

Direct Selling: 3 Reasons to Use Joint Ventures to Explode Your Direct Sales Business

What's exciting is JV's can be used at anytime to either add a boost to your bottom-line or increased credibility in the marketplace

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750 words | 3 pages



Direct selling has been around for a long time. And in all the years I have been working with individuals in the profession, I am always amazed at just how many people feel another direct selling company is their competition. Often times they even make the mistake of bad mouthing the other company or product.

Well, I am here to tell you: nothing could be further from the truth.

It saddens me because most of these folks are working way too hard and often times wasting time and money. And the worst part is: it simply does not have to happen.

In Direct Selling the truth is you can use one simple strategy and even work with someone from another company. Simply use the power of Joint Ventures to accelerate your access.

Here are 3 reasons to JV.

Leverage – You have heard the phrase, 'Two heads are better than one.' When you work with someone else you get the benefit of their talents and

resources. You can instantly get more done when you work with someone else.

Increased credibility – Do you want to start to brand yourself and stand out of the crowd? When you work with someone else you leverage their reputation. Don't believe me? Imagine if you were working with Oprah. How would your business change? Ok I know Oprah might be a stretch but working with a well respected authority in direct sales will also help you to become what we call slightly famous in your market.

Greater reach – No matter how much you have accomplished on your own you can expand what you are doing when you work with someone. Whether it's sharing your customer list or even a party you definitely can reach more people.

For example, maybe you are a rep for a candle company. What would stop you from working with a company that sells other products for the home? I hope your answer is nothing. This would give you an opportunity to increase your access to a complete different customer base. Or maybe you are in a company that markets make-up. Why not JV with a jewelry distributor? Get the idea? The possibilities are endless. Just look around and make a list of people you might be able to partner with.

If you are in direct sales you should absolutely be using joint ventures as part of your business model. What's exciting is JV's can be used at anytime to either add a boost to your bottom-line or increased credibility in the marketplace it's up to you.

Don't wait make your JV plan today.

I invite you to go to <http://www.BuildItBigRadioShow.com> and get access to a f.ree newsletter that gives you actionable tips and interviews on your to take your direct sales business to the next level.



No one is as passionate about *you* becoming a successful entrepreneur than **Kimberly Rhodes**. She has spent over 20 years helping others to create a life that they love by identifying and capitalizing on business opportunities that fit their unique personalities and interests. Kimberly's focus on personal and professional development through self discovery and clarity of purpose has literally taken individuals from welfare and unemployment to business success and property ownership.

With her unique blend of personal power, business acumen, and nurturing, Kimberly not only inspires you, but walks you step by step through a journey of your own mind and heart to discover your purpose, innermost desires, and hidden talents.

Kimberly is an electrifying public speaker who has inspired and warmed the hearts of thousands with her message of purpose and prosperity. Her rolodex reads like a "Who's Who" in self development and personal wealth. She was a contributing author to "Its Time for Network Marketing" alongside the likes of Robert Kiyosaki, Robert Allen, Kim Klaver, Mark Yarnell, Art Jonak, and John Milton Fogg. Most recently, she became a contributing author for "[Chicken Soup for the Network Marketing Soul](#)" with internationally acclaimed success guru Mark Victor Hansen. Kimberly Rhodes, "The Serial Entrepreneur", is an ambassador for powerful life creation through business ownership and self-actualization and the host of the DSWA's radio show <http://www.BuilditBigRadioShow.com>