



Direct Sales Strategy & Execution



Description

A hands-on direct sales project built around in-person customer interaction, lead generation, and high-conversion follow-up strategies.



Key Features

- Face-to-face client engagement
- Lead data collection and tracking
- Sales funnel design (Awareness + Decision → Action)
- Objection handling & follow-up methods
- Offline and online sales documentation



Tools Used

- Google Sheets (lead tracking)
- Canva (for brochures/flyers)
- WhatsApp Business (for follow-up)
- Manual scripts for direct conversation



Use Case

Ideal for small businesses, street marketing teams, or local brand promoters aiming to grow through direct contact and conversion.