

7 Ways to Maximize your Income In Direct Sales

**A Special Report by Gale Bates
www.mymentorbiz.com**



**Simple Strategies to
building a successful
and profitable Direct
Sales Business.**

CONGRATULATIONS on downloading this special report. You have taken the next step to maximize your income with your Direct Sales business.

This report will show you how to get more from the **three money areas** of your direct sales business. These areas are ***BOOK, SELL AND RECRUIT***.

Think back and ask yourself, why did you start your direct sales business? Did you want to pay off debt? Did you want to contribute consistently to the family budget? Were you ready to build a 6 figure income? My guess is you started your business for the right reason but somewhere along the way some of your passion and excitement fell by the wayside and this affected your income. You're wondering if it is possible to make money, even a LOT of money in Direct Sales.

The answer lies in having the **desire** to succeed, making the decision to go forward and realizing that **you**, personally, hold the key to creating and maximizing an incredible opportunity to build a very profitable business.

The magic in my success in building a very profitable direct sales business happened the day I hired my first mentor. For the first 3 years I built a steady income, but it wasn't the income I desired. A friend called and said she was hiring a mentor. I'd never considered spending money on a coach or mentor. After my friend had a few sessions with her mentor, I saw great results in her business. After learning the value of working one-on-one with a mentor, I made a decision to go forward. I had the desire to build a six figure income, and in making the decision to hire a mentor, and be accountable to someone every week, was the catalyst that took my career to the #1 Manager position in my company and achieve the six figure income goal I desired.

Accountability showed me my strengths and how to maximize them to increase my income. **Accountability** showed me my challenges and ways to learn how to overcome them to increase my income.

Do you want to develop and grow your skills to reach the top leadership position in your company? Do you wish you could be making \$10,000 PLUS a month in your direct sales business? Is your part time Direct Sales Business bringing in the kind of income stream you want?

MyMentorbiz offers creative and structured solutions through accountability to build a profitable Direct Sales business around the income you desire. Enjoy my FREE REPORT on **7 ways to maximize your income in Direct Sales** and look ahead to the opportunity that awaits you in your Direct Sales Business. It's a great time to be an Entrepreneur!



Gale Bates, www.myMentorbiz.com
Your "Make the Leap" Mentor



7 ways to Maximize your Income in Direct Sales

#1 MAKE A DECISION



- yes
- no
- maybe

Do you “really” want to earn \$10,000 PLUS a month?

Every Direct Sales Compensation plan is designed to provide a six figure income for all consultants. It is the opportunity that awaits everyone who joins a Direct Sales Company. However, it is only a FEW who realize this opportunity and maximize their business to the top of the compensation plan.

What makes these few people different from the masses? They have the DESIRE and they make a DECISION to strategize a plan, focus and execute that plan. It’s as simple as that.

Study your compensation plan. How many streams of income can you maximize in your Direct Sales Business? Then **DECIDE** to focus on maximizing every one of those income streams available to you through your company.

If you’re a top seller and you’re not recruiting and building a team, you’re losing money. If you’re building a great team and have stopped doing parties, you’re losing money. The fastest way to build a six figure income is to focus on each income stream and maximize the potential to bring you the income you desire.

Many people “say” they want something badly in life, but when it’s time to take action their inner critic and self doubt creates excuses and stops them from taking serious action. It all comes down to be willing to act differently than you’re acting today. Not just thinking differently, but making a bold decision to take action.

Adopt the W.I.T.A.

When you *MAKE A DECISION* you cut off all other options and you embrace a “**Whatever it takes attitude.**” You step into change and that is when success BEGINS!



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#2 FOCUS ON HIGH PAYING ACTIVITIES



A Direct Sales party plan business is based around selling, booking and recruiting activities through holding parties. At your parties, you gather customers who book and you build relationships with people who want to join your team.

