

A B C's of Marketing

317 Marketing Techniques Sure to Make Your Business Stand Out
Alphabet Marketing at it's Best

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

Brought to you by DirectSalesHelper.com
Kara Kelso & Anita DeFrank

Aa Aa Aa Aa

Ask each guest if they have ever thought about being a hostess. Make it easy by letting them know ahead of time, "If I don't offer you the opportunity to be a hostess when you check out, I will pay the shipping on your order."

Meg McGinn
AtHome America HomeStyle Specialist
<http://www.athome.com/mmcginn>

Assuming is not an option in direct sales.

Theresa Jakab
Princess House Lifestyle Consultant
<http://www.princesshouse.com/tjakab>

Always ask if someone needs your services

Laura Smeltzer
<http://www.mysilpada.com/laura.smeltzer>

Ask everyone you meet if they've heard about your product.

<http://easyfoodmixes.com>

Ask your downline/successline to reach a monthly sales goal! Make it an "odd number" & give them a range. For instance want to hit a 15-20% increase in "per consultant" sales - then give them a range to reach for!

Theresa Flood
<http://www.longaberger.com/theresaflight>

Always be honest with income potential, time commitment, etc...when speaking with potential recruits!

Nicole McKenna
<http://www.myttv.com/nicole10325>

Bb Bb Bb Bb

Be prepared with opportunity information, catalogs, 30 sec infomercial.

Laura Smeltzer

<http://www.mysilpada.com/laura.smeltzer>

Begin each phone call with a smile

Laura Smeltzer

<http://www.mysilpada.com/laura.smeltzer>

Be prepared for business everywhere you go!!! Always have catalogs or at least a mini catalog with you.

Kim Groh

<http://www.athome.com/kimgroh>

Buttons can speak for you when you are out and about running errands. I wear a button that says "Got Scents", and yes people have asked what scents I have! What a great way to share my product with them!

Louella Grindle

<http://burnsootfree.com>

Bring your product everywhere you go. You just never know who will want to look at it, touch it, sniff it or even purchase it.

Louella Grindle

<http://www.louellasgoodies.com>

Cc Cc Cc Cc

Customer Care Phone Calls will get you repeat business, a new hostess or even a new consultant

Theresa Jakab
Princess House Lifestyle Consultant
<http://www.princesshouse.com/tjakab>

Consider everyone a potential lead. You don't know until you ask!

Create appealing product displays.

Capture your lead information! Organize those leads for future followup!

Customer appreciation events are a great way to boost sales and bookings.

Lisa Robbin Young
<http://www.thebodyshopathome.com/web/young>
<http://www.liasophia.com/savings>
<http://www.lisamrobbin.com>

Call Customers after you have sent them a Catalog! In today's busy world many people want what we have to offer, however, do not always make the time to Call you! You "Courtesy Call" can turn into Cash for you & your family!

Theresa Flood
Independent Longaberger National Sales Leader
<http://www.longaberger.com/theresaflood>

Customer Service!
Follow up with them and see if they are enjoying your product!!!
Put the extra effort in and you will reap HUGE rewards!!!

Kim Groh- "Proud" Team Leader
<http://www.athome.com/kimgroh>

Dd Dd Dd Dd

Don't assume because someone hasn't called back that they are not interested. People are busy, and your potential hostess/recruit are no exception. Periodically touch base unless they tell you they are no longer interested.

Nicole McKenna
<http://www.myttv.com/nicole10325>

Dress for success -- to be successful you want to look successful.

Sharon Goodrow
Heavenly Angel Scents

Deadlines: Stick to them!! These work for you as a consultant as well as hostesses and customers.

Theresa Jakab
Princess House Lifestyle Consultant
<http://www.princesshouse.com/tjakab>

Decide to be the most knowledgeable person in the company. - People will be drawn to you!

Discover new places to network. Get involved.

De-escalate angry customer situations using "That's Horrible! - Here's how I can help you..."

Dedicate yourself to making the most of every opportunity.

Do the work it takes to be successful!

Display your company info in your email sig file.

Lisa Robbin Young
<http://www.thebodyshopathome.com/web/young>
<http://www.liasophia.com/savings>

Dreams turn into Cash by Creating a Desie for your Products by sharing many ways of using them in your home & business! And have the Determination to make your Dreams Come true by Doing something each Day to grow your business!

Theresa Flood
Independent Longaberger National Sales Leader
<http://www.longaberger.com/theresaaflood>



Expect to receive what you give! If you don't work neither will your leads!

