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SUCCESS Partners Hosts Industry Execs at 'The Growth Conference'

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Above photo: SUCCESS Partners Founder & CEO Stuart Johnson welcomes SPU attendees.

“Growth” was the focus of this year’s SUCCESS Partners University (SPU), an annual ideas conference that brings together top direct selling executives from across the globe. On April 23-24, 400-plus attendees gathered in Dallas for the opportunity to collect cutting-edge insights and solutions from their peers within the industry.

Dubbed “The Growth Conference,” the event highlighted companies that are accomplishing extraordinary things through a culture of focus, authenticity and simplicity. More than 25 speakers took the stage in quick succession to share the strategies that have taken their organizations, as CEO Mark Pentecost and the It Works! team say, “to a whole notha level.” Bestselling author and *SUCCESS* magazine Publisher Darren Hardy served as master of ceremonies for the event.

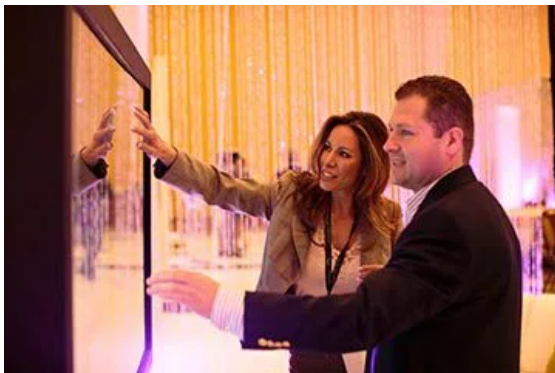
The speakers represented companies of all sizes, marketing a range of products and services. CEO Jeff Olson shared how Nerium has achieved record growth—reporting \$219 million in total revenue in its second year—by focusing on customer acquisition and promoting purpose and meaning over compensation plan and product. Tarl Robinson, CEO of [Plexus Worldwide](http://directsellingnews.com/index.php/view/plexus_worldwide_a_partnership_for_success#.U17OevldVHU) (http://directsellingnews.com/index.php/view/plexus_worldwide_a_partnership_for_success#.U17OevldVHU), endorsed a deliberate focus on fundamentals that has helped his company manage quadrupled growth. Zurvita Founder Mark Jarvis emphasized the importance of having “a simple message everyone can understand.” Zurvita saw exponential growth after streamlining its conglomeration of products and services to a single wellness product line. The line-up also included John Parker, Chief Sales Officer of Amway; Meredith Berkich, President of Viridian Energy; John Addison, Co-CEO of Primerica; Jeff Olson, CEO of Nerium and many more.

Entrepreneur, author and social media guru [Gary Vaynerchuk](http://garyvaynerchuk.com/) (<http://garyvaynerchuk.com/>) took the stage to talk about leveraging emerging technologies to execute a marketing strategy “for the world we live in today.” The amplification of word-of-mouth through social media presents a unique challenge to direct selling companies, which operate through millions of

representatives worldwide. "Today, every single person in the world is a media company," said Vaynerchuk, calling upon the leaders in the room to think of their brand as a media company first, and as a retailer second.

In conjunction with SPU, attendees had the opportunity to attend the *DSN Global 100 Celebration*. The event unveiled the results of research conducted to identify the top 100 companies in the industry globally. The DSN Global 100 (http://directsellingnews.com/index.php/view/2014_dsn_global_100_list#.U17MMPIdVHU) list, which will appear in the June 2014 issue of *Direct Selling News*, profiles these companies and their impact on lives around the world.

Photo Gallery





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