

eBook for Direct Sales Business Owners

Written from the perspective of an introvert. I know what to do to get around that as well as how to reach an introverted customer.

Having a business coach is a great idea! You own your business. You may be a consultant or designer or demonstrator for XYZ company, but you are selling product

- that you love
- that you know a lot about
- that you want to share with others

Don't ever lose sight of that last part — “share with others”.

You can get a business coach if you need an accountability partner who knows a lot about marketing and closing a deal in a manner that suits your personality.

Before you dive into the “meat” of this eBook I want you to know there is a **BIG** difference between your selling your products and Sally selling those same products — **YOU!** Your uniqueness is the difference between you and Sally. It's something that is already in you and won't be found here. Be You!

And provide the very best customer service. THAT will set you above all the rest, and you will find that in the pages to follow.

What to expect here

- setting up for success
- time savers
- finding customers
- booking events
- selling like a business owner
- building your team
- keeping your team while not losing yourself

Setting Up For Success

A new year, a new catalog, a new home, a new stage of life ... there are so many opportunities to start over, start fresh, and re-launch when your love of those products is still strong, but the business is waning. Notice I didn't say "business is failing".

The only constant in life is

CHANGE

Get used to it. Change is inevitable just like the seasons. Wonder what's up with Spring Cleaning? It's preparation for change. So let's get ready!

Organize your desk. You may have a desk or a table or a TV tray or use the kitchen table. At the end of every day, everything should be completely put away and the only thing in the middle of it is your Post-It pad with the To-Do list for the day. Trust me, I know what it's like to get up from a hard day and just want to walk away from it all. I also know what it's like to walk in the next time you're ready for business only to find piles of papers and files and unfinished projects stacked on every flat surface. But I also know that after a night's sleep (whether good or haunted) seeing a work space ready to go is a relief. Clean it off and put it away.

If it's the first time you've seen your desktop in a week or more, dust it and throw away pens that don't work. You need a working pen, a

sharp pencil, a letter opener and a pair of scissors. Throw in a nail file. Put it in a container that's not going to fall over.

Where's your day planner? In your purse, in a drawer, or in the top of the cardboard box that serves as your filing cabinet. Not on the desk yet. The only thing there is your To-Do list and you're going to dedicate the first hour of your day banging out that list.

Organize a selling spot. Let's say you're in the middle of anything and the phone rings with an order. You'll need a catalog, an order form, a pencil, a calculator, and either the latest sales flyer from your specials or at least the knowledge of those specials. I used to have a drawer for this, but desk space is gone in our new home so I'm already thinking that I can dedicate a canvas bag with these items. **BONUS:** I can take it with me when I go to the dog park. It's left in the car, but when I need it I at least have it with me.

Organize your purse. If you don't have that canvas bag "office" with you in your car, do you at least have business cards with you that aren't dog-eared? A pen, a pencil, an invitation to an event, take a mental inventory of what you would LIKE to have with you when you run into that potential customer and buy a little zippered case to put your mini office in. All you Thirty-One business owners are with me, aren't you?

Organize the way you prepare your catalogs. Now THIS is the time that you can decide to really "re-launch" your business! A new catalog is a whole new start when you want it to be, and trust me, your

enthusiasm is contagious. Your customers trust you, your opinion, and see you as the expert for these products, so when you're excited about something, they go with it!

I'll talk later in the Selling section about this, but let's get some 9"x14" cello bags and put into the bags what you want your customers to have **RIGHT NOW**. A catalog, an order form, your business card or maybe two, a small example of your product, the latest special and don't ever forget to put something in their bags about joining your Team.

I'm speaking in Stampin' Up! language right now, and if you order with the pre-order period you have time to create a card and envelope from your new products. I like to put a handmade card and envelope in with my catalogs so they can see right away what the new stuff is going to look like. Make something they want to make, not something too hard to make.

While you are prepping the catalogs that you'll have for your current customers, be sure to prep a few packets for the new, potential customers. One of the best ways I "sold my business" was with a cello bag with Ghirardelli chocolate, a business card and an invitation to my monthly beginner's class topped with an elaborate tag — complete with ribbon and stringed sequins. My grocery checker asked for a catalog (which I had in the car) and she and her mother became good customers.

What? You're an introvert? You're afraid you'll come off as being pushy? Hand those treats out as a gift, thank them for their recent service, "thought you could use a little prettiness in your day", and do it

WITH LOVE. Love conquers your fear, and don't say anything like, "I had a bunch of these left over from a party ... that you weren't invited to, and it was weeks ago, and here you go, throw it away." Practice what you'll say, do it out of love, and be brave. It only takes 45 seconds out of your way.