Theresa Jakab
Princess House Lifestyle Consultant
<http://www.princesshouse.com/tjakab>

Every day you have an opportunity to do something productive for your business. Kids screaming in the background? Write and send some postcards. In the car all day? Listen to some training CD's.

Every guest and every hostess deserves your full attention and your full effort, even if the party is a total flop. Make her feel special...she'll remember

Leanna

Effective marketing!!! Make sure that you have your name, phone number and website on everything you give out!! Also, DO NOT put your email address if you have a website. You want your customers to HAVE to go to your website to get a hold of you and while they are there they can see your beautiful products!!!!

Kim Groh
<http://www.athome.com/kimgroh>

Educate your customers about all the great features of your product(s).

Louella Grindle
<http://burnsootfree.com>

Ff Ff Ff Ff

FRANK List - Use a FRANK list

F=Friends

R=Relatives

A=Acquaintances

N=Neighbors

K=Kids friends

This is a great way to build new business relationships.

Theresa Jakab
Princess House Lifestyle Consultant
<http://www.princesshouse.com/tjakab>

Forget about yourself completely. It's all about your guest, your hostess, your recruit - not your own goals.

Follow Up!!! If this is difficult for you, make sure you tell your guests that you will be following up after the show...it will make you accountable!

Submitted by Leanna

Find the interested people!!! When you are looking to mentor or recruit you should always be looking for the "interested" people. Belinda Ellsworth verbiage will work with this!!! It is not about looking for the people that want to sign up that night, it is about finding the interested people and working with them. 1 out of 10 will sign up!! So start looking for the 10!!!

Kim Groh
<http://www.athome.com/kimgroh>

Free drawings at local businesses for such things as a ...

Free consultation

Free sample

Free gift

Free ... Fill in the blank with your item.

Remember that this does not have to be an expensive item, it might be something that is free to you.

Louella Grindle

<http://burnsootfree.com>

Fill your contact list. You DO have a contact list, don't you?

Free your mind of all negative thoughts. If you think un-successfully then you're going to be un-successful ... so instead ...

Fill your mind with successful thinking.

Fill your calendar with bookings.

Anita DeFrank

JD Premium Products

<http://mommyhelper.jerkydirect.com>

Gg Gg Gg Gg

Get out there. Start "pounding that pavement" and let the world know who you are and what you do!

Anita DeFrank
<http://www.MommysHelperOnline.com>

Great service - **G**ive it, or else! Every company can have issues, but if you offer great customer service, you'll have clients for life.

Guest List - get it at least 2 weeks before the party - it's party insurance. I encourage my hostesses to get it back within 3 days for a gift, and if it has at least 30 names and addresses I offer another gift.

Lisa Young
<http://www.homepartysolution.com>
<http://www.liasophia.com/savings>
<http://www.thebodyshopathome.com/web/young>

Giveaways - Host a giveaway on your site to attract new customers.

Anita DeFrank
<http://www.MommysHelperCommunity.com>

Give your customers your full attention at crafts shows and home parties. If you ignore them, they won't buy.

Kara Kelso
<http://www.soy-wax-candles.com>

Go the extra mile. Take that one step above and beyond to help both your downline members and your customers. Your customers will notice and they will share with their friends and families. Your downline members will become more successful - which means so will you.

Anita DeFrank
<http://www.MyWahmSpace.com>

Hh Hh Hh Hh

Hostess coach, hostess coach, hostess coach! There's nothing better for ensuring successful parties.

Have a positive attitude. People will book with fun people. If you're not entertaining, practice and take a class. Being fun and funny is something you learn.

Hearty Handshakes (or **H**ugs)

Make contact with your guests, a solid hand shake and a winning smile go a long way to establishing rapport with your clients. **H**ug your hostesses because that's a deeper level of trust and intimacy. It's psychological - and it works!

Hostess Appreciation Party

Celebrate and **T**HANK your hostesses at least once a year. An informal party is a great way to build relationships, do some social networking and increase sales - perfect for each catalog launch, during the holidays, or any time! Offer a mystery hostess prize to increase sales/bookings.

Lisa Young

<http://www.homepartysolution.com>

<http://www.liasophia.com/savings>

<http://www.thebodyshopathome.com/web/young>

Host an open house to let the neighborhood get to know you and your business.

Anita DeFrank

JD Premium Products

<http://www.mommyhelper.jerkydirect.com>



Include everyone you know. Sometimes those you didn't think wouldn't, would!

Imagine your success. You will become what you think and believe.

Kandi Tobin
<http://www.arbonne.com> #17209757
<http://www.shaklee.net/kanditobin>
<http://www.kandi.ismyangel.net>

Incubate your customer and take care of them as you would your very own baby.

