



Direct Selling Marketing Secrets



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Welcome to the Direct Selling Marketing Secrets

My name is Darnyelle A. Jervy and I want to congratulate you for taking such an Incredible step toward achieving success in your direct selling business by requesting this special report from www.incredibleoneenterprises.com

If you desire to boost your business, you have made a great decision and you are on the right track. Incredible One Enterprises will provide you with the right tools to take your direct selling business to the next level by booking more, selling more and recruiting more qualified team members.

This report will show you how to lay the foundation that will support your business' growth and marketability for years to come. When you set a solid foundation, you can build as high as you desire to go!

As a previous direct seller with Mary Kay Cosmetics, I understand the excitement and fear that you feel as you look to up-level your business. I became a beauty consultant with Mary Kay for one reason: I loved the product. I had no desire to ever sell it to anyone else, at first. Eventually, through divine guidance, I saw the potential to use Mary Kay to change my life and the lives of others and so I actively began selling the product. As I'm sure is true with your direct selling company, the product sells itself BUT you have to get the people to experience it in order for them to buy! This presents a challenge for many direct sellers and they become discouraged quickly in the process.

I was once a struggling consultant who made a non-negotiable decision which led to sales director, then Pink Cadillac director, then Executive director with 5 off-



spring sales directors and a personal unit of 500, all in 14 months! It wasn't as easy as it may sound, until I learned several of the direct selling marketing secrets that I am going to share with you today. 😊

I created this report because I want to help others who desire to serve the world through direct sales make an impact. You see, I have been cluttered by all the hype that is supposed to work to grow your business, when I realized that all I needed was to learn the keys to unlocking tremendous success through marketing and systems.

Your first step is this – reading this special report. In just 30 minutes, you will have the ability to transform your business by reading and then implementing what you learn here.

I invite you to begin learning my Direct Selling Marketing Secrets below. The incredible thing is that these secrets won't cost you a dime to implement. Furthermore, they will immediately change the face of your business, grow your team and increase the cash in your checkbook.

If you have questions upon completing this special report, feel free to contact us at Incredible One Enterprises, and we'd be happy to help. Our toll-free number is 1-888-801-5794.

Be Incredible,



Why Marketing?

While I know that one of the perks of joining a direct selling company is that a lot of your marketing materials are prepared on your behalf; I also know that even with fabulous marketing materials, you still have to do the work, create the systems and get those materials into the hands of people who are ready to buy what you have to offer.

The Universal Law of Business says: “Find a group of people who have the problem that you solve that are ready right now to pay for a solution to that problem [in the form of your product or service].”

Marketing is the oxygen of any business that desires to breathe for long periods of time. It’s essential to ensuring that your products and services get into the hands of the people who need them to change their lives/situations.

In its simplest form, marketing is designed to identify the customer, satisfy the customer and keep the customer for life. Marketing is about strategy; strategies to grow your customer base through serving and meeting a defined need.

So why do you need to market?

You MARKET to attract new customers

You MARKET to stay top of mind

You MARKET to make more money

You MARKET to grow your team

You MARKET to create an experience



You MARKET to become known as an expert

It really isn't enough that your direct selling company has a great reputation (albeit that is very important), people want an experience with you AND the product and it is essential that you position yourself to provide it, with a goal of being the only choice for those who desire that product.

To get you ready to market your direct selling business like a rock star, let's look at where you need compelling marketing:

- 1) Booking
- 2) Coaching and Selling
- 3) Recruiting

Over the next few pages, I will share my coveted secrets in each of the following areas in the form of tips, scripts and must do's.

Ready?



Booking

Nothing happens until somebody sells something, right? Well, you can't sell if you don't book.

Booking is the lifeline of your direct selling business. Without a constant flow of ideal bookings, you will not sell product or build a team. If you want to really influence the success of your direct selling business, I recommend that you learn how to book. Once you find a booking script that works for you, and that is completely authentic to who you are, use it consistently and track your results.

Be sure you have an irresistible offer: one that will make them say yes right on the spot to having their girlfriends over for you to pamper them with your product.