Evaluate your daily activities and ask yourself, *"is this activity worth \$\$ in my pocket?"*

There are **THREE** types of high paying activities. **Sales activities** bring instant income through parties, one-on-one appointments, telephone sales, catalogue sales. **Booking activities** bring future income that sets up consistent income on a weekly, monthly basis., and **Recruiting** activities which bring commission income that builds a lifestyle.

How to Maximize your sales activities

Focus on your parties with 4 key tasks

- Solid Hostess Coaching to build party attendance
- A polished presentation to show your professional image that attracts women to you
- Skilled Product knowledge that promotes customer confidence
- Be an expert Order Taker, know how to add \$20 plus to every order and maximize every sale

In addition to your parties, hold appointments and parties at your home every week to build your client list and get future bookings. This adds extra sales and builds your client list for future bookings.

In addition to your parties, introduce FIVE new customers to your product line ever week.

In addition to your parties, mail out or give out 10 catalogues every week and follow up within 4 days with a phone call.

In addition to your parties, schedule consistent Customer Care phone calls every week to bring in extra sales and bookings.



How to Maximize your Booking activities

- Create a 4-week forward rolling calendar booking program. In other words, always fill bookings out every FOUR weeks FIRST!
- Set a goal to hold at least 2-4 parties every week
- Set a goal to have 10plus parties scheduled every FOUR weeks at all times. (allow 2 extra for postponements and cancellations)
- Make at least THREE booking offers at every party
- Your first booking offer should be a general bid when you thank your hostess and explain how fun and profitable it is to be a hostess. *“Ladies, I’m going to ask each and every one of you, if you’d like to have your own party and earn free product.”*
- Make TWO individual offers when working with your customers at the party. *“Suzie, you want all the Product, let’s book a party so you can get more for free.”*
- At checkout, ask EVERYONE to book. (You said in your general bid you were going to ask everyone, so she won’t be surprised when you ask.) Turn this into a habit when writing every order and become an expert at checkout. Be prepared for a “Yes”, “No”, or “Maybe” answer. What are you going to say?
- Create a “maybe later” list of women who say they can’t book now, but to call later. These people have given you permission to call.
- Set a weekly goal to meet new people and make consistent phone calls to creatively get bookings.

How to Maximize your Recruiting activities

It’s important to understand the commission income you receive from your compensation plan when you recruit a team. Study your plan and focus on building each commission income stream. Focus on these high paying recruiting activities and build your successful team.

- At every party plant at least THREE Recruiting seeds.
- Plant the first seed when sharing your powerful story why you started your business, why you love it, and what your business has done for you and your family.
- Notice THREE people to hand out your information recruiting packet.
- Follow up within 24-48 hours after the party to set an appointment.
- Understand the formula for recruiting
 - Identify 3 prospects at every party
 - Make 3 calls after every party to set appointments = 1- calls
 - Hold 2-3 interview appointments
 - ONE will join.
- If you’re not interviewing or sharing the business over the phone or in a face to face appointment every week, you’re not maximizing the opportunity to recruit or sponsor.



Remember the S.W. S.W. S.W. formula

Some Will

Some Won't

So What

Who's NEXT...

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#3 GENERATE NEW CIRCLES OF BUSINESS

Imagine what your business would look like with a 1000 customers. It's important to understand the one-third concept with your customers.

One-third are always going

One-third are always staying

One-third are always coming

You must ALWAYS add new customers to your client base every week.



New Customers at every party

- Give hostess an incentive to invite THREE new guests you haven't met before.
- Be specific with your booking bids.
- Focus on specific areas 1 mile from your home, 10 miles from your home. Open up new areas for your business asking for bookings in those areas.
- Third Party Stretch. Set a goal to get a third booking at every party in an area you've never been.