Anita DeFrank
<http://www.DirectSalesHelpers.com>

Ignore: Ignore the Dream Stealers in your life and continue to follow your dreams!!!!

Kim Groh- "Proud" Team Leader
<http://www.athome.com/kimgroh>

Ignorance is not an excuse - Know your stuff!

Anita DeFrank
<http://www.DirectSalesHelpers.com>

Increase your sales with a mailing list and keep in constant contact.

Kara Kelso
<http://www.DirectSalesHelpers.com>

Jj Jj Jj Jj

Joy: Share the JOY of your awesome Direct Sales business with everyone!!!!

Kim Groh- "Proud" Team Leader
<http://www.athome.com/kimgroh>

Just do it! Make a marketing plan and go with it!

(Be) Joyful in your marketing, let your enthusiasm be seen and heard

Kandi Tobin
[#17209757">http://www.arbonne.com">#17209757](http://www.arbonne.com)
<http://www.shaklee.net/kanditobin>
<http://www.kandi.ismyangel.net>

Just be yourself!

Kara Kelso
<http://www.soy-wax-candles.com>

Jump at the opportunity to pamper your customers.

Anita DeFrank
<http://www.MyWahmSpace.com>

Juggle your business and life with ease with organization.

Lauren Haugh, Top Line Creations
<http://www.ScrappinWahm.com>

Just take care of them (customers, clients and team members).

Val Selby
<http://www.MyWahmSpace.com>



Keeep a mini notebook with you at all times. You never know where your next customer, host, or recruit will be.

Patti Iler

<http://www.tastefullysimple.com/web/piler>

<http://www.mytupperware.com/beststoragesolutions>

Kindness: Always be kind to everyone you meet ...everyone, everywhere is a potential customer, hostess, or recruit.

Stephanie Hockenberry

<http://www.initials-inc.com/steph>

Kindness to customers always is important even when you maybe having a problem with someone.

Glenn Ann Bayne

<http://www.Applina.com>

Keep trying until you reach them! Just because you keep getting the machine, keep trying! They don't call back very often, so just keep trying!

Vicki Ebbing

<http://www.athome.comvebbing>

K.I.S.S. - Keeep it simple sister! Remember when doing a presentation that you don't have to explain EVERYTHING - just a few key points will get the product sold.

Kill them with **K**indness - when you have that person in the audience that is a "know it all" or tries to say negative things about your items, smile and move on.

Denise Kuerzi, Slumber Parties

<http://www.slumberpartiesbydenise.com>



Leave a business card with anyone you talk to about your business. You never know - they may become your next customer or team member.

Patti Iler

<http://www.tastefullysimple.com/web/piler>

<http://www.mytupperware.com/beststoragesolutions>

Love: Love what you do & do what you love. It will show in your presentation & your sales!

Stephanie Hockenberry

<http://www.initials-inc.com/steph>

Laugh and enjoy the process of getting your product out there. Enjoy getting to meet all the new people coming into your life.

Life, make marketing a part of your everyday life try and do atleast one thing a every day.

Glenn Ann Bayne

<http://www.Applina.com>

Leave a trail of catalogs everywhere you go! They are your best advertising tool and you never know who will pick one up!

Vicki Ebbing

<http://www.athome.comvebbing>

Listen to what your future recruits want from the business. If you are doing 60% of the talking, you aren't listening to their needs

Lipgloss goes a long way! When you are out running everyday errands, put on some lipgloss and smile at everyone you know. You never know when you'll run into a client.

Logo wear, EVERYWHERE! Where your company name and logo with pride.
It's free marketing!

Denise Kuerzi, Slumber Parties
<http://www.slumberpartiesbydenise.com>

Live - Love - Laugh

Listen to your customers - fill their needs!

Anita DeFrank
<http://www.DirectSalesHelpers.com>

Mm Mm Mm Mm

Make it a priority to service your existing customers.

Motivate yourself - don't wait for your leader, your company, or your team to do it for you.

Mind your business - if you take care of it like a business, it will take care of you.

Lisa Young
<http://www.HomePartySolution.com>

Make time everyday to work your business.

Theresa Jakab
<http://www.princesshouse.com/tjakab>

Motor vehicle windows or windshield wipers are great places to slip in your business card.

Maximize your time away from the house by sharing with anyone within 3 feet of you! Simply say, "out of curiosity has anyone ever introduced _____ to you?" Give them a card and make a connection!

Traci Dickson
<http://www.discoverytoyslink.com/playfulday>

Make time! Time to pray, time with family and time to work! If you need a schedule to stay focused make one!

