

Unlock The Wealth Secrets Of Direct Sales Opportunities



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Of Direct Sales
Opportunities**

Presented By The FRED67 Community

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Is Direct Sales Right for You?

Five Questions to Ask and Answer:

Direct sales is a great business model for many people. It can be a way to own your own full-time business. It can also be a nice way to supplement your income. Part time or full time - being a direct sales consultant does require a few interests and personality traits. It's not for everyone. Answer these five questions to be sure direct sales is a smart choice for you.

#1 What motivates you?

Many direct sales associates are motivated by money. It's a great motivator, to be sure. However, you don't have to be motivated by money to really enjoy direct sales. You can also be motivated to ***help people live better lives***. Your products solve problems and provide a benefit.

You may also be motivated to ***help others succeed***. When you recruit other direct sales team members, you're providing a career opportunity to them. You can mentor them to be successful. So, what motivates you?

#2 Are you independent or a team player?

If you're independent then direct sales is a great business model. You are able to work on your own to grow your business. You might work with party host/esses so there is a social element. However, for the most part you can work on your own.

If you're a team player then consider looking for a company that offers a tiered system. You can recruit team-mates and enjoy the benefit of working with others. Of course, you'll also spend some time on your own developing your own business.

#3 Do you enjoy selling?

In order to be successful as a direct sales consultant you should want to enjoy selling. (though it is not an essential trait). As a direct sales person you're likely to sell in a party environment which can be very different than a typical retail environment, though party-plan is only one option open to you. You'll also market your business online and offline through various means which could suit the Extrovert Salesperson ***or*** the Introvert Salesperson. However, your profits will always come from your sales.

If you'd enjoy telling people about how they can benefit personally from the various products you represent, direct sales may be your best decision ever.

#4 Do you have good business and organizational skills?

As a business owner there will be a number of things to organize and track. The more organized you are, the better and more efficient your business will be. You'll want to track sales and profits, inventory and expenses - just to name a few items. But whether you're an extrovert or an introvert you will benefit enormously from being 'Organized'.

#5 Do you have a positive mindset?

Owning your own business can be challenging. Because you're an independent sales person, you're solely responsible for everything. You have to be self-motivated. A positive mindset will help you push through any challenges that may arise. It'll keep you motivated to achieve your goals.

Direct sales isn't for everyone. However, for many it can be a dream come true. Do your answers to these questions support a direct sales career? If so, the next step may be to find the right company for you. To your success!

If You are an Introvert by nature, [please read this PDF.](#)



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Five Steps to Direct Sales Success:

Interested in becoming a direct sales consultant? It's a great business model choice for many. It provides a number of the benefits of owning your own business without many of the drawbacks.

Before you sign up with a direct sales company, take these five steps. Once you've worked your way through this process, you're ready for your own direct sales business and tremendous success!

#1 Analyze your strengths and weaknesses.

What are you good at?

What are you not so skilled at doing?

What do you find uncomfortable?

Where are you in your element?

Spend some time answering these questions either on paper or in your head.

The answers may surprise you. They are also incredibly important to your overall success as a direct sales entrepreneur. For example, if you love talking in front of groups but dislike administrative tasks, then you'll know better how to position your business. You'll know that the party aspect of your business will be great. You'll also know that you may want to hire an administrative assistant to manage those tasks.

#2 What are you interested in? There are direct sales businesses for just about every type of product. Make a list of your interests before you start searching for your ideal company. The more enthusiastic you are about your products, the better you'll sell them.

#3 Attend direct sales parties. Spend some time attending various direct sales parties or Network Marketing events. In fact, if you can connect with other direct sales consultants this is a great learning opportunity.

You can learn the ins and outs of the business.

You can learn more about particular direct sales companies.

And you may find a good mentor in the process.

#4 Brush up on business-building skills. Spend some time reading not only about direct sales but also about owning your own business. There's a lot to learn.

Study selling skills.

Study time management advice.

Study organizational information like cash management and bookkeeping too.

Setting your business up right in the beginning will help you avoid mistakes later on.

#5 Take a look at the money. How much money do you have to invest?

How much money do you want to make?

You'll likely need a small investment to get started as a direct sales consultant.

Do you have money set aside? If not, start saving now.

You'll probably only need a few hundred dollars to get your starting inventory.

Once you're up and running, how much do you have to invest in new inventory and products?

Also take a look at your 'income goals'. This is important. Setting financial goals helps you stay motivated. It also helps you plan. For example, if you know you want to make \$24,000 in your first year and you know that the average party earns \$1,000 then you know you need to have at least two parties a month. This is important information.