Samples of irresistible offers include:

- 1) Free product
- 2) Exclusive savings on product
- 3) Cash incentives (percentage of sales at party/show, etc.)
- 4) Special prize (trip, weekend getaway, etc.)

Here are my 5 Booking Tips and Scripts:

- 1) Follow this formula:
 - a. Here's what I'm doing
 - b. Here's what I need
 - c. Here's what's in it for you
 - d. Can I count you in?

When you use this formula to book your new hostesses, you will be able to convert more and more of them into successful home events. It covers



everything, it brings them up to speed, tells them how they can help you (people LOVE to support what they help to create), tells them what you will be offering them as a reward and asks for the booking.

- 2) Only offer two booking options at a time: do you want the week or the weekend? Great, Tuesday or Thursday? Great. Morning or afternoon? Great. 9 am or 11 am?
- 3) Offer a hostess incentive: “Hi _____, this is (your name). Do you have a quick minute? I am so excited to call you! I am having a Hostess Contest for the month of _____, where one lucky hostess will win \$100 CASH! I can only have 10 hostesses for this contest, and (name), I selected you! I have 10 envelopes prepared, and each one contains a free [insert your direct selling company name] product, except for one which has the \$100 CASH! At your class/show/party, etc, you will get to sign YOUR NAME to one of the 10 envelopes! This is better than the lottery, because you have a 1 in 10 chance of winning the \$100! You will also receive Hostess Credit (either \$75 for \$25, \$99 for \$33, or whatever hostess program you are running!) in addition to the chance to win \$100!! So is there any reason we can’t get you on my calendar this month?”
- 4) Use text messages to book new appointments. In these days and times, people respond to text messages before they answer a phone call, especially if they don’t know who you are or recognize the number. Here’s a great script to use via text message: “Hey Girl! U don't know me, but I'm friends w/the awesome Referrer’s Name & I need a favor & she said U were really nice & might help me out. I’m in a contest w/[direct selling company] [what you want to do with them] & wanted 2 give U a FREE GIFT if U will do 1 w/me. Its super fast & I would come 2 U! Do U already have a [direct selling name] consultant & if not, can I



borrow U 4 this? I'm not pushy & it's totally fun!" Be sure to text directions and confirmations once the appointment is set!

- 5) Book while out and about using "warm chatter." Warm chatter is when you strike up a conversation with someone while you are living your life (running errands, at the grocery store, mall, etc.) I love the Model script and it goes like this: "Excuse me, my name is _____ and I am out today looking for models to feature in my portfolio. I'm a consultant with [direct selling company] and I'd love to borrow your face/ears/eyes/wrist/neck, etc.

BONUS: When booking an appointment, don't call it a class – even if you will be teaching them something. A class sounds like a lot of work. Call it a party, pampering session, girl's night out, fashion extravaganza, show, etc. Make sure the title is fun and light.



Coaching and Selling

Once you've booked the hostess, the next step is to coach her so that the appointment holds, and better yet, you get pre-party sales. *A show worth booking is a show worth coaching.* If you successfully coach your hostess, you will enjoy great sales, new bookings and potential team members.

Here are my essential coaching and selling tips:

- 1) Confirm the booking in writing immediately. Send an email right away and a hostess packet in the mail or dropped off within 2 days.
- 2) Require the guest list up front. If you don't require your hostess to provide you with the guest list in advance, forget it. Offer an incentive for her to return the list within 2 days so that you can send invites, etc.
- 3) Pre-profile guests. By talking to each guest within 2-3 days of the party, you will increase attendance and your sales. During those conversations, be sure to tell them the forms of payment you accept, so that they can be ready to purchase on site. Also tell them if you carry product on hand or if they need to order directly from the company.
- 4) If you offer product on hand, prepare a sales bag for each guest with one of everything they will experience during the party. Place the bag under their chair with a name tag and watch them buy, buy, buy. (Possession is 9/10 of the law 😊)
- 5) Make a big deal about being a hostess. Be sure to tell everyone about your hostess program and give the VIP treatment to you hostess, to the envy of all of her friends, so that they will want to be a hostess as well. Be sure to say that they can have all of this as well, when they book their party with their friends.