Merrily, **m**errily, **m**errily! Be **m**erry! Don't you love happy, excited, energetic people? So do your customers!

Meet new people! Get out there! Expand your comfort zone! There are lots of interesting people in this world!

Vicki Ebbing
<http://www.athome.com/vebbing>

Make time for YOU to relax and recharge.

Beth Coronado
<http://www.cookielee.biz/bethcoronado>

Me ... it's not about me ... Most definitely it is about them & what we can offer a hostess, customer, or potential team member. It's how our company & products fit their needs!

Stephanie Hockenberry, CP 1177
<http://www.initials-inc.com/steph>

Market Yourself - The image you share of yourself to customers is equal to how they will respond in doing business with you. You will be the reason they keep coming back to buy your products & services. Be steadfast, honest, real, and tell them what YOU have to offer over anyone else. Then stand up (reflect) that image and you will enjoy successful relationships with customers.

Rennie Knolls, Independent Stampin' Up! Demonstrator
<http://www.rennieknolls.stampinup.net>

Market yourself by handing out goody bags! When you are hitting happy hour with your friends, hand out a bag with a catalog, sample item, personalized pen and business card!

Denise Kuerzi
<http://www.slumberpartiesbydenise.com>

Nn Nn Nn Nn

Nobody knows you like you do. You are the best product your company has to offer!

Nothing sells like service. Keeping in touch with past hostesses "just because" is a great way to retain their business and their loyalty.

Never leave home without your hostess packet and a catalog!

Ninety five percent of people in Direct sales fail within their first year - mostly because they failed to do the followup!

Lisa Young
<http://www.HomePartySolution.com>

Never undermine another consultant within your own party plan!!

No matter what!!

Theresa Jakab
<http://www.princesshouse.com/tjakab>

Never, **n**ever, **n**ever give up!

Navigate all obstacles no matter what, they are just stepping stones along the path to your success! They are opportunities to reflect and grow from.

Traci Dickson - Discovery Toys Educational Toys, Games & Books!
<http://www.discoverytoyslink.com/playfulday>

Nix negativity! Don't let yourself slide into the pool of negative thinking. Try hard to always be positive!

Numbers - They are the key to success! The higher the number of contacts you make the higher numbers of \$\$\$ you get!

Neglect - More businesses fail due to neglect than any other reason. When was the last time you contacted your past hostesses and customers?

Never give up!

Vicki Ebbing

<http://www.athome.com/vebbing>

Now is the perfect opportunity to take orders, book parties, & recruit hostesses!

Stephanie Hockenberry, CP 1177

<http://www.initials-inc.com/steph>

Natural - Customers know when you are being fake. Be sure you are natural in demonstrating and believe in the services and products you have to offer. Being natural means you have used the products yourself and know the benefits. They'll know too!

Rennie Knolls, Independent Stampin' Up! Demonstrator

<http://www.rennieknolls.stampinup.net>

Never leave your home without your most important asset ... you're SMILE!

Denise Kuerzi

<http://www.slumberpartiesbydenise.com>

Network, **N**etwork, **N**etwork - need I say more?

Lauren Haugh

<http://MyWahmSpace.com>



Opportunities are everywhere. Don't limit yourself. You have the opportunity to help other women everyday. Help them learn about how your products can benefit them and the financial opportunity of joining your team.

Tina Fields
<http://www.wisdomwithin-lifecoach.com>

Open up your home for an open house, a good way to display your products, to sell your products you have on hand to make room for your new ones.

Opportunity knocks, and when it does you better answer, everyday God gives many opportunities, to talk to existing customers and get a renewed order or meet a potential new customer and get a new order, all we have to do is accept those opportunities.

Sharon Goodrow
Heavenly Angel Scents

Others are just like you, Going through the same Challenges to get to success. You are not By Your Self.

Sharon Rowley
Shure Pets
<http://www.catalog.shopshurepets.com>

Open your mind to new marketing possibilities wherever you go. Can you appeal to brides if you've never done that before? How can you market at your child's school?

Overbook your calendar. If you're trying to hit a goal, overbook so that you're not disappointed if you have cancellations.

Leanna Giltmier
Design with Words
<http://www.uppercaseliving.com>

Opportunity awaits every time you walk out the door of your house or pick up your phone. Be prepared!

Open to those around you. You will learn what you can do to help them!

On - Be on it! Get on it! Always be on for your customers!

