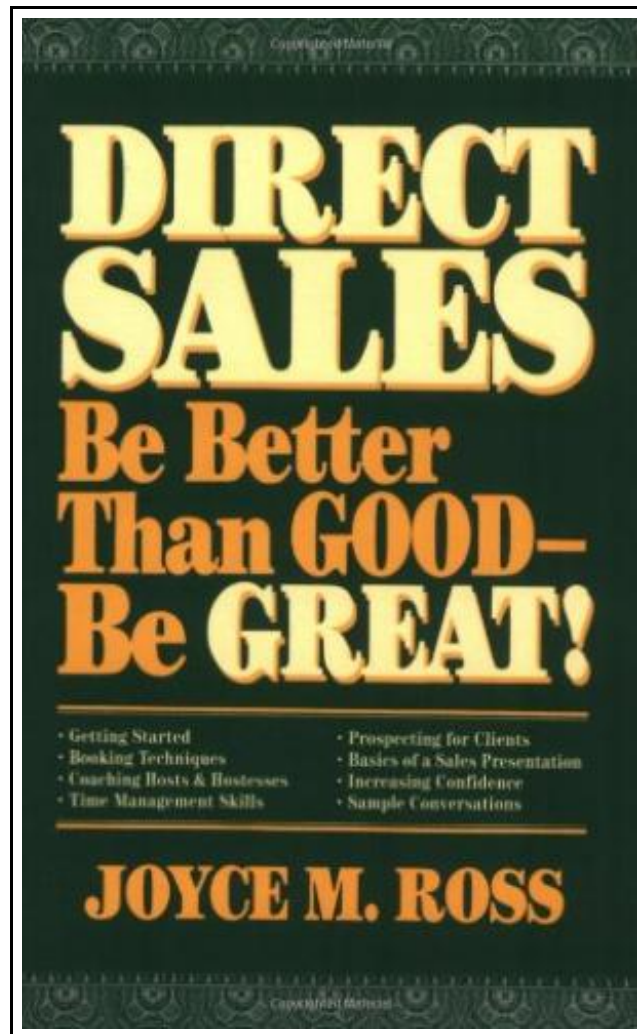


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Portfolio Press,U.S., United States, 2001. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.There are over 5,000,000 people working in direct sales in North America. Each night of the week approximately 150,000 home sales demonstrations are given across the United States! Contrary to popular belief, a career in direct sales, whether as a representative for an established company or as the owner of your own business, can be an exciting and lucrative occupation for anyone who possesses the right business skills and sales techniques.By studying and employing the practices outlined in this book, the new recruit to direct sales can bypass the inherent frustrations that come with the undertaking. Lack of experience, low self-esteem, fear of failure, and lack of sales skills are all barriers that can obstruct the road to success in direct consumer marketing. For the more seasoned representative, these secrets to successful selling will become part of your established repertoire, adding to your hard-earned knowledge of the direct sales field with some new and enlightening ideas and practices.Included is a success potential quiz and analysis, followed by chapters on prospecting for clients, sure-fire techniques for booking, suggestions for confirming demonstrations and keeping them booked, coaching your hosts or hostesses for higher profits, the basics of a successful sales presentation, client service, how to increase confidence, the power of goal-setting, and time management. Included within the chapters are sample conversations and examples of how to use the techniques offered to their highest potential by using them along with your company s encouragement to achieve a superior, more rewarding direct sales career.



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