New Customers through networking

- Practice your 30 Second Commercial and networking skills.
- Join Networking Clubs and Business Referral groups —Attend as a guest – join as member.
- Learn how to respond to compliments. Turn them into a customer first, a hostess second.
- Hold 2 Home parties a month for new customers and turn into bookings.
- Hold One-on-One appointments with people who've never seen your product- turn into bookings.
- Join Facebook, Twitter, LinkedIn and yahoo groups and develop deeper relationships with people who buy your product, want to be hostesses or join your team.

Creative Ideas to build New Customers

- Hold Fundraisers. Support local or national organizations. This is one of the most lucrative ways to build new customers. It's all about giving first. At every event do ONE drawing and capture the information of every attendee on top of offering a percentage of your profits on all sales.
- Create a flyer with specific learning presentations. Approach companies like real estate, banks, staffing agencies and offer a quick Lunch & Learn presentation. Have a drawing for attendees to capture their information for follow-up.
- Join clubs, groups such as Chambers of Commerce, Curves, M.O.P.'s and attend their monthly meetings and build friendships with people who turn into customers and hostesses.
- Become a Joiner of women's groups. Women's philanthropic groups, or business groups have professional people who are interested in your products.
- Launch a Referral Rewards Program. Create a postcard (www.vistaprint.com) and hand out your postcards at every party, asking people "Who do you know?"
- Take a booth at trade shows and expos and be prepared to follow-up to create new business.

Go the extra mile to build New Customers

- Make a Decision to get 50 NEW Customers every 3 months
- Strategize your plan
- Visualize your plan – get a poster board, put 50 circles on it. Fill the circles with each new customer.

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#4 TRACK THE PULSE OF YOUR BUSINESS

All successful businesses are run around sales statistics. They are called *Key Performance Indicators* and are used to help plan, stock inventory, and support every area of a company. KPI's are important in helping to assess monthly, quarterly and yearly income and expenditures to improve business success.

In Direct sales keeping track of your party sales, bookings and recruit leads will enable you to build a strong successful business. **Think weekly, not monthly.** Build your key performance indicators around activity every week in all areas of your biz. Thinking weekly, not monthly creates consistency.



Consistent activity equals consistent results.

Create a spreadsheet around these KPI's and determine how you can improve the bottom line or net profit of your business. KPI's show you where to place your focus on hostess coaching, improve your sales performance, use better booking bids or improve your interviewing skills.

Sales Key Performance Indicators

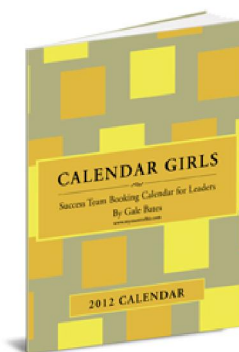
- # parties booked every week
- # parties held every week
- Party Loss percentage (calculate the difference between top 2)
- Total attendance at each party
- Average attendance for week
- # Guests who ordered at each party
- Total Party Sales
- Party Sales Average (\$ amount)
- Average order per guest (\$ amount)

Bookings Key Performance Indicators

- # bookings from parties
- # bookings booked outside of parties
- Booking Ratio (% of bookings from parties)
- Projected bookings with next 4 weeks

Recruiting Key Performance Indicators

- # of prospects from each party
- # interviews per week
- New recruits per week
- Conversion rate (% Interviews to Recruits)



LEAD YOUR TEAM to win using the **CALENDAR GIRLS** Team Booking System.

Track your team's parties consistently every week and build your team sales and income!

Order the CALENDAR GIRLS Workbook System

[HERE](#)

Calendar Girls system has helped me transform my business. When parties book into 4 weeks they are more inclined to hold and generate more income. Using this system my team program jumped to 369 parties over 4 weeks from 201, helping our businesses grow. If you want more for yourself and your team then implement this easy to use, fun system and watch your income grow.
Penny Short, NZ Regional Executive Manager, UnderCoverWear

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#5 MAKE THE PHONE YOUR FINANCIAL ALLY



How many of you have made calls to your customers, just to find out how they love the product? Developing strong relationships with customers through the telephone will build a strong business and maximize each income stream. Applying expert phone skills are extremely important.