Vicki Ebbing

<http://www.athome.comvebbing>

Open yourself to new ideas about marketing your business

Open your eyes to the opportunities all around you

Other people - keep your focus on serving them

Outside the box - a great place to spend your time thinking

Operate a lead generation system on the Internet - it will make life (and recruiting) easier for you!

Offer the opportunity first, then booking, then sales in face to face meetings.

Open your mouth and talk to people

Open your ears and listen to what others are saying to you.

Lisa Young

<http://HomePartySolution.com>

Online parties! Host online parties to build relationships, find new customers and of course ... make more sales!

Val Selby

<http://www.MomChats.com>

Pp Pp Pp Pp

Purpose and **P**assion will lead you to success. Understand what your true purpose is. You may think it is to become wealthy. But you will find the true purpose when you understand what being wealthy means to you. Once you understand your true **P**urpose you will be **P**assionate in building your business.

Tina Fields
<http://www.wisdomwithin-lifecoach.com>

Put your best foot forward and go out there and do your best for your business ...no one else will do it for you ... only you can make your business succeed.

Sharon Goodrow
Heavenly Angel Scents

Put your name and contact information on everything. Down the road, when your customers think of your business again, you want them to find YOU.

Postcards - a great way to connect with customers AND build in some accountability for you. Write a customer or potential hostess that you'll be calling her ... and you'll have to do it!

Leanna Giltmier
Design with Words
<http://www.uppercaseliving.com>

Packets - Have hostess and recruiting packets with you all the time!

Prepare - be ready for whatever is around the next bend.

Patronize those who shop with you!

Paycheck - Decide how big you want your next one to be and get the bookings and do the hostess coaching to get it!

Persistence - the key to direct sales!

Polite - Always be polite.

Vicki Ebbing
<http://www.athome.comvebbing>

Peel away negativity - keep a smile on even when you don't want to!

Pick your team mates carefully. It may seem like a good idea to recruit everyone, but sometimes, it's really not!

Post your website in your email signature on forums.

Put your best foot forward.

Present yourself as an expert. People like to work with experts.

Professionalism is a MUST. If you don't have it, don't leave home without it.

Participate - meetings, networking events, social functions, charity events. Get yourself out there and get yourself known in your community!

Lisa Young
<http://HomePartySolution.com>

Qq Qq Qq Qq

Quiet - Be Quiet - Listen to your customers, hostesses, potentials. Hear what they want.

Quiet the negative thoughts and thinking

Quit - Never quit.

Qitters never win!

Quit the negativity

Quick - Be quick to take care of the needs of customers, hostesses and your team!

Questions - Ask lots of questions!

Vicki Ebbing
<http://www.athome.comvebbing>

Quiet time - Be sure to schedule 20 to 60 minutes of quiet time each day for yourself. One suggestion when you get home from work, an event or function, commit time to chill out as you switch from business mode to family mode. Even dad and children can benefit from a little quiet time after a long hard day.

Rennie Knolls
Stampin' Up! Independent Demonstrator
<http://www.rennieknolls.stampinup.net>

Quality instead of **Q**uantity - As you build your team its important to be sure that your potential new team member is a good fit for your company, direct selling and for your team. Rather than having many consultants come and go from your team aim to recruit high quality people who will prosper, appreciate and respect the direct selling industry.

Tina Fields
<http://www.wisdomwithin-lifecoach.com>

Questions - encourage potential recruits to bring lots of them to your interview. Then Answer them!

Quell your customers concerns by explaining your return and exchange policy during their checkout.

Query your best customers/hostesses about what they like most and what they'd like to see improved in the way you do your work. Thank them and follow through.

Quitters never win and winners never quit!

Lisa Young
<http://www.homepartysolution.com>

Rr Rr Rr Rr

Remember - remember names, they are music to that person's soul.

Remember as much as you can about your team members.

Remember to call back those people who postpone their parties.

Reminders - Write yourself reminders so that you remember. I am the queen of lists.

Radius - Draw a radius on a map from where you are. Take catalogs to every business that you can find. Make sure it has your number and info. Invite all of your neighbors within that radius to your open house!

Ready - Always be ready for your next party! You never know who might call.

Reciprocate - If you give then you get.

Reduce the **R**idiculous! Set goals and break them down to so much a month, a week, a day, an hour, etc.

Relax - take some time off every day, an entire day every week, one week every year. You will get more done if you schedule these times off than if you don't.

Roll with it! Sometimes things happen! Get up, wipe it off and keep moving ahead!

Vicki Ebbing
<http://www.athome.comvebbing>

Relish - verb: the enjoyment or delight in something that satisfies one's inclination, tastes, or desires. This should be how you feel about your direct sales business. If not, then explore ways to make it pleasurable, gratifying and custom to your life.

