

10 Steps to Success in Direct Sales

Monday, September 21, 2015

- The “Tuesday Night Live” meeting at Corporate Offices... is September 22
- Put on Your Calendar October 13: “NOT TO MISS” TNL with Specials available only that night; Regional Convention in DALLAS Oct 17
- Update on the Vemma Lawsuit: what does it mean?
- Last week of BP...use success tracker to add volume

This was an article in Networking Times, September 2015

1. Be A Goal Setter

- a. What is it you want to accomplish? By what date?
- b. What will RD, ND, ED, PD mean to you?
See the 20 question piece from last week
- c. Goals should be in multiple areas...
- d. Little if anything ever is accomplished without goals

2. Be a List Maker

- a. Every night make a list of what you are committed to doing the next day
- b. As complete, cross it off
- c. "Eat the Frog" first
- d. Have a notebook listing appts, contacts, referrals, etc and have it with you at all times. Suggest appt calendar and contact manager system.

3. Be Enthusiastic

- a. High octane fuel that people in sales run on
- b. Enthusiasm is contagious just like low energy is
- c. Energy and good health are synonymous with busy, happy people, people who are achieving

4. Recognize the magic Word in Sales is "ASK"

- a. We don't wait for business to come to us, we ask.
- b. Ask for appointments, then STP
- c. Ask for business, then you can close
- d. Ask for referrals, then always have a good list of prospects

5. Expect No's

- a. Realize No's are not personal
- b. Every No gets you closer to a Yes
- c. What your contact is actually buying is assurance...assure by your helpful attitude and your complete honesty that you want what is best for them.
- d. Often No is not a No at all...merely don't know enough, or not now

6. Schedule Time Wisely
 - a. A schedule is your roadmap.
 - b. HLA...know them and do them
 - c. Plan your work and work your plan.

7. Be Positive in your Attitude
 - a. Success in this business is 90% attitude, 10% aptitude
 - b. Develop habits of constructive thinking
 - c. Salesmen are the highest paid profession in the world.

8. Have an Office Area
 - a. Need a place that is organized and allows you to be efficient with time
 - b. Give DIGNITY to your business...if you don't respect your business it won't perform for you.
 - c. Record keeping critical: to both take advantage of all the prospecting you do as well as home based business tax deductions.

9. Be Involved
 - a. Include winning contests as part of your business.
 - b. Attend all conventions and get TEAM to go with you

10. Learn to Manage Money Intelligently
 - a. Deposit all your checks in one account...track your income
 - b. Track all your expenses though checks
 - c. Invest your money wisely to leverage in other areas building yet another stream of residual income from your direct sales income.