Organize your papers. Don't drown in papers, keep them filed every day at the end of your day when you are clearing off your desk. Here's what you need:

- 12 folders for the months of the year
- 3 folders for customer names and their orders and a VIP grouping
- a zippered case for petty cash and coffee gift cards

When I get the mail, I sort it between recycle, need to open it, birthday and other cards. The true recycle can go into the bin. The stuff that needs to get opened will happen on Thursday. The other cards are what I open right away. Done and done! No papers or mail piled up.

Magazines and catalogs are thrown into a reading basket in the living room. When the basket looks like it's going to explode, I sort them out into the recycle bin or put them back to read one night when I'm finished early.

Bills and receipts are kept in a zippered case I found at Office Depot. I only keep them around for three months unless they are a receipt that will be needed for tax purposes or warranties. The warranties' receipt can be tucked into a warranty and instruction book and filed in a magazine box together in date order. Oldest product

purchases in the back. The tax receipts are put into those monthly folders even though they aren't the same size as each other in that folder.

Rather than have business ideas printed out and filed somewhere, create a secret Pinterest Board and store them there. Card ideas and treat packaging for the Stampin' Up! demo, magazine worthy photographs of a Pampered Chef vignette for your next workshop, or a car trunk completely outfitted with Thirty-One bags ... blogs have pinable photographs and you can write your own description for the pin.

Time Savers

One of the best Time Saver tips I can give you is to decide upon a system for everything that you need to get done. There is nothing worse than discovering the next day that you forgot to do something last week with a good customer because you don't have a system of customer service.

With every direct sales business we all have the same needs: Book, Sell, Recruit, Train, and Retain. Book a venue, book a party, book a vendor show, book a place where you are going to sell. Sell products. In those first two areas of a direct selling business, there are plenty of routines and systems that you should know about yourself, and you should write it down with little checkboxes until it is ironed into your brain permanently, especially if you are new or wanting to re-launch.

In my day planner, in the area of event planning (Party, Workshop, Class, Tasting, Catalog Show) there is already a short list of the things that go into the planning of that event. Some of you have asked for checkboxes, others have asked to just have the list. But that's a system!

Not in the day planner, but another set of systems to consider is your routine for completing a telephone order, a routine for completing a workshop set of orders, and a routine for distributing products when the orders come in. Throughout your processes should be sprinkled gratitude! Nothing beats a thank you card in the mail. Nothing. Not just because I am a Stampin' Up! demonstrator, but because marketing to

women statistics say so. Build loyalty upon gratitude, service AND expertise!

Another system is actually built on your expertise, and that is upselling. You know who the customers are that fall into your VIP set. Those are the ones who you add a little something into their order a couple times a year. But all customers are made to feel special when you drop them an email that says, “I’ve been looking at your orders this year and it looks like” You are providing customer service, and you are noticing their unique needs. People LOVE that! And when you suggest something that will save them time, or add value to what they already own, they will buy it.

Make it part of your systems to talk with your customers every 90 days. As an introvert, it will work for you to tell them that your phone calls are coming if you aren’t talking with them on a regular basis and it’s time to catch up. It works for you the introvert, and it works for them the introverted customer.

Other seasonal time savers will be coming in my newsletters, but these systems should start saving you time right away!

Finding Customers

Finding customers all the time should be part of your systems and if you get into a flow of hosting a party of your own every once in a while you can build your customer base. It's a good idea to think about the areas of your life that are routine as a place for you to be looking for customers: the grocery, the bank, the library, the post office, the kid's play groups, where you work, art classes, art fairs, teachers you know the list.

Each month, make it a goal to talk to 20 people about hosting an event or coming to an event. Get used to hearing "no thank you" and know what you're going to say after that that lets them know you aren't just talking to them about your business! Here's an example, "I'm having a get together all about this horrid dry air we're having right now. I'm hosting a party for Rodan+Fields to focus on it, would you like to come?" Let's say she says no. "That's fine. If I find out anything life-changing would you like to know about it?" And then your final follow up would be, "How was your Christmas this year? Did you go anywhere?" Completely off subject and it shows you are interested in THEM, not your selling event.

Can you translate that conversation into something relevant to your direct sales company? Can you see where the conversation went from about your need to their life? That's the key to keeping people from running away from you every time they see you coming. Be interested in

them and their life. And don't be afraid to rehearse what you will say until you find those three sentences that will work for you this week.

