

STAGE INTRO:

Goal setting. It's a term you've heard all your life. **Goal setting is an important part of every business, especially direct sales.**

The problem is goals are a left-brain answer to a right brain question. Your left brain is where your logical, fact-based reasoning happens. Your right brain is where your creative, aspirational self-lives. Both halves of your brain contribute to success, but too often we value the left brain's ability to process goals ahead of the right brain's much greater powers of belief.

Our keynote speaker today, Melissa Soete, is going to change the way you think and accelerate your goals becoming a reality. Setting and achieving goals has been a constant guiding force in Melissa's life.

As a new independent sales consultant, Melissa set the goal of becoming one of the top recruiters within her company, she achieved this and went on to create a multi-million-dollar business.

Fast forward to her recent role, Vice President of Sales for a new start-up direct sales company. Under her corporate sales leadership, the company grew to 600 million in just 3 ½ years.

Outside of her direct sales career, Melissa's personal commitment to health, fitness and a positive mindset led to her become an award-winning figure/bodybuilding competitor and a triathlete who qualified for the Ironman World Championship in Kona, Hawaii otherwise known as "the hardest race in the world."

Melissa credits all her achievements, both personally and professionally, to her what she calls, The Green Light Mindset, a system of thinking that helps people like you shift your beliefs, diminish fear, and become the success you were meant to be.

Please help me welcome our special guest, direct sales industry leader and people builder, Melissa Soete!