Once you've worked your way through these five steps and are confident with your answers and what you've learned, it's time to find that perfect opportunity.

Start researching direct sales companies and find the one that's right for you.



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Finding the Right Direct Sales Company for You:

Three Steps for Success:

Direct sales has been a successful business model for decades. However, within the past ten years it has ***really grown***. You can now find a direct sales company that sells just about anything. From power tools to kitchen gadgets, there's a direct sales company that supports it.

This can also make it difficult to find the right company to choose.

Here are three crucial steps to help you narrow your choices and find the right direct sales company for your ultimate success.

Step #1 What are you interested in?

Take a look at your own passions, interests and hobbies. What do you like? What direct sales products, if any, do you own?

Make a list of potential items you'd enjoy selling. For example, if you're a fitness enthusiast then you may enjoy selling fitness gadgets, nutrition supplements or outdoor gear.

Make a list of 5-10 products you think it would be fun to sell.

Remember, fun is important. If you don't like the products they'll be tough for you to sell.

Step #2 Research direct sales opportunities

Now that you have a list of potential products you'd like to sell, it's time to research. You can find direct sales directories online. You can also visit the Direct Sales Association, dsa.org for information. Write down the companies that offer products that match your interests.

Step #3 Compare opportunities

Not all direct sales companies are created equally. In fact, they can be quite different.

Visit the website of each direct sales company you're interested in. Compare:

* **Company growth and history** - How long have they been in business and how successful are they? Is the company growing?

* **How they support their consultants** - Do you get marketing materials? Do you have access to a mentor? Do they provide a website?

* **How much does it cost to get started?**

* **How much do they pay?** How are you compensated?

* **Do they offer a tiered system?** Can you recruit new consultants and earn a percentage of their sales?

* **How often do they add new products?**

* **What are their marketing rules?** Can you create your own marketing materials? Can you have a website? (Some companies do not allow this.) Do they allow you to sell however you see fit?

You're likely going to find pros and cons for each company you research. If you need help narrowing down your choices, consider attending a party or Network Marketing Event in your area. Getting to know other direct sales consultants who also represent the company's products can answer your remaining questions.

You're going to invest a lot of time and energy into your business. Make sure you're representing a company that is going to support you to succeed.



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Growing Your Direct Sales Business by Growing Your Team:

Many direct sales companies offer a tiered system. A tiered system means you can recruit other consultants.

Each new consultant you recruit then becomes part of your team.

They work independently.

However, you can mentor them and help them succeed.

You're invested in their success.

Each sale they make gives you a commission.

For example, you have five consultants you recruited and you earn a 5% commission on their sales. If they each sell \$1,000 in products next month, you earn an extra \$250. Twelve months of this means you earn an extra \$3,000. And if each of your recruits then recruits five more people your income will continue to grow. *It's an amazing opportunity to profit.*

While each company offers their own commission scale and incentives, this example demonstrates the potential a tier-based system offers. It also demonstrates the importance of helping your team prosper and sell. Here are just some of the ways you can help them sell more products.

* **Mentor them by creating a website and marketing that site.** Many people are unfamiliar with the concept of internet marketing. Yet the internet may account for half of your sales. It can be a huge profit maker.

* **Assist them with their first couple of Parties or Sponsorship meetings.** Party planning and hosting can be extremely nerve-racking the first time you do it. Having someone who knows what to expect can be invaluable.

* **Be a motivational coach.** Owning a business has its ups and downs. If you can be there to support and motivate your team members, they'll be much more successful. You can actually get together to have brainstorming and support sessions as a group. Make it part social, part business and have fun.

Though if you are an introvert this might not be OK for you. If this is the case you should direct your prospects to www.NetworkMarketingPro.com where you will find 'High End' Network Marketing video mentoring that is totally neutral and unbiased, where you will not lose your prospect to another sponsor.

* **Share any time management tips** and organization strategies you've learned. If your team members are able to optimize their business, they'll have more energy and time to sell. They make more money. You make more money. It's a win-win situation.

* **Help them recruit new consultants too.** Share with them the potential profit a tier-based system offers. You still earn a commission when your recruits find new consultants and they earn a commission too. Help them learn how to pinpoint people who have the skills and motivation to be

good direct sales consultants. Help them learn how to sell the opportunity. Together you can really grow your business.

Direct selling offers a number of business-building opportunities. Tier-based systems can really amplify your income. If your company offers a tier-based system and a good compensation package, start recruiting today. Plan how you can support your recruits to succeed and be the best business owner and direct sales consultant possible.