Recruiting

At every appointment, there is at least one new team member. During your presentation, it is your responsibility to find her. How? By marketing, of course. At your show, you want to be sure to:

- 1) Share your compelling story. Your compelling story, or the “WHY” story, is your impetus for joining your direct selling company. Be sure to include who you were before you joined and who you are now, as well as how joining changed your life (include tangible, quantitative results where possible.) Your goal is to gather as many “me, too’s” as possible. When people can identify with your story, they can see themselves changing their lives or situations in the same way and this helps with your recruiting.
- 2) Only share the business with people who love your product. If they don’t love it, they won’t be able to share it with others for money (sell).
- 3) Seed. Plant seeds as you present your product that they can learn how to do what you do and make more money too.
- 4) Pick the person who is hanging on your every word and offer to set up a separate get acquainted session with them. You get acquainted with them and their situation; they get acquainted with the opportunity that your direct selling business provides and make a decision to join.
- 5) Create a recruiting notebook that highlights the top reasons why people join your direct selling company. It should also include ribbons, a copy of your highest commission check and other mementos from your journey, as well as items that represent your company’s core philosophies (a picture of your family if your company is family-focused, etc.).



Must Do's

Here are my recommended “must do’s” if you want to grow your direct selling business.

- 1) Clarify your reason why
Knowing why you starting this business will fuel your journey.
- 2) Set a non-negotiable goal with a date of completion
A goal without a deadline is useless. Make it impossible for yourself to go against your goal.
- 3) Create a marketing plan for your direct selling business
Outlining a weekly, monthly, quarterly and yearly marketing goal for bookings, sales and new team members will keep you focused. *What gets attended to gets done.*
- 4) Surround yourself with people who support and believe in your goal
You become like the 5 people you spend most of your time with. If they aren't supporting themselves and their goals, you won't either.
- 5) Hire a qualified mentor or coach to assist your development
Investing in a mentor or coach is essential. If you could do it yourself, it would already be done.
- 6) Work toward your goal each day
Daily, consistent action is what leads to big results.
- 7) Let nothing stop you from moving up your company's career path
If you can be deterred, you will be. Decide right now that this is your time to shine.
- 8) Share your opportunity as often as you can. It's not good to keep it to yourself.



9) Never give up

You never know what is around the corner; you always give up a moment too soon.



Next Steps

As you move forward in your direct selling business, you may find that you require additional resources to increase your success. I recommend:



Incredible Factor Fundamentals for Direct Sellers Book. Coach. Sell. Recruit

Coming soon:

Incredible Factor Next Level Secrets for Direct Sellers
How to grow a 6 figure direct selling business in 6-12 months

If you have questions, feel free to connect with us at 888.801.5794



About Darnyelle



Darnyelle A. Jervey is the founder of www.IncredibleOneEnterprises.com a company committed to showing women service-based entrepreneurs the mindset, marketing and money-making systems and strategy to attract more ideal clients and earn in direct proportion to their unique talents and gifts [Incredible Factor] while doing what they love.

Darnyelle will coach you to create a mindset shift to increase your business success with marketing and money-making strategy. Plus, she will hand you her proven systems, templates, checklists and more - everything you need so you can unleash your Incredible Factor.

Through her coaching programs, workshops, and products, Darnyelle teaches her students how to unleash their Incredible Factor for success in business while fostering an abundance mindset and a heart committed to serve others with your unique brilliance.

To introduce yourself to Darnyelle and her coaching, take advantage of one FREE month (plus a small administrative fee) in her **Incredible Factor Inner Circle**. If you're serious about working with a mentor who runs a multiple 6 figure home-based business, who will provide you with the systems, templates, tools and coaching to shortcut your way to achieving your big goals who genuinely cares about your success and wants every entrepreneur she comes into contact with to earn 6 figures and beyond, get your hands on this exciting info as soon as possible. Get your copy of her FREE audio download "How to Use Your Incredible Factor to Attract MORE Ideal Clients" now by visiting www.incredibleoneenterprises.com.