Rennie Knolls
Stampin' Up! Independent Demonstrator
<http://www.rennieknolls.stampinup.net>

Run your business like a business.

Rediscover your WHY for being in Direct Sales.

Relate to your customers. Meet them where they are (emotionally, psychologically) and you'll make more money than you ever dreamed!

Reinvent yourself. Create a personal brand that doesn't begin and end with your company's product.

Lisa Young

<http://www.homepartysolution.com>

Relationships, **R**elationships, **R**elationships - Your success is directly connected to your communication skills. Listening and speaking are key to building your relationships. If you focus on improving your existing relationships as well as creating new relationships you can not lose.

Tina Fields

<http://www.wisdomwithin-lifecoach.com>

Remember to smile ... you love your j.o.b., don't you?

Anita DeFrank

<http://www.MyWahmSpace.com>

Ss Ss Ss Ss

Sales - Network regularly, sign up to a few groups, always carry your business cards.

Sharing - Keep it short and sweet, enjoyable for the listener.

Seek - Information from your prospect by being a good listener.

Stand Out - Dress for success.

Something **S**pecial - Offer something if you can, a discount, **S**ample or advise.

Support and **S**hare - With others in business.

Speak well of others - Always have something nice to say.

Teresa Bodnar

<http://www.teresabodnar.worldventures.com>

Spend time doing the things you do best and delegate the rest.

Set high goals - if they don't make your stomach ache or nervous they aren't high enough.

Deirdre Cooke

http://www.ExcellentVirtualOfficeServices.com/Director_Help.htm

Special - Your customers want to feel special. Let them!!

Specifics - Customer information cards let you remember special dates and preferences for each client, as well as how often they want to be contacted.

Service - If you give great service, your customers will NOT want to buy from someone else.

Success doesn't just happen, it takes a planning and work.

Synergy - Remind your team that each of you is important to the others' success.

Story - Tell your story to everyone. Let them know what it is that makes you passionate about what you do!

Cheryl Spencer
<http://www.tea4utah.com>

Social Networking - Build your business by participating in social networking sites.

Val Selby
<http://www.MyWahmSpace.com>

Spend time with your downline members by hosting team meetings.

Lauren Haugh, Top Line Creations
<http://www.ScrappinWahm.com>
<http://www.MomChats.com>

Tt Tt Tt Tt

Time line - develop a schedule, a business method.

Take action - Learn something new that inspires you.

Take - Baby steps if you must.

Take - Those steps or find someone to help you.

Tell - Everyone you meet about your business.

Talk - About upcoming events.

Treat yourself - With time for family or yourself

Thank - Your customers.

Teresa Bodnar

<http://www.iloveyourstories.com>

Time is money - don't waste time on non-income producing activities.

Talk (communicate) with your team and your customers regularly.

Deirdre Cooke

http://www.ExcellentVirtualOfficeServices.com/Director_Help.htm

Train your downline! When they succeed, so do you!

Val Selby

<http://www.MomChats.com>

Team - Treat your downline members as team members - create a sense of power in numbers.

Lauren Haugh, Top Line Creations

<http://www.ScappinWahm.com>

Take care of yourself!

Val Selby

<http://www.trainerforce.net/busymomma/>

Uu Uu Uu Uu

Understand your compensation plan

Understand your customer's needs BEFORE you try to "sell" them

Update your signature file in your forums and blog posts

Underestimate your skills and abilities - NOT!

Lisa Robbin Young

<http://www.homepartysolution.com>

Use all of the tools your company offers.

Unleash yourself and be willing to step out of your comfort zone

Theresa Jakab

<http://www.princesshouse.com/tjakab>

Unstoppable - Be unstoppable in your business. You will succeed.

Unbelievable - Deliver unbelievable customer service. Customers are what makes your business.

Uncomfortable - Stretch yourself past your comfort zone to reach your goals, even if it feels unnatural.

Unaware - Reach out and spread information on your products and opportunity to those who are unaware of the value you can provide.

Unequaled - Go above and beyond in sharing your business opportunity.

Unfailng - Never give up! Have an unfailing attitude that you will succeed.

Unite - Work with your team to unify and come together so that everyone succeeds.

Upwards - Always look up for help. Your sponsor is there to guide you through every step of your business. You want to strive to be at the top!

Yvette Mason
<http://www.BeyondTheCandle.com>

Unlimited - Your personal and business growth is unlimited - Reach for the Stars!

Unconventional- Don't be afraid to try something unconventional (different).

Unleash yourself from activities that slow down your sales production- get help!

