

BY MELISSA SOETE



Four strategies for igniting sales growth

Melissa
SOETE

Top strategies to help your sales teams increase the **belief** in the company and themselves with every touchpoint.

Four strategies for igniting sales growth

A direct sales company's greatest asset is the independent sales consultant. Companies focus on programs that increase sales and recruiting - but seldom create an actionable plan to build belief and trust. Belief is the force that makes a sales consultant seek to share the product and opportunities. The two most important beliefs to promote confidence in products and opportunities are the belief in themselves and belief in the company.

Companies thrive when belief is strong, and they crumble when belief is lost.

Why is belief so important? Most consultants are riddled with fear that keep them from taking action.

Here are the fears most common in sales consultants:

- What will my friends and family think about me joining this company? Will they think it's a bad idea?
- What if I tell people about the products and company but I don't have any success? Will I look like a failure?
- How will I know what to do? I'm scared because I have never sold anything before.
- Will people label me as a "salesperson" if I share the products and opportunities? Will that negatively alter their perception of me?

A direct sales / MLM company builds belief by sweating the "small stuff". It's the little things that is done to let the sales field know that they are seen, heard, appreciated and that the company believes in them. This builds a partnership of trust, respect and BELIEF.

Here are four proven rarely implemented strategies to increase your sales field's belief in your company and in themselves.

New sales consultant personal welcome calls

A personal welcome adds warmth and emotion to the onboarding process. Whether your team leaves a voicemail or connects with a person, the call makes the receiver feel special, validated, and excited. Those emotions evoke trust and belief.

Suggested script:

Hi Melanie!

This is Julie from (insert your company name)! I'm reaching out to let you know that everyone at (insert company name) is honored and excited to have you part of the team!

We believe our most important job is to support you to achieve the goals dreams you have for your new business. If you haven't already, please log into your consultant success back office and review the tools and training we have within the New Consultant module. If you have any questions, please don't hesitate to call (phone number). Again, welcome to the team, we hope your journey with (insert company) is fun and fruitful!

STRATEGY TWO

Implement weekly 30-minute zoom focused on product and mission

When someone believes in the benefits of the product, and are passionate about the mission, they are able to move through fear. Success follows which increases belief in themselves and their company and enhances career satisfaction for the corporate employees.

Research shows that more than 80% of every sales field stays with the company because the consultants love the product, enjoy the discounts, and believe in the company's mission. This 80% makes up most of the company's sales volume and often companies lose sight of this and only focus on training that increasing sales, recruiting, and rank promotions.

Create, brand and promote a fun, high-energy weekly, 30-minute zoom focused on product and mission.

*Here are some suggestions for the **weekly content**:*

- Fun facts about products, Did you know...
- Product testimonials
- A sales consultant or corporate team member sharing how the company's mission has supported them to be a better employee, mom, partner, community member, etc.
- Statistics about global sales of the specific products or your company's top sellers during the past week or month
- Challenge or training on a specific way to embrace the company mission this week
- Quick recognition regarding top sellers of a specific product or product category

STRATEGY THREE

Recognize the actions that result in sales growth

Recognition supports a sales consultant to increase their belief in their ability to achieve success. It takes time, practice and training for sales consultants to learn and master the skills of selling, sponsoring and team building. If you celebrate and recognize the actions that lead to success, your team will stay engaged and active long enough to learn the requisite skills.

*Suggestions for recognizing **business building activities** include:*

- Award product credit for working through training modules
- Create a rhythm of success regarding connecting with new people each week, example:

Connect 5 – *Rhythm for success; connect with 5 new prospects every week and share the company products and opportunities. Ask sales Consultants to post their completed tracker on the companies FB group and recognize them. Create a monthly raffle with everyone who submits their completed track and award free product or company swag.*

STRATEGY FOUR

Events Formula – 50% presentations by sales consultants

The most effective events are a combination of training, announcements and sharing between the corporate team and the sales consultants. It takes planning and time to execute effective sales consultant presentations, but when done well, it increases belief within the field in two ways.

When you ask a sales consultant to share at an event and coach them on the content to be prepared and feel comfortable, you increase their confidence. Increased confidence equals increased self-belief.

When a consultant attends or listens to a training or meeting - and they view a consultant that is relatable to them having success, it increases self-confidence. If the individual has similar backgrounds, lifestyles, personalities, demographics and appearance. The person often thinks, "if they can do it, I can do it too."



I'd like to challenge you to implement these four simple strategies that create a culture of growth and make belief cultivation as important as sales training.

Melissa **SOETE**
SALES FROM WITHIN