



Melissa **SOETE**
SALES FROM WITHIN

Sales **from Within**

Light a fire in your direct sales teams that never goes out.

Bio



Hi. I'm

Melissa

Over an adventurous life and blockbuster career, I learned to rely on what I call the “Green Light Mindset” to set bold goals, move past barriers, and achieve remarkable results.

My story started similar to most direct sellers who join and leave. I experienced a great product, saw the business I could create for myself, and boldly set out to make it happen!

In less than a year, I was ready to quit.

No matter how hard I tried, it just wasn't working for me. It was only then that I began to rely on a mindset training I had learned to complete one of the most challenging races in the world; The Iron Man Championship in Kona, Hawaii. The mindset training changed EVERYTHING.

It empowered me to scale my business to over 6-figures and train others to do the same. Using the same system, I began working with companies to create similar results. Most recently, I helped a direct-selling company grow by \$600 Million in three years.

My passion is to help you build a system that lights a fire in your direct sellers that never goes out. As they build an unshakable mindset, they will build the life of their dreams. **And as they do, the company will scale like never before.**

Let's make it happen *together!*



How does it *work*?

Your direct sellers will **build an unshakable belief in:**



*Your salespeople's belief system affects everything they do. Whatever they believe will determine the success they will see.

And this mindset can be trained.

What can you expect as the *results* of our work together?

- ✓ Unprecedented growth in sales.
- ✓ A sales field in constant movement towards their success & dreams.
- ✓ A culture passionate about the product, the mission, and the life they are building.



“Melissa mashes up her experience with her natural gifts as a leader and moves people into action.

With her positive, POWERFUL energy, she connects immediately with audiences. She breaks down obstacles and presents solutions and messages that inspire the masses. She knows how to move the needle north with sales and is an absolute pro at creating leaders.

ANN BRODETTE, Co-Founder & Vice President Sales, Votre Vu



MOST REQUESTED KEYNOTE

Ignite an Unquenchable Fire

Create an Unstoppable, Self-Motivating Direct Sales Team *with the Sales from Within™* Keynote.

This transformational keynote on the Sales from Within strategy equips your audience to become self-motivated and achieve their goals by teaching them how to diminish fear and align their beliefs to their desired outcomes.

This keynote is ideal for sales leaders and teams that:

- ✓ Aren't experiencing sales growth or achieving rank promotions.
- ✓ Struggle to stay motivated without company incentives, specials, and events.
- ✓ Haven't taken ownership of their own success.
- ✓ See fear and discouragement as roadblocks rather than challenges that can be overcome.

Your audience will leave with:

- ✓ A crystal clear personal "why" for being part of the company that provides the "will" to take action and strategies for keeping their "why" alive.
- ✓ A better understanding of fear and a 3-step system for diminishing it forever.
- ✓ Two powerful practices for cultivating a self-motivating mindset that aligns their personal beliefs with their goals and propels them to action.
- ✓ A belief in their own limitless possibilities as they adopt the practices followed by the most successful people in the world.
- ✓ A proven strategy they can use to achieve goals in any area of their lives.

TRAINING ONE

Become a Leader Who Builds Leaders

OFFERED AS A 1-DAY IN-PERSON WORKSHOP OR 8-WEEK ZOOM SERIES

This interactive training equips leaders to increase team productivity and strength by **expanding their influence, cultivating a healthy productive culture, and supporting the development of new leaders.**



Direct sales leaders and future leaders will learn to:

- ✓ Adopt a positive mindset that builds confidence and creates a healthy culture.
- ✓ Inspire team members to adopt an empowering vision and embrace the goal of becoming a leader.
- ✓ Identify and invite future leaders into a mentoring partnership.
- ✓ Create coaching relationships that result in increased productivity

Attendees will leave with the ability to:

- ✓ Cultivate a positive, cohesive team that performs at higher levels of productivity.
- ✓ Increase engagement and reduce attrition by nurturing a culture of vision and partnership.
- ✓ Develop new leaders who are capable of developing and supporting their teams.

TRAINING TWO

Sustaining Sales from Within™

OFFERED AS A 1-DAY IN-PERSON WORKSHOP OR 8-WEEK ZOOM SERIES

This interactive, highly actionable training equips direct sellers with the **knowledge, mindset, and practices to increase productivity and sales conversions by becoming self-motivated.**



Direct sellers will learn to:

- ✓ Adopt the empowering mindset practices followed by the world's most successful entrepreneurs and athletes.
- ✓ Identify and overcome the obstacles that get in the way of success.
- ✓ Increase personal power and discipline to follow through with the action steps needed to achieve personal goals.

Attendees will leave with the ability to:

- ✓ Strengthen and align their beliefs with their vision resulting in self-motivation and increased productivity.
- ✓ Release any fear that keeps them stalled or stops them from taking action.
- ✓ Implement practices to increase energy and skill development and achieve a higher sales conversion rate.