Deirdre Cooke, Excellent Virtual Office Services
<http://www.DirectSalesVA.com>



Value your customer's interests. When they know you care, they care about you!

Validate your potential host/recruit objections, THEN over come them.

Visit the salon and update your look for the new season.

Verify billing and mailing addresses on credit card purchases - sometimes they don't match.

Visit briefly with each guest and get to know them better.

Lisa Robbin Young
<http://www.homepartysolution.com>

Visual aids work great

Volunteer your serves wherever you can

Theresa Jakab
<http://www.princesshouse.com/tjakab>

Variant - Be courageous. Don't be afraid of "No's".

Value - Always let your customer know the value your product and opportunity delivers to them.

Validate - Know that you are important and that you will succeed.

Vision - Have a vision of where you want to go and what you want to do with your business. Have a plan. Be a visionary.

Victory - Celebrate and reward yourself for the milestones you reach in your business. You deserve it.

Yvette Mason
<http://www.BeyondTheCandle.com>

Vivid- Set vivid goals.

Valuable - Your team/unit is a valuable asset; be sure to let them know how much they mean to you.

Deirdre Cooke, Excellent Virtual Office Services

<http://www.DirectSalesVA.com>



Work hard, play harder!

Work your business everyday.

Theresa Jakab

<http://www.princesshouse.com/tjakab>

Wait for nothing, get going with your business because the perfect time to work is now!

Warm - Be warm and ingratiating! People will be attracted to you and want to do business with you!

Watch for signs of interest when you are making your presentation - the person listening to every word, nodding, smiling - she may be your next hostess or prospect!

Wear a smile - no matter what!

Well Done - Make sure your hostesses and customers say that your work is well done!

Where are you going in your business? Set goals so you have a map!

When will you reach your goal - have a deadline!

Who do you know who would be good at your business or hasn't seen your recent catalog?

Will you reach your goal? It is up to you!

Win - You can if you try, you can't if you don't.

Winner - Everyone who gives their very best is a winner!

Wishing will not make you a success only work will!

Wobble - we all wobble now and then, but stay on the track to success!

Wonderful - It's a wonderful life!

Words - Choose your words carefully!

Work - It is not sitting on your couch and watching TV business it is working your business that gives results!

Vicki Ebbing

<http://www.athome.com/vebbing>

Walk with your head held high and good posture. Show your confidence in your walk!

Wear your best asset - your smile

Welcome each guest as they walk through the door.

Work as if you don't need the money

Denise Kuerzi

<http://www.slumberpartiesbydenise.com>

Why - Establish and define your "Why" for wanting and starting your business.

Willpower - Have the willpower to move your business forward.

World Wide Web - Get connected! Build your own personal website to market your business.

Welcome - Give a warm welcome to others interested in your business. Provide them with the information they need to make a decision that is right for them.

Write - Writing and submitting articles is a great way to market your business.

Yvette Mason

<http://www.BeyondTheCandle.com>



Xerox your specials on the back of your order forms

X-Factor - a great book to teach you how to relate to your customers!

Denise Kuerzi

<http://www.slumberpartiesbydenise.com>

e**X**cited - Remain e**X**cited about your business. Revisit your "why" the rekindle the e**X**citement!

Xerography - When sponsoring others, have a system in place that can be duplicated.

Xerophilous - Be **x**erophilous in your business - be able to flourish in and withstand an ever changing business environment!

Yvette Mason

<http://www.BeyondTheCandle.com>

X out all the negativity in your life. Surround your self with positive people!!!!

Kim Groh- "Proud" Team Leader

<http://www.athome.com/kimgroh>

X marks the spot where your story begins - and it starts right now! Make the most of it!

Vicki Ebbing

<http://www.athome.com/vebbing>

X-ray your business from the inside out.

Theresa Jakab

<http://www.princesshouse.com/tjakab>

e**X**ercise daily - Daily exercise is important to your health. Staying healthy keeps you in great shape. You can't hold parties when you're sick!

Val Selby

<http://www.trainerforce.net/busymomma/>

X-tra - Be Willing to go that **X**-tra mile for your customer and your team, Without them you wouldn't have that **X**-tra mile to walk. We all need this type of exercise.

Sharon Goodrow
Heavenly Angel Scents

Y Y

Y Y

Y Y

Y Y

YES - Yes Attitude, you can do it!

Yell - Yell out loud, your opportunity.

Yesterday - Yesterday is gone, learn from it!

Yellow - Yellow is bright, keep bright colors around.