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Three Skills for Direct Sales Success:

One of the appeals of direct sales is that it doesn't require any speciality skills to get started. You don't need any technical aptitude. You don't need a degree. The only real thing you need to succeed at direct sales is motivation. The remainder of the skills can be built over time. However, before you get into direct sales or as you grow your business, some skills will help you succeed. They include:

Sales Skills;

Sales are 90% enthusiasm and 10% know-how. If you're enthusiastic about your products, then you're most of the way there. The rest may come naturally. You'll want to be able to position your products to solve your customer's problems. You'll also want to be able to demonstrate the benefits of the products you're representing.

Benefits are different than features. Features are things that the product has. Benefits are what the product does for your customer. For example, if you're selling a candle then a feature may be that it burns for 100 hours. The benefit is that you don't have to replace it often. It saves money over time.

If you're comfortable talking to strangers (and groups of strangers) about your products, then direct sales is perfect. If you love to meet new people, share ideas and help them solve their problems, then direct sales is for you. If you love helping people, laughing, celebrating, and of course making money by promoting your products, then direct sales is for you. (But Do visit '[The Quiet Revolution](#)' if you are NONE of the above).

Leadership Skills;

As a direct sales consultant you may have the opportunity to build a team. This offers you the chance to earn a 'lot' more money.

If you're building a team you'll want to be able to not only recruit good team members, you'll also

need to lead them. The more successful 'they' are, the more successful 'you' are.

Business and Organizational Skills;

There are a number of support responsibilities you'll need to manage. They include:

- * Maintaining an inventory
- * Tracking sales
- * Organizing parties
- * Taking orders
- * Marketing your business and website
- * Planning parties
- * Managing cash
- * Bookkeeping
- * Budgeting
- * Building and maintaining your website
- * Shipping
- * Communicating with customers, party hosts, vendors, and direct sales team members.

As you grow your business, you may also learn copywriting and website design skills. You may be creating your own advertisements, catalogs, flyers and promotional materials. Some companies provide these materials so you may not need to learn copywriting or website design. However, if they do not, that's okay. You can learn and master these skills in no time.

Many of these skills are trained or covered by your company. You may also have a mentor to help guide you. The remaining skills you'll most certainly learn over time. The faster you learn and master them, the faster you reach your goals.



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Seven Direct 'Sales Party' Tips:

As a direct 'sales party' consultant, you'll spend a lot of your time at parties. Parties are where much of your income will be made. In fact, the more parties you hold, the more money you can make. You'll not only sell products at parties, you'll also find new hostesses for future parties. You may even recruit a few new team members. There's a lot that goes into the success of a direct sales party. Here are seven tips to make your parties all they can be.

#1 Set goals for yourself - Goals are an important part of any business. When you create goals and a plan to achieve them, you have a direction. You'll want to take a look at a few things when it comes to your direct sales parties.

The first goal is your overall business goal. How many parties do you need to have to reach your annual sales goal?

Now, how much do you need to make at each party?

When you have something to shoot for, you can create a plan to make it happen.

#2 Set hostess/host goals - Your personal financial goals are different than your hostess goals. Your host or host may want to earn a specific prize. They may want to earn a commission or credit on products. Spend time with your hostess finding out what their goals are. Help them create a plan to achieve them. When your hostess is successful, you are too.

(Do 'not' underestimate the 'power' of really good host/ess incentives).

#3 Pre-sell - When you send the invitations, be sure to take advantage of this opportunity. It's the perfect time to also invite prospects to visit your website 'before' the party. That way, they can come with an idea of what they actually 'want' to purchase already in their mind.

They may also buy some products before the party.

Use your invitation as a means to pre-sell your prospects and to make more sales.

#4 Games - A direct sales party is supposed to be fun. Attendees are expecting fun and a bit of socializing.

They're also expecting a pitch from you.

Make sure you plan for the fun events of the evening.

Plan games and social activities to break the ice and help everyone have a good time.

When they have fun they're more likely to come to another party or host one their own.

(Which is essential if you want your business to grow, so also offer pre-incentives for future party bookings)

#5 Music and food - You don't have to have either music or food and much of this may depend on your host's preferences. However, food and music do tend to set the mood. It helps people relax, so always ask if it's something your Host/ess is happy with.

#6 Browsing - Make sure to set out some of the products so that your party attendants can browse while they're eating and socializing. Let them touch and learn about the products before you pitch.

They may have already made a decision to buy.

They may also have a few questions for you which may make the presentation more interactive.

#7 Your pitch - People are expecting you to sell. Make sure you practice and are comfortable talking in front of people. Remember to focus your pitch on the 'benefits' of each product.

Make it personal. Share your experiences.

Help your prospects relate to you and see the value your products offer.

