

## 10 Steps to Success In Direct Sales

**No one is born a salesperson.** Sales is a profession. To be successful one must learn not only the basic techniques, but also how to apply them. Success in sales makes use of all the abilities one is born with, plus all those acquired through education and experience.

**If you are looking for a career opportunity** or "extra income" to help with the family budget, direct selling offers it. However, you must give yourself time to learn the techniques of sales. Ask yourself. "How long does a "doctor to be" study? A "lawyer to be" study?" There is an old adage that says "Give a someone a fish and you will feed them for a day. Teach someone to fish and you feed them for a lifetime."

**Direct selling** is marketing a product directly to the consumer with no middleman involved. The rewards of direct selling are many:

- You can be your own boss.
- You can set your own hours.
- You can own your own businesses with little or no investment.
- You can pay yourself more than any boss would ever pay you.
- You can give yourself regular raises as your business grows.

**There are failures.** There are people who will not work for themselves. When working for a boss, they rise early, are well groomed, and get to the office on time. However, when they are their own boss, they are still in a bathrobe, drinking one more cup of coffee at 11:00 A.M. If you can be your own boss and discipline yourself to do what has to be done when it has to be done, direct selling offers an earning opportunity.

**Here are ten steps that will assure your success:**

**1. Set Goals.** What do you want to accomplish? You can have whatever you want, but you must want it enough to do the things that are required to achieve it. Whatever your goal, write it down and set a target date for reaching it. Divide the time period into blocks of achievement that are reachable. Work consistently toward accomplishing each day, each week, each month what you set out to do. Goal setting is a must in every area of life. Little is ever accomplished without defined goals.

**2. Make Lists.** List the things you want to get done the next day. This gives you an organized approach. As each task is finished, mark it off your list. It is amazing how much gets done when one works with a "things-to-do" list. Also, have a notebook or data base listing appointments, potential clients, repeat clients, and referrals, and keep it with you at all times. You will be updating it constantly.

**3. Be Enthusiastic.** Enthusiasm is the high-octane "fuel" that salespeople run on. Enthusiasm generates its own energy. Energy and good health are synonymous with busy, happy people, people who are achieving.

**4. The magic word in sales is "ask."** In direct sales we don't have to wait for business to come to us. We create our own business by asking for it. Ask for appointments, so you can do business. Ask for the sale, you will close sales. Ask for referrals and you always have a full list of potential clients. Be quietly, yet firmly aggressive.

**5. Expect Nos.** Realize that no's are not personal. In sales, as perhaps nowhere else, the law of averages works. Every no gets you closer to a yes. Keep track of your ratio. It will help improve your techniques. Remember that "no" does not necessarily mean "no." Often a "no" is simply a stall for more time to think. It may be a request for more information about your product or your service.

**Psssst!!**



Have you heard any  
**Sales Success**  
**Secrets?**



## Ask Possibles



### Obtain Solutions to Difficult Sales Situations

Feature question:

I am a manager of a small company and I am concerned the owners may see me as unnecessary due to the success of the salespeople and a very efficient production manager.

What should I do?

**Praise the Lord!**

**Praise your employees too!** You are not in a bad situation, but in the best. Surround yourself with successful people and you will be successful.

**Position yourself as a supportive leader** Help to remove obstacles to growth. Provide leadership and point out the superior performance of individuals and groups. Create achievable incentive programs that challenge your already successful people. Help them to work as a team. Don't fix what isn't broken.

As a respected leader of this team you will be not only necessary but also required. Obtaining the respect and following of your professional employees will require consistency and returned respect.

Good Selling,

Possibles

**6. Schedule time wisely.** A schedule is the roadmap by which salespeople travel. It takes the frustration out of the day. It assures that the necessary things get done and get done on time. Plan your work then work your plan.

**7. Be positive in your attitude.** Success in sales, as in all areas of life is 90 percent attitude and 10 percent aptitude. Sales make the wheels of our economy turn. Bernard Baruch, advisor to several presidents, is quoted as saying, "If every salesperson sat down and took no orders for twenty-four hours, it would bankrupt our country!" Every company depends upon salespeople to move their product. Without salespeople business would be paralyzed.

**8. Have an office area.** Many direct salespeople work from their homes. It is essential to have a place where you can work in an organized and efficient manner. An office plus a strict working schedule gives you dignity. Both are absolutely essential for efficient operation and accurate record keeping, so important to the success of any business.

**9. Be involved.** Most sales organization offer contests to stimulate production. Include winning contests as part of your business goals. Contests make your business fun as well as adding considerable dollar value to your income.

**10. Handle money intelligently.** A regular nine-to-five job usually means a paycheck at the end of the week. Direct salespeople handle money constantly. Direct sales can mean instant income but not always constant income. Therefore it is absolutely necessary to become an efficient money manager to prevent stress that will impair your ability.

**Strive to be Professional**

**Good Selling,**

**\$ales \$uccess \$ecrets**

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