhi, Desmond Tutu, Rosa Parks and Nelson Mandela.

Like these luminaries, Nemelka is a trailblazer bent on changing the world—in his case, the microcosmic world of network marketing. “I’ve been told that what we’re trying to do is impossible,” he says. “But we’re going to prove that the impossible can be done.”

STORY

Nemelka’s quest started about five years ago, when he set aside a decades-long career in finance and investment banking to be CEO of Engage Global. “When I took over,” he explains, “my great challenge was to create a company that offered an opportunity consistent with the integrity and efficacy of our products.”

To achieve that end, Nemelka knew Engage Global would have to discard the traditional recruiting-based model in favor of a customer-based approach.

CHALLENGE

If there’s one thing Nemelka is unequivocally sure of, it’s the efficacy of the Engage Global product line and the integrity of its Chief Innovator, Dr. Kedar Prasad. To ensure their distributors could attract and retain customers, Nemelka and team priced their scientifically tested and clinically proven product for mass appeal; their main supplement, Micro Daily, costs less than \$2/day.

But “no company is built only on product,” Nemelka clarifies—no matter how effective and appropriately priced. To realize his vision of a customer-based model, he needed a compensation plan equal to the efficacy and integrity of his product.



INDUSTRY
Health, Wellness & Fitness

LOCATION
Provo, Utah

URL
www.shop.microdaily.com

Company Overview

Brings to the industry a formula that focuses on targeting oxidative stress and reducing the amount of free radicals in the body to achieve overall health.

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Four years in the making, the Engage Global compensation plan has a lofty goal: for 100% of their health advocates (HAs) to make money. “We aren’t there yet,” Nemelka admits, but their statistics are nevertheless impressive: Nearly half of Engage Global’s HAs make money within 60 days.

The plan is unique in several ways:

- It’s simple. HAs know at the end of each month exactly what they’ll be paid.
- It rewards HAs for bringing customers—not for recruiting more advocates.
- It rewards HAs 100% commission for each new subscribing customer who makes at least two purchases.
- To incentivize team builders (and influencers), it rewards at higher percentages for increased volume (measured by dollar amount of products sold).

SOLUTION

After test driving two other platforms, Nemelka and Engage Global chose DirectScale.

“DirectScale is the only company that aligns with the values we’re trying to bring to the industry,” Nemelka explains. “That’s why we partnered with DirectScale.”

The most important of these values is a focus on the customer. “We want to deliver a great customer experience,” Nemelka stresses. To do that, the company needed DirectScale for its “seamless integration of distributors, team building, compensation plan, and customer acquisition strategy.”

Additionally, the DirectScale pricing structure is well-suited for small-to-medium-sized companies. The cost of other platforms, Nemelka adds, often proves to be a “barrier to entry” for companies like Engage Global. More important, many of these other platforms are “stuck in the past,” Nemelka says, so “their flexibility and adaptability is really poor.” With DirectScale, in sharp contrast, “our company is more stable and scalable than anything we’ve ever worked with,” Nemelka concludes.

ACTION

Engage Global and DirectScale, Nemelka points out, “are fighting the same headwinds,” referring to the industry’s resistance to the customer-centric focus that Nemelka and DirectScale believe is the industry’s future. Like Engage Global, for companies “trying to lead the new world, DirectScale is the go-to.”

“One of the things I love about DirectScale is that it isn’t trying to be everything.” DirectScale, he explains, offers a powerful database, the means of creating and maintaining unique compensation plans, and a powerful engine. DirectScale, in other words, offers a platform into which companies like Engage Global can plug in “the best of the best to create an overall experience that is seamless and highly integrated.”

RESULT

Nemelka recognizes that because of Engage Global’s pioneering approach to network marketing, success (measured financially) will take time. “We’re like wine,” he says. “We’re going to get better as we age.” And DirectScale? It too, Nemelka shares, is at a point in its evolution where it will “just get better and better and better.”

To Nemelka, Engage Global and DirectScale share a desire to be disrupters of the status quo; “DirectScale is the only company I’ve interacted with on the technology side that shares my vision.” Thinking outside of the proverbial box, the two companies have confidently left the past behind and are climbing together into the future. “We’re trying to change the world,” Nemelka says, “and in DirectScale, we see a partner that can help us do that.”

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Micro Daily EMF

A powerful patent-supported combination of micronutrients that, through extensive research, have been proven to be the most advanced daily supplement available.