Parties are the fun part of direct sales. They enable you to meet new people. You get the unique opportunity to talk to people about something you love. And you get to 'help' people while you're also earning yourself a profit. It doesn't get much better than that!



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Three Keys to Selling with Confidence:

Sales is a field with many ups and downs. Some days may feel overwhelming and unproductive. Other days may feel like you're the best sales person on the planet. How you get through the bad days and celebrate the good days depends on your motivation and confidence. Here are three keys to selling with confidence.

#1 Be enthusiastic

It's really important to be enthusiastic and excited about:

* **Your business** - You have a unique opportunity to make something completely yours. You get to set the goals and achieve them on your own terms. This is something to celebrate and be thankful for. Each day presents new opportunities.

* **The products you sell and the company you represent** - You chose this company and their products for a reason. Hopefully, you feel one hundred percent confident and proud to represent them. If not, consider a new company to work with. If you're not confident about the products it will be tough to sell them.

* **Your selling opportunities** - Each new connection you make is a selling opportunity. It's important to celebrate them. Maximize them with enthusiasm. Be grateful for the opportunity and share the joy.

* **Your prospects and customers** - Your 'customers' and your 'prospects' are to be treasured. Each one offers the potential for income today, tomorrow and ten years down the road. Treat them with the enthusiasm they deserve and they'll reward you.

* **Your abilities** - You have tremendous business-building abilities. While some days may be more difficult than others, celebrate your strengths and embrace them with joy and enthusiasm.

#2 Know your products

It's essential to know your products thoroughly. Know all the features of each and every one. Know the benefits of each and every product too. Know how you can use one product to up-sell or cross-promote another. For example, if a customer is interested in a mixing bowl, perhaps they're interested in some professional mixing tools too. When you know your products inside and out, you'll be able to sell with confidence.

#3 Know your prospect

Who is your customer or potential customer and what do they want? People buy for emotional reasons. They buy because a product is going to solve a problem for them. It's going to make them look/feel better. It's going to make their life easier. It's going to give them more respect, authority, and credibility and so on.

When you study your prospects you'll be better able to position your products to them. You'll know what benefits to stress and how to pitch them. You'll be able to sell with confidence.

Confidence comes naturally - *sometimes*. Other times you have to fake it 'til you make it. Find your strengths, be prepared and remember to celebrate your successes. Be grateful and enthusiastic about all you have going for you.



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Ten Ideas to Market Your Direct Sales Business:

Marketing is an integral aspect of any small business success. As a direct sales consultant, marketing your business and website helps you achieve your sales goals. The more people who are aware of your business and products, the more success you'll have.

Here are ten great marketing ideas to help you get started.

#1 Offer a free newsletter - On your website or off you can offer a newsletter. You can email it or print and mail it. Email is a better option generally. It's inexpensive and can lead to immediate click-through sales. In your newsletter, provide information that helps your recipients. Include promotions or special offers and link to your website.

[*\(Click Here To Learn More About Newsletters\)*](#)

#2 Advertise - Online or offline - there are a number of advertising options available. You can take advantage of classified ads, online banner ads, text ads and pay-per-click (PPC) ads.

#3 Social networking - Social networking has become a really effective marketing tool. You can use it to drive traffic to your website. Announce special promotions, or invite people to attend online or offline parties. (*On-line Parties can be HUGE income boosters*).

#4 Publish - You can write and publish articles for your local paper, online newsletter or article directories.

If you're publishing on line, make sure to include a clickable link to your website.

If you're publishing offline, make sure to include contact information including your website address.

What do you write about? Anything that's relevant to your industry.

For example, if you sell outdoor gear then write articles about outdoor fitness or survival.

If you consider yourself no good at writing, you can always buy 'very cheaply' Private Label Products (PLR) from a multitude of producers including - [**DIY PLR**](#) - Check it out Now!

#5 Printing - Make flyers, brochures and business cards and post them around town. Post them in coffee shops. Ask physicians, dentists and other service providers if you can leave them for their

clients. Post them on community boards and in places of worship.

#6 Partnering - Partner with other direct sales consultants and promote each other. You can even have double parties.

#7 Charity - Participate or host charity drives or fundraisers. Donate a portion of your profits to charity.

#8 Swag - Use your own products and use them blatantly. Don't hesitate to share the swag. Help your customers promote you by offering them conversation pieces. For example, a nice tote bag with your business name on it can help spread the word. Also the happier your customers are, the more likely they will be to spread the word.

#9 Referrals - Consider offering customers rewards for referring new customers. Maybe they receive a free product or credit on their next purchase. Additionally, offer incentives for referring a party host.