Customers are everywhere and we don't have to stalk them in stores. If you spend more time listening to them you'll find a way to talk to them about your business next week or next month. Here's the easiest way to find customers:

Spend time in your catalog and find a grouping of three products that are relevant to the month's need two months down the road. Make up a holiday for the months that don't have any, and be fun! St. Patrick's day, if you need an example. How can those three products that you picked work for March? What value do those three products have for the person you are talking to? If you don't know where this "bundle" will be of value to them, it's time to spend more time getting to know them. Keep listening. People like to know you are interested in them!

This is a great time for talking about booking your events.

Booking Events

When you book your events and find your hosts, don't do things last minute. Look at your calendar six weeks from now and do some deep thinking about THEN. If your calendar is blank this month and next, I'll talk about that in a minute.

If this is January and you are looking at March events, pick out the dates that you want to hold your event and get on the phone. You need to talk with 6 people before you will hear a yes, so get used to hearing no and know what your followup statement or question is going to be to let them off the hook nicely and leave your relationship with them intact. You don't want her running away in March when you call about a May event.

Best way to get a yes? Know what your event is going to be about. Picture it, prepare for it, put it together now, and photograph it. Create your projects or your product vignette and photograph it! Put that photo into your newsletter. Send it out in an email of your own. Put it on your Facebook business page. Put it in your blog and Pin it to your Pinterest Board called "My Favorite Things" or "My Events" or whatever is relevant to your business. But get it out there. Tweet it. Instagram it. Do a Facebook Live bit piece where you can handle the products and you've gotten yourself out there in front of people multiple times!

You plan two months ahead so your potential hosts know what's coming and feel more excited about inviting ... and if you are holding classes, you want your attendees to know what's coming, too!

Now, what if you need events right now? YOU host! Decide what you want to do for an event that could have "chapters" to it. For instance, you're a Stampin' Up! Demonstrator and you want to hold a popup class on water coloring. Have your people come over to learn a simple technique that could be built on. Tell people right at the start that this is something that takes a little practice so you wanted to get them started right away.

Mid way through the class, tell them the next step in the process is XYZ and "we can get together again, say, at your house? Would that be alright?" The idea is to get the next event to happen somewhere else where there will be sales involved, and they get the host benefits.

Since they are getting the host benefits, tell them to invite a couple of others to the event. Tell them to get an outside catalog sale ... just one! Anything to add to their sales, and find a potential new customer for you!

Can you translate that into cooking tools with Pampered Chef? Learning to be a better cook, a faster cook, a meal prep idea for that weight loss plan that needs meal prep to happen on the weekend?

Can you translate that into skin care step-by-step for building habits that keep your skin prepared for whatever weather is happening now, and coming this summer?

Can you translate that into Thirty-One different ways to organize your purse, your car, your laundry room, the locker room or garage?

I don't know your products as well as you do, but even if you are with Barefoot Books, I'm hoping that you can see a way to launch your business right now.

Selling Like a Business Owner

When you have the opportunity to plan your events far in advance, you have the immediate advantage of working those events around your existing schedule of work or appointments or your family. The second advantage is that you can decide what YOU are going to feature at your events and start selling like a business owner.

It's easy to get caught up in the rush of specials that your direct sales company happens to be running at the moment. It can be really off-setting to your schedule, though. It can be confusing and rushed to your customers, too. Having to come up with something to put together in a rush is NOT the way brick-and-mortar stores do it, and neither do you have to.

What you WANT to do is design your work schedule and have the direct sales company's "special" be an addition to what you are already offering. You hold your event, you have the three products you want to sell that month being featured, you have your customers' order forms already filled out with those items ready for them to buy, and mention, "Oh, and the special going on right now is blah blah blah if you'd like to add that to your order form. It's a great idea for an event I'm going to hold in September."

And here's the thing: those people that take you up on the special? They are the ones that you invite back to your place to feature what they just bought. You might have held six events that month and made that

add-on offer at all six events. Invite them all to this event. That's customer service.

That's also **EXCLUSIVITY** because they are the only ones coming to this special event. They are going to all be in one event that you hold and may never have met before, but they are now part of the "Club" who got in on that special. And whatever sales happen at **THAT** event ... you are the host receiving the benefits, or may decide to hold a **Door Prize Drawing** to give those host benefits away.

Building Your Team

Making sales through your business may be where it's at for you, and you have no desire to build a Team of Members under you. That's fine. Sales are where you make fast money. If you want to make big money, however, add people to your Team. You make a percentage of their sales when you are meeting your monthly or quarterly quotas.

