



# Cutting Costs, Showing Value, and Solving the MLM Software Challenge

*A SoulLife and Exigo Case Study*

## EXECUTIVE SUMMARY

SoulLife, co-founded by Jeff Martin and Jordan Fillion, stands as a beacon of integrity and effectiveness in the natural health industry. Much like its founders, the direct selling company embodies a blend of technological acumen and deep-rooted knowledge in natural health. With a focus on delivering tangible results through high-quality products, SoulLife has navigated the complexities of the market by making strategic decisions.

One such decision was **switching to Exigo from a cheaper yet ineffective and ultimately more costly software**. The hidden costs of opting for another limited MLM software for commission, back office, e-commerce, and reporting software were plentiful and created many issues for Martin, Fillion, and their distributors and customers

## THE CHEAPER PLATFORM CHALLENGE: A FOUNDATION BUILT ON SAND

Their initial choice, seemingly budget-friendly, turned out to be a false economy with painful results. Limited features, data deficiencies, and customization road-blocks hampered their growth. **"Leaders were looking for real-time data on their teams, and we didn't have that with our old system,"** lamented Jordan Fillion. Integrating with other applications was a complex and expensive nightmare. Frequent outages caused by software instability meant lost revenue and other limitations hampered growth and frustrated SoulLife leadership and its network of independent consultants.

**Some of the limitations of SoulLife's first low-budget platform were:**

- **Limited Features and Functionality:** Even though the software claimed it had the tools to effectively manage commissions, back-office operations, e-commerce, and reporting, these features lacked depth of functionality.

# SoulLife®

INDUSTRY  
**Wellness Company**

LOCATION  
**Ontario, Canada**

URL  
**<https://www.SoulLife.com/>**

LEADERSHIP  
**Jeff Martin,**  
Co-founder, SoulLife

**Jordan Fillion,**  
Co-founder, SoulLife

## Company Overview

SoulLife is a dramatically different kind of wellness company. A company built on integrity with products designed to deliver real results so you can enjoy a better quality of life.

SoulLife is here to help great people make excellent choices that feel good for the soul.



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- **Data Deficiencies:** Real-time data, crucial for informed decision-making at the company and team level, was unavailable.
- **Customization Roadblocks:** Limited customization options hindered tailoring the platform to SoulLife's specific business needs.
- **Integration Nightmares:** Integrating with desired third-party applications was a complex and expensive process because of ineffective services and their development iterations.
- **Frequent Outages:** Disruptions caused by software instability resulted in lost revenue and frustration.

These led to a lack of trust from the sellers in the field. Field leaders, enthusiastic about SoulLife's vision and products, found themselves unable to efficiently manage their teams or access critical data. **"It was embarrassing showing new prospects the Backoffice from our previous platform. They were disappointed. We were disappointed,"** Fillion said. This hindered SoulLife's ability to attract new experienced consultants and build a strong foundation for growth.

### EXIGO: EMBRACING A SCALABLE SOLUTION

Recognizing these limitations, SoulLife partnered with Exigo. This move, driven by feedback from their field leaders, transformed their operations. **Exigo offered a robust and scalable platform with pre-built features** that saved "time setting up SoulLife's Daily Method Operations (DMOS) such as processing daily Auto Orders and ongoing commissions," explained Jeff Martin. The **open architecture** allowed SoulLife to build a customized ecosystem, **integrating seamlessly with third-party applications**. Real-time data empowered their leaders and minimized downtime, maximizing revenue potential. Some key benefits of switching to Exigo included:

- **Robust and Scalable Platform:** Exigo provided a powerful platform that could adapt to SoulLife's expansion and regulatory needs.
- **Features and DMOs:** Exigo comes with pre-built processes and features that saved time and took little time setting up SoulLife's Daily Method Operations (DMOs) such as processing daily Auto Orders and ongoing commissions.
- **Open Architecture:** The ability to integrate seamlessly with third-party applications allowed SoulLife to build a customized ecosystem.
- **Real-Time Data Insights:** Empowered leaders with real-time industry and company data to make informed decisions and track team performance.
- **Unwavering Reliability:** Exigo's platform minimized downtime, ensuring revenue potential was maximized.
- **Enhanced Professional Image:** A more robust back-office system bolstered SoulLife's professional image, making them more attractive to new field leadership.

