DIRECT SALES | LEADERSHIP | TAKING ACTION

Booking Preparation

Remember, those out there doing it are constantly proving those who say it cannot be done wrong! Choose Success by taking action NOW!

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A key component for success in Direct Sales is holding appointments, which produce income! Businesses need to initiate appointments and yours is no exception!

The most common sabotage is the mistaken choice to "pre-judge" or decide for a person why they "would" or "would not" want your service!

Usually this is to protect ourselves against rejection. We do not want to feel the rejection of a person's "no" or "no, not now" response. Have you ever heard the expression "feel the fear, but do it anyway?" Well, that is what you must do! If you do not ask, you are sure to get a "no!" However, if you ask, you risk a "yes" response! Results are definitely in the asking!

Consider each of the following elements:

1. Take inventory and making a comprehensive list of each person you know. Pretend you are getting married. Whom would you invite? Why leave anyone out!

2. Gain a clear picture of your goal. What are you working towards right now? Is it an achievement? A prize? A deadline? A challenge? A promotion?

3. What is in it for your potential customer? What is the win/win? What do

you have to offer unconditionally? Are there strings attached? Are you giving more than you are asking for? What do you have to offer and why would she want to invest time with you?

Now, use the above elements to write your phone script.

It is natural to feel intimidated by the phone at first. Great things can happen if you stretch yourself and dive in. With each appointment, your confidence and phone skills will improve.

> **Confidence grows with experience! The only way to master a skill is to do it! You have your list of names. You know what to say. Now you must PICK UP THE PHONE AND MAKE CALLS!**

Are you ready for success? MAKE YOUR LIST and follow through! Remember, those out there doing it are constantly proving those who say it cannot be done wrong! Choose Success by taking action NOW!

To learn more, visit *The Direct Selling Women's Alliance* website at www.dswa.org

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The Founders of the Direct Selling Women's Alliance, **Nicki and Grace Keohohou**. The Association offers a community where direct sellers enjoy 24-hour access to industry specific information and resources designed to help them successfully manage their home-based business. Discover this one-of-a-kind, all-inclusive business-building resource at www.dswa.org or contact them at info@mydswa.org

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