Reasons that I hear about not wanting to add to your Team revolve around responsibility and time. Let me remind you that this is their business as much as your business is yours! You can lead by example with what you are doing with your business, but the real responsibility for organizing, scheduling, booking, and selling are theirs.

If you want to earn an incentive trip with your company, recruit Team Members. If you want to pay a mortgage payment, recruit Team Members. If you love helping others get successful, recruit Team Members.

When you decide to recruit, you will talk to a lot more people about the business opportunity to get a "yes" than when you talk with people about hosting an event. On the average, 12-20 people before you get a yes. Ask everyone. Never assume that someone is too well-off to be interested in being a direct sales business owner.

Build a system around offering your business opportunity. Make it part of your routine conversation when finishing filling out an order

form. Make another system for your routine conversation when finishing filling out a host rewards order form with your hosts.

What to look for during an event are those that enjoy talking during the event. The ones that distract during your pitch may have something to share! Stop your pitch and listen to theirs up to a point and see if there is something you can add to your pitch from theirs. And instead of asking them if they would like to become a demonstrator, TELL them they would probably make a good demonstrator and ask if they would like to know the minimums needed and discount they could earn.

Don't be afraid to talk money at this point. What the introvert won't ask is what the minimums are, and what the introvert won't tell is how much money their discount would make them at first and down the road.

Even with an immediate "no" you can invite someone you think would make a good consultant to your next party, "if you'd be interested in observing how I do my business to see if it could work for you." And always know what else you can talk about to immediately put them back at ease for the next time you run into each other at the grocery store. Because you KNOW you'll see them again every other aisle!

Keeping Your Team While Not Losing Yourself

After you start building your Team, remember that they joined under you for a reason: they want to follow your example. Or not. You may get some people buying the kit for the discount and they never intend to hold an event with others. A lot of people do that. A lot!

But let's approach this as though you have someone interested in following your example and holding events of their own. What's important even for the Kit Napper is knowing how to place a Demonstrator Order instead of ordering through you any more.

Top Ten To Train Your New Team Member

So, you've decided to make money with your Direct Sales business and you are adding to your Team. But, whose responsibility is it to run those businesses? It's theirs! Always remember that it's their business, not yours. Although 96% of the people on your team are only in it for the discount, there are 4% who want to earn money.

How do you tell the 96% apart from the 4%? You don't! You just start everyone out the same way, and stay consistently in their support arena. As you finalize paperwork for that new Team Member to have signed up with your Direct Sales business, it's important that "next steps" are gone over in a matter of fact way. Not optional. Everything they

learn at the start will help set them up for the accidental sale or launching into the business to help pay a big bill. This way, with these Top Ten, there is no panic when the need arises or the desire blooms.

How you talk to your downline can really set the expectation, “We want all of your friends, family and co-workers to know they can buy from you.” Be bold! Don’t say things like, “You might want to consider ...” Train everyone the same because you never know when someone is going to go from buying for the discount to wanting/needing something more. Your monthly gatherings, therefore, are for everyone at every level. Make sure you include all the fun this newbie has enjoyed at Parties in the past!

So here are the ten things that will consistently set your Team Members up for success regardless where they go from the start.

1. Make sure your Team Member is set up to have an online presence. In Stampin’ Up! that would be their DBWS, or Demonstrator Business Website. Every page that can be edited should be. Every website with all companies comes with those slots filled in with real words instead of the gibberish that comes on a lot of newsletter templates in Word documents. Make sure it is in their own words, something that tells the world what makes them different from all the rest of the Consultants with their company. When anyone does a search for a local Demonstrator or Representative, they are not just going by the closest address. If all websites read the same, your Team Member is likely going to lose out to the one who has something to say that sets them apart. If

your Calendar of Events is blank every month, someone moving into the area and looking for some fun won't be contacting your Team Member.

2. Plan a "Play and Purchase". You have likely heard of this referred to as an Open House. However, an Open House has the connotation that it's optional if you have time in your day to come by and take a look. Ho Hum if you miss it. Boring while you're there. No. What we want is a party to launch their new business and share the excitement that led your Team Member to become a Demonstrator! Tell your new Demonstrator a Play and Purchase is where everyone starts out and something they need to do to advance their business. You're helping them and doing them a favor ... not being pushy. New Demonstrators of any kind want to feel accomplished and satisfied, so have fun with this. Tell them, "It's my job as your Team Leader to make sure you earn all this free stuff and bonuses in your first months! You signed up to get the product, so here's how you earn all this free!"