Everyone starts their business with great intentions. If you aren't willing to develop the skills and make regular phone calls you will lose customers and ultimately income.

Make a decision to get comfortable with making calls and master your phone skills from day one in your business. Develop a spreadsheet to track each call over a period of one week. Track calls to

- Meet with prospects
- Customer care
- Get bookings
- Coach your hostess
- Schedule interview appointments with prospects

On your spreadsheet set up 2 checking columns.

#1 Made the call.

#2 Made a connection

Many times we make one call to a customer and then never call them back. When you track the amount of calls your make, and the actual connections you make to speak with a customer, you'll find your business will increase. I recently came across these statistics on how frequently sales professionals follow up with their prospects

48% of sales people never follow-up with their prospects.
25% make a second contact and then they stop.
12% make three contacts and then they stop.
Only 10% make more than three contacts with their prospects.

2% of sales are made on the first contact with a prospect.
3% of sales are made on the second contact.
5% of sales are made on the third contact.
10% of sales are made on the fourth contact.
80% of sales are made between the fifth and twelfth contact!!!

Schedule phone time as part of your daily and weekly business activities.
Learn to love your phone.

Customers are waiting for your call.

Hostesses are waiting for your call.

Recruit prospects are waiting for your call.

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#6 THE NEXT STEP

I have established a habit in my business called "The Next Step," or "looking forward." It is a habit that keeps me on track with my goals and strategies in planning. Its important to focus on the "next step" of every area in your business in sales, bookings and recruiting. When you are focused on the "next step" in your business, you are continually in a growth pattern.

The "next step" plans evolve around

Reaching out to meet new people

Generating new circles of business— new customers

Maintaining customer base with customer care calls

Building new hostesses every 3 months

Keeping your pipeline full of prospects

Team building strategies for team members

With each area, always ask yourself the question, "What is the next step to growing more business?"

Looking forward or planning your "next step" is a key factor in helping you maximize your income.



BONUS GIFT FOR YOU!

I invite you to request a "FINDING THE GAP" complimentary coaching session.

In your session you'll

- Complete a "Finding the Gap" in your business assessment
- Create a clear vision to maximize the income streams in your business
- Uncover hidden challenges that may be holding you back in having the income you want.
- Create a strategic ACTION PLAN you can implement quickly

To claim your session, email me at galebates@mymentorbiz.com

Get support and accountability and you will build your confidence on your path to building a six figure income.

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#7 EXPECT SUCCESS!

Plan your work and work your plan!



What I love about direct sales is when you plan your work, and work your plan, you get great results. What I've noticed is that most people "expect" certain things to happen in their business and when they "**expect success**," their expectations become their reality. This is because they focus on their plan.

Here are a few things you "must" do if you want to earn the income you want to grow your business and **EXPECT SUCCESS**.

Have a goal. If you're not achieving the results you want in your business, it's most likely because you don't know *what you want*. Do you want to earn \$1000 a month? Do you want to earn \$100,000 a year? You have to know what you want and more importantly, you have to know *what you're willing to do to get it*.

Stay away from negative people. This includes the media. Negative people drain your energy. The way to overcome this is to have 10 positive thoughts and affirmations every day. Read and listen to motivational books, and stay focused on your goal.

Expect good things to happen. We all need to believe that good things can happen to us. If you haven't heard of "The Secret," and the Law of Attraction, take some time to watch this movie or read the book. It will change your thinking. Remember, you choose what you want to happen in your business! Choose to focus on the good you want in your business.

Consistently hold parties. From your parties comes all the business you want. Instant income from the sales, future income from the bookings and lifestyle income when you meet other people who want to join your team. If you are not holding parties every week, this will affect the growth of your business and your income.

Consistently hold interviews. If you want to grow your future income, there is one activity that will get you more income than any other area in your business and that is the "**Interview**" – sharing the business opportunity.