Find the Right Path *forward*

You have a vision and passion for growing your company, but the road to your future isn't always clear...or easy. Without years of experience, it can be hard to know which direction to turn or what pitfalls to avoid.

You don't have to do it all alone. Growing a dynamic sales team and improving the bottom line is Melissa's specialty.

Get **experienced insight** and resources for:



CREATING A STRATEGIC PLAN FOR SUSTAINED, CONTROLLED GROWTH



IMPLEMENTING SUCCESSFUL SALES PROGRAMS THAT SUPPORT LEADERSHIP DEVELOPMENT



DEVELOPING INSIGHTFUL SALES INITIATIVES
(product launches, incentives, events, etc.)



HIRING KEY LEADERSHIP TALENT



ATTRACTING, MOTIVATING, DEVELOPING, AND RETAINING FIELD REPRESENTATIVES



BUILDING TRAINING PROGRAMS FOR BOTH NEW AND ESTABLISHED SALES REPRESENTATIVES



ESTABLISHING A HEALTHY, ENGAGING CULTURE FOR ALL

Your Guide to Sustainable *Growth*

Melissa has done it all. She knows how your sales force thinks, but she also knows what works (and what doesn't) when growing a company's sales. She has spent years developing the tools, resources, mindset, and insights to improve your organization, sales teams, and bottom line.

Melissa brings a unique perspective to every challenge you face. She began as a field rep for six years before successfully transitioning to a 20-year corporate career as a sales leader for high-growth organizations. In her last role, she helped grow the company to nearly \$600 million in 3 years.

Sales Strategy Assessment

This comprehensive review of your current field development programs provides you with the information you need to enhance your sales plan and drive an increase in sustainable growth.

Melissa will identify the strengths, weaknesses, and opportunities of your sales team and program and offer valuable insights on increasing company revenue.

The sales strategy assessment will equip you with:

- ✓ A better understanding of your current state
- ✓ An objective, candid viewpoint from an experienced sales leader
- ✓ New opportunities for growth
- ✓ A roadmap to stability and a healthy sales culture

Your sales strategy assessment includes a thorough review of the following:

- ✓ Sales training, including new sales team onboarding, weekly training, and current sales training programs
- ✓ Current sales team and customer promotions and incentives
- ✓ Sales field recognition
- ✓ National and regional event plan and strategy
- ✓ Field culture
- ✓ Communication plan
- ✓ Your field leaders through in-depth Zoom interviews



SENSARIA
NATURAL BODYCARE

“ *It is my unequivocal opinion that only a few possess the knowledge, skills, and wisdom that Melissa embodies, with her guidance anyone can achieve the level of success they desire and deserve.*

If you wish to learn, teach and be at the top of your game, I highly encourage you to confide in the best. I did, and our organization had unimaginable gains, all thanks to Melissa Soete.

ROB BARNES, Founder, Sensaria Natural Bodycare

ADVISORY OFFERING TWO

Project Advisory Services

Create dynamic sales programs that increase revenue and retention. Whether your sales development project is big or small, Melissa offers valuable tools, resources, and insights that minimize costly mistakes and positively impact your sales team (and your bottom line).

Project Advisory Services will equip you with:

- ✓ Experienced insight on what works and what doesn't
- ✓ Best practices for planning and implementing any project
- ✓ Templates, tools, and other resources
- ✓ Expert guidance on avoiding risk and minimizing cost
- ✓ Your sales team's perspective

Melissa has advised clients on many types of projects, including:

- ✓ **STRATEGY:** Developing a strategic quarterly sales plan based on annual revenue goals
- ✓ **SALES TEAM:** Assessing current sales team roles and aptitude, as well as new hire support
- ✓ **CULTURE:** Growing a passionate, healthy field culture
- ✓ **INCENTIVES AND PROMOTIONS:** Creating an impactful sales team strategy with incentives and promotions that work
- ✓ **CONFERENCES AND EVENTS:** Planning successful events that increase sales team passion and support your revenue goals



“Melissa has a special touch to identify what makes a person click and then turn that understanding into action.

Her long experience allows her to combine this emotional aspect with the real nuts and bolts and mechanics of building sales and teams. And by the way, she came up with a product idea once that ended up being one of our top sellers around the world!

JACQUES MIZRAHI , CEO, SwissJust America

ADVISORY OFFERING THREE

Executive Advisory *Services*

Get one-on-one support in your role as an executive from an experienced sales leader. Ask questions, gain insight, and get expert advice on increasing your field activity and revenue growth.

Melissa is available for an ongoing weekly partnership or to assist with a specific challenge you're facing. Set up your Zoom appointments now.

Let's *Connect*

Find out how Melissa can best help you advance your goals by **scheduling a free 30-minute Discovery Session.**

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CONNECT WITH MELISSA

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