3. Train them to send an email out to everyone they know letting them know about the new venture. "Invite them to join you at the Play and Purchase AND to visit their new website." I think everyone knows about the formula for finding 40 guests in 4 minutes, and you can expand that to include people you meet at the grocery store, bank, post office, library, ... anywhere you run into people that you see on a regular basis. The emails and hand delivered invitations need to be given out liberally in order to have good attendance. Something else that will

always get the highest attendance are invitations that are done three weeks ahead of the event, not just 10 days in advance.

4. Put together a list of events by theme: mother/daughter, fundraiser, private party, etc. If you are with Pampered Chef you might want to design some themes around food. If you're with Norwex you want to design some themes around seasonal cleaning. If you're with Stampin' Up! you'll want to design themes like scrapping days, card making needs seasonally. I know you can look through any company's catalogs and find themes that your Corporate offices have already determined to work together by marketing experts. For example, I'll never forget a Stampin' Up! catalog that featured a birthday party on a page with decorated bottles, cupcake toppers, invitations, and party banner. It was the perfect set up for a party theme, and could also be used in a Craft Fair booth decoration! Let your Corporate Marketing directors lead you with inspiration!

5. Go over how to place orders: Customer, Demonstrator, Party/Workshop. Stampin' Up! has Practice Orders where it's great training to go all the way through checkout without actually placing a live order. (I use it when pricing out a class idea) Teach your new Team Member the difference between the kinds of orders, how the product will arrive and WHERE it will ship to. Teach them the tax stipulations between a Demonstrator order and a Customer order, but teach them that later when they are actually taking Customer orders.

6. Teach your new Team Member about pricing the products.

When a Demonstrator starts selling at their discount, there is no turning back. Don't even get that started! Their first customer might be a family member or a coworker. Once the word gets out that there is product to be had from so-and-so at discount, it's like a bad virus. It's also very bad business for the fellow Demonstrators who aren't discounting.

7. Teach about organizing paperwork. They only need 15 folders, and 12 of them are months of the year. An additional check file will keep those receipts organized. A zippered case of some kind, like a makeup bag, is for petty cash and gift cards to be used when having a coffee with possible and new clients.

8. Customer follow-up. Is it Belinda Ellsworth that teaches that the money is in the follow-up? I can't remember who coined the phrase but it is so true! Teach your new Consultant that when a catalog is sent out it should be sent with the stipulation that the recipient is willing to talk with them three days after getting it to go over their Wish List and place an order. When people meet people, there is always the opportunity to give a phone call after a few days whether it's to discuss business or a play date with the kids. Don't be afraid to make that phone call.

9. Speaking of follow-up ... thank you notes after a customer places an order. Let's say you're sitting down with a new Representative and she says that she doesn't plan on having any Customers, she's just in it for the discount. Some time in the next three months someone is going to find out that there's a Thirty-One Consultant at work and they need a

way to organize the trunk of their car. Graduation is coming and someone is going to need a masculine card. Summer is coming and guests are arriving to your disorganized guest room turned storage pit. With just the smallest “customer sale” getting in the habit of sending a thank you in the snail mail is **GOLDEN** and sets them apart from anyone else.

10. Encourage them to attend events! Convention is a big deal, but so are monthly gatherings. As a Director of a Team, your monthly events are too fun to miss. Not to mention the annual brunch you cook at home for everyone to come to! This circle of friends is great support to each other. We learn best from each other, so here is your opportunity to share what you know, and let your Team share what they know, too!

In closing, think back to when you first started with your Direct Sales company. Grab a journal and write down what really helped you relax in your newest days with the company. Write down what you wish you had known earlier. While you might only have local Team Members there is always the possibility that a distant relative or friend may want to sign up to be a Demonstrator on your Team. Everything you can add to this list is going to help you train your long distance members who aren't able to attend your local events and learn from the conversation around them.

Can I encourage you one last time with the fact that this is ultimately **THEIR BUSINESS**, but those monthly events should bring together friends for fun? The fun is what got them started, not chatter of

business all the time. Make sure your monthly gatherings, and quarterly special events, are for fun that will energize the newbie on the sideline to actually jump in there and hold a class, book a party, grab a Craft Fair booth. Share what you love about your products, and share what you love about having built a business with that love!

If you remain on the email list I will continue to send ideas on finding new customers, booking events, and selling your products that are relevant to the month or season we are in. I have ideas that have worked for me personally in my direct sales business because I am not a coach but I do have a Team of Members under me that I coach and share ideas with. And they work!