Gale believes in mentoring others. She follows the rule by Zig Ziglar

"When you help others get what they want, you get what you want!"

Gale's journey into entrepreneurship began when she created a successful product line under the name of Tutu Nene. For the last 15 years she has worked in the direct sales industry empowering women to leadership positions and helping them build successful and profitable businesses.

She is Owner and founder of www.mymentorbiz.com a company dedicated to coaching and training leaders around the world. She is a published writer in the direct sales industry, co-authoring "Build it Big", "Direct Selling Power" and "Coach NOW" and many training articles, programs and e-books.

Gale is also a children's author and is a dual citizen of Australia and the United States. She lives on the Big Island of Hawaii where she writes and offers leadership training and coaching programs.

Here are some results from Direct Sales business owners

"When I invited Gale to host a series of conference calls with my leaders, I knew there were in good hands. Gale is bright, warm and focused. She brings energy and a confidence to the conversation that is well founded. Her mentoring is based on a wealth of experience, grounded in strategic planning and built on disciplined execution of the plan. Gale individualizes her mentoring and knows how to build a business. Most importantly, she knows how to build women. As one of my leaders observed, "She called me to action after each call. I got off the couch and onto the telephone."

Marlee Huber, Noevir Executive Director, www.mynoevirez.com/marlee

*Gale was waiting for me at the bottom of the stage stairs when I received the honors for being #1 in sales for the company I represented. I feel very fortunate to say this occasion happened more than once and Gale and I earned this together! It was time for me to make a change in my business. Gale helped me to realize that to do this and achieve success I needed to clear the obstacles that were getting in my way and focus on an action plan to make it happen. Once she gave clarity to my goals I envisioned myself living the life I love, and loving the life I was living. This journey was not easy, but I can honestly say, Gale helped me enjoy life along the way, and that is even more important than the success I earned. I think I will always remember this particular lesson Gale taught me early in my career: When you are ready to claim all of who you really are, **THE TIME IS NOW**. Many thanks, Gale*

Kathy Leighton, Fashion Consultant, www.kikapaprika.com

Since making my decision to work with you as a coach, I have taken steps that have created such amazing outcomes in such a short time!! My team has grown by 12 HomeStyle Specialists in the last 4 months!!! The new recruit training system I now have in place is allowing me to ensure that my new HomeStyle Specialists will complete our FasTrack program and continue to make leaps in their businesses. In addition, the Calendar Girl system is helping me to maintain consistent communication with my team. These systems along with the other strategies we've discussed have given me back control of my business and allowed me to begin planning for more growth!! I now have the systems in place and the planning strategies that I need in order to make giant leaps with my business! I feel so empowered and can't wait to continue coaching with you!! I know that with your help I will make that major leap and leave my full-time job to run my direct sales business!!

Carole Bloch, Leader, AtHome America www.athomeamerica.com

What is your “NEXT STEP?”

If you picked up this report , I know you’re seeking a way to build your direct sales business. You have taken the first step to reaching out beyond your comfort zone.

Review these SEVEN STEPS to maximizing your income in your direct sales business. These seven steps are based on my 15 years experience working in the field as a top leader and mentoring consultants and leaders as a corporate field trainer in companies around the world. Implementing each step will help you experience some of the same successes I have and will ultimately lead to the results you want in your business.

I hope you take me up on my BONUS offer and email me for your complimentary coaching session.

Head over to www.mymentorbiz.com and check out my blog. Tap into my MONDAY MINUTE podcast and review the products. Most of all sign up for the “ Mymentorbiz Bulletin” and get tips on building a successful and profitable direct sales business twice a month.

I hope I get the chance to help YOU create the direct sales business of your dreams.

Love and Success to you,



Your “Make the Leap” mentor

Ps. If you found this report valuable, please share with your friends on Facebook and Twitter by clicking the share buttons below, thanks again !