Teresa Woolson

<http://www.youravon.com/twoolson>

Yeah! - Celebrate every milestone in your business with a big "Yeah!"

Yearn - Yearn and create the lifestyle you want!

Yesterday - Learn from yesterday and move forward.

Yvette Mason, Independent Distributor

<http://www.BeyondTheCandle.com>

YOU are in charge of your own success. Do not depend on others to do your work for you.

Kara Kelso

<http://www.PrairieSoyCandles.com>

<http://www.DirectSalesHelpers.com>

YOU are your best product! Look your best, be your best and you'll amaze at how many more people will want to do business with you!

Darlene "Dee" Bishop

<http://bishopscornerweb.com/store/>

Your time is valuable, spend it wisely.

Yes, you can!

You have what it takes to be the best!

You're in reach of your goals ... keep going ... don't look back ...

You can do it!

Deirdre Cooke, Excellent Virtual Office Services

<http://www.DirectSalesVA.com>

Zz Zz Zz Zz

Zip - Zip your lips and LISTEN to others!

Zest - Add Zest to your day and your presentation!

ZZZZ - Get enough ZZZZs to be refreshed every day!

Teresa Woolson, Avon Ind. Sales Rep.

<http://www.youravon.com/twoolson>

Zero effort brings Zero results!

You have to DO something to make your business work.

Darlene "Dee" Bishop

<http://bishopscornerweb.com/store/>

Zoom to the top!

Zap all negativity!

Zero Work = Zero Profit

Zeal - Never lose your **Zeal** about your business.

Zone - Step out of your comfort **Zone**

Deirdre Cooke, Excellent Virtual Office Services

<http://www.DirectSalesVA.com>

Zany: Don't be afraid to think outside the box. Creative ideas and campaigns can really catch the imagination of your clients.

Zealous: There's committed and there is over-eager. Be careful not to turn into a product bore; zest is great, but zealots are NEVER attractive.

Zebra: Can you talk the stripes off a zebra? Being able to confidently talk about your product and opportunity is great, but don't forget to listen too!

Zenith: Keep your goals in mind. If you are feeling jaded, remember why you are climbing this mountain and take some time out to admire how far you've come.

Zenophobe (also spelt xenophobe!): Does fear of the unknown make you shy of presenting to potential clients outside your religion/ethnic group/locality? Try to focus on the things you DO have in common and you'll find you can quickly get past superficial barriers - and you might even open up a whole new market for yourself.

Zero: Is how many parties you are going to book sitting on the couch. Pick up the phone and start dialing!

Zigzag: Spend 30 mins EVERY day working on your business and your sales will stop zigzagging and start climbing steadily upwards.

Zinnia: Dreading the summer slump? Try to be as bright and optimistic as a zinnia. Start telling hostesses NOW why summer is a great time for parties and book for the months ahead. **Z**innias are self-seeding, so this year's parties are likely to come back next year.

Zip: Hate phoning potential hostesses? Give yourself a daily target and try to zip through the calls as quickly as possible. Don't procrastinate or waste time on people who aren't interested; move on and zip through your to-do list.

Zip-code: Not sure where to start? Focus on the clients in your immediate area first. They're easier and cheaper to reach, you have something in common with them and if you recruit them you'll be able to coach them in person

Zodiac: Don't leave success to the stars. Keep busy following up leads, contacting hostesses and sending out catalogues no matter which sign is in ascendancy.

Zombie: Is what you'll become if you try to be a full-time super mom AND super sales woman. Give yourself permission to have fun as well as doing all the other stuff. And don't under-estimate the power of a good night's sleep!

Zone: Separate your work and home life with a secure area/room for your business. Small children can wreck havoc on your samples in a surprisingly short amount of time. Organize your samples, catalogue and other tools so you can always find what you need quickly.

Zoo: It's a wild world out there not everyone has been domesticated! If you have a close encounter with a snarling, venomous or impolite client, don't let it spoil your day. Step away from the situation as quickly and safely as you can. Take the sting out of your brush with a man-eater by sharing your experience with your upline. They'll probably be able to tell you an EVEN worse story. Most of the people you meet will be great, so don't let the occasional skunk color how you deal with the others.

Kirstin Crothers
Phoenix Trading (Australia)

Acknowledgements & About the Authors & All that Important Stuff

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Now before we go, we'd like to take this opportunity to send out a special thanks to each and every one of you who participated in this project! We couldn't have done it without you. Please help us thank them by visiting the website links above.

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We hope you enjoyed this ebook as much as we enjoyed putting it together.

Your friends in success,

Kara Kelso, Anita DeFrank &
all of our Wonderful Subscribers
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