#10 Networking - Don't forget the value of your local small business association, chamber of commerce and other networking groups. These groups are great for making connections and learning better ways of doing business.

When it comes to marketing your direct sales business, use your imagination. Take advantage of your resources too. These ten ideas are just the beginning.



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Seven Ingredients for a Successful Direct Sales Website:

As a direct sales consultant it's important to have a website. A strong website will accomplish a number of important things. It will pre-sell and sell your products.

Party attendees may visit your website before a party to decide what they want to buy. Your website may also sell products after a party.

Often people attend parties - They buy one or two things - Then when they get home they may visit your website and buy some more. Or they may visit a few weeks or months down the road to make a purchase. Finally, your website can sell to people who haven't attended a party but who want to make a purchase.

In order to sell and presell, your website needs a few key ingredients. Here are seven of the most important elements to consider.

1. Product descriptions - Great product descriptions provide both the basic information and features but also compelling benefits. It helps convince the visitor to buy. A great photo is also

essential. People want to see what they they're going to buy.

2. Proof - Proof comes in the form of testimonials, reviews from customers and outside people. It can also be in the form of endorsements, awards and case studies. If your direct sales company has won any awards or has been endorsed by a celebrity or media outlet, be sure to include that on your website.

3. Easy ordering - Make sure the checkout and payment process on your website is both easy and intuitive. If your customers have to dig to figure out how to pay, they may leave. If your customer has to jump through too many hoops to buy a product, they may leave.

4. Secure payments - Safe online ordering is essential. Make sure your customer's information and identity are safe. And make sure your customer knows their information is safe. Include a security logo and/or a statement about the care of their information. If a customer cannot tell that their payment information and identity are safe on your site, they just won't buy.

5. FAQs - Consider creating a separate page that lists the answers to your frequently asked questions. This will help your prospects and visitors have a better experience on you site. It will also help cut down on the email questions you receive.

6. Contact information - Make sure customers and website visitors have a way to contact you. It can be simple, like placing your email address in the footer of every page on your website and on a separate "Contact" page. Or you can create a web form. Visitors just fill out the form and you automatically receive their questions. ***This is a very important step.***

7. Easy navigation - Make sure your website is laid out in a straightforward and easy to understand manner. Use clear and concise button text. Organize items logically by category and subcategory.

When your website is easy to use and enhances the customer experience, you sell more.

Make sure your products are well described and photographed.

Offer a quick and easy way to find answers, check out, and communicate.

Make sure your website supports your success.



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Top Benefits of Becoming a Direct Sales Consultant:

Direct sales has been a top business model for decades. While the majority of direct sales consultants used to be women, it's actually a great choice for anyone. In fact, you can sell anything from make-up to power tools as a direct sales consultant. If you've been searching for a way to own your own business, consider becoming a direct sales consultant.

Here's what you have to gain.

#1 A history of success - Direct sales is not new. It's a business model that has a long history of success and respect. When you become a direct sales consultant you'll be tapping into a proven business model.

#2 The ability to set your own hours - Unlike many other business models, as a direct sales consultant you have the freedom to choose the hours you want to work. You certainly cannot do that with a traditional job! It's true that your parties may be held primarily on the weekends and in the evenings. However, the remainder of your business-building time and efforts can be whenever it works best for you.

#3 No cap on your income potential - Not everyone finds success in direct sales. However, if you're motivated and enthusiastic about building a business, then the sky is the limit. You can earn any income goal you set your mind to.

#4 The ability to work from home - If you're a parent or caregiver there's really nothing quite like being able to work from home. It's great if you're tired of commuting or just want your own space.

#5 Low overhead and start-up costs - Some businesses can cost quite a bit to start. With a direct sales business you can essentially hit the ground running with little or no initial investment. Most direct sales companies have a minimal investment requirement. You'll need to purchase their starter package so you have products to sell. The rest is up to you. Additionally, you'll want to keep an inventory on hand to sell. However, you can start and maintain a direct sales business with just a few hundred dollars.

#6 You're your own boss - This means you can grow your business as you choose. You choose who to work with. You choose what goals you want to achieve. You even get to choose what products you sell and how you sell them. Being your own boss can be incredibly rewarding and satisfying. You'll learn things about yourself you never imagined.

#7 No special skills required - There's really only one skill required for direct sales – motivation. The remainder of the skills can be acquired. If you're a good communicator, friendly and organized, you're ready to become a super sales person.

Direct sales is a great business model. If you're looking to start your own business and like the idea of unlimited income potential, consider learning more about direct sales opportunities.

It may be the best decision you ever make.



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