The flexibility and adaptability of Exigo were crucial. **"That was huge for us working with Exigo, that we could customize it, we could modify it, we could show in real time, however we wanted,"** Martin said. This focus on customization addressed the frustrations of their leaders and enhanced SoulLife's professional image.

### BEYOND COST SAVINGS: THE TRUE VALUE OF EXIGO

While the initial MLM software offered a seemingly attractive price point, it ultimately cost SoulLife tens of thousands of dollars in the long run. Here are how these hidden costs compare to choosing Exigo:

- **Opportunity Cost vs Scalable Growth:** The limitations of the software hindered growth and expansion slowing the intake of new revenue. With Exigo's proven platform infrastructure, companies can grow fast and scale without tech holding them back.

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**"Leaders were looking for real-time data on their teams, and we didn't have that with our old system. So that was a real red flag."**

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**"When experienced consultants were seeking to join SoulLife, at times it was embarrassing showing new prospects the back office from our previous platform. They were disappointed. We were disappointed."**

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**Jordan Fillion**  
Co-founder, SoulLife



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- **Loss of Trust vs Trusted for 25 years:** Disgruntled field leaders lacked trust in the system which hampered consultant recruitment and leading to less recurring revenue. Exigo has been the trusted, go-to platform for more than two decades.
- **Constant Fixes and Fees vs Stability and Transparent Pricing:** Trying to make the limited software work incurred ongoing services costs and integration delays, increasing operation costs. Exigo is easily customizable and upfront about any professional services billing.
- **Costly Transition vs Choosing Exigo First:** The need to find a new solution after putting money into a "cheap" one was expensive but necessary. Switching to Exigo did have additional costs but provided a significant long-term benefit to the health and revenue of SoulLife.

## SOULLIFE'S FUTURE: GROWTH ROOTED IN INNOVATION

With a reliable and scalable technology foundation in place, SoulLife is positioned for continued success. Their focus now lies in:

- **Product Line Expansion:** Expanding their range of high-quality natural health products.
- **Enhanced Distribution:** Building a robust distribution network to reach a wider audience.
- **New Territories & Multiple Languages:** SoulLife has now entered the USA market and has added a secondary language in Exigo.
- **Consultant Engagement:** Deepening relationships with existing and new consultants, fostering a community built on success and well-being.

## CONCLUSION

SoulLife's journey from a nascent idea to a burgeoning natural health company is a narrative of resilience, innovation, and unwavering commitment to quality. Martin's personal health struggles, coupled with Jordan's agricultural expertise, have laid solid foundation for a company that prioritizes quality and results.

In the end, SoulLife provides other direct selling companies with a cautionary tale. **While software price is often a factor, focusing solely on lower upfront costs for a cheaper solution leads to hidden costs that slow development and stifle growth.** With the future-proof Exigo platform at its fingertips and a commitment to innovation and integrity, SoulLife is poised to continue making a positive impact on the natural health and direct selling industry.

## IS YOUR CHEAPER MLM SOFTWARE HOLDING YOUR BUSINESS BACK?

Schedule a demo today to learn how Exigo helps direct selling companies overcome challenges and achieve significant growth. Contact us at [sales@Exigo.com](mailto:sales@Exigo.com).

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*"We haven't had reliability issues with Exigo, whereas we would have a number of surprises with the lower end system. So, that is also saving us money while making money by having a more reliable system."*

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*"On our old system, changes or customization became a major production with major costs. I knew how simple a change could be, but it was very complex and time-consuming on the old platform and came with a big price tag. With Exigo, I know when we decide to add something, there will not be a holdup."*

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**Jeff Martin**  
Co-founder, SoulLife



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