



SHORT BIO:

Melissa Soete is a keynote speaker, sales strategist, and challenge seeker focused on the direct selling industry.

At Melissa's core is a passion for aligning people's talents with their chosen companies. Melissa thinks differently and wants to empower you to do the same. Through speaking, consulting, and training, she teaches people to set bold goals, identify and move past barriers, and create new paths for growth.

During her fun-filled life and a 26-year career, Melissa honed what she calls the "Green Light Mindset." Tough dilemmas, steep mountains, difficult questions – bring them on! This mindset enabled her to accomplish her goals – from making that first sale; to leading high growth, multi-million-dollar sales organizations; to stepping on stage as a fitness competitor.

LONG BIO:

Melissa Soete is a keynote speaker, sales strategist, and challenge seeker focused on the direct selling industry.

From newbie sales rep to top performer

When Melissa started as new direct sales representative, she had her doubts. How do I do this? What if people say "no"? What am I doing to stand in my own way?

That last question was the zinger. When she really pressed herself for an answer, she found that the roadblocks to success were self-imposed. With this knowledge, she set a goal to become a top 10 recruiter. Well, it was more of a promise to herself. In short order, she did indeed become a top 10 recruiter, not just once, but for two years in a row. From there, she went on to create a multi-million-dollar sales.

From the ground, up!

Because of her success as a field leader, Melissa was recruited to create the sales programs for a new direct sales company. With this start-up, Melissa knew she had to build the foundation for consistent sales growth by recruiting the first sales representatives, establishing successful sales programs, and hiring key executives. Due to her leadership, she was promoted to President within three years, and oversaw all aspects of the organization. Since then, Melissa successfully led the sales and field development of three other companies.

In her most recent role, Melissa served as Vice President of Sales Development for another successful start-up. Under her sales leadership, that company grew to \$600 million 3 ½ years and earned the DSN Bravo Growth award two consecutive years.

When she is not working, Melissa seeks challenges wherever she can find them.

Melissa is an award-winning figure bodybuilding competitor and a triathlete who completed the Ironman World Championship in Kona, Hawaii (AKA "the hardest race in the world.") She practices Zen to be as present as possible, so she can see the beauty and possibility in every situation.