

for **REALLY BUSY PEOPLE!**

the skinny on™

direct sales

your first 100 days



BY JIM RANDEL

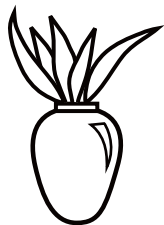
"All over the world, women and men are discovering direct sales. Many have achieved the financial and personal freedoms and goals they aspired to. This book tells how."

Rainer Paul / Global Advisor, Direct Sales

WONDER HOW BETH IS DOING?? ... LET'S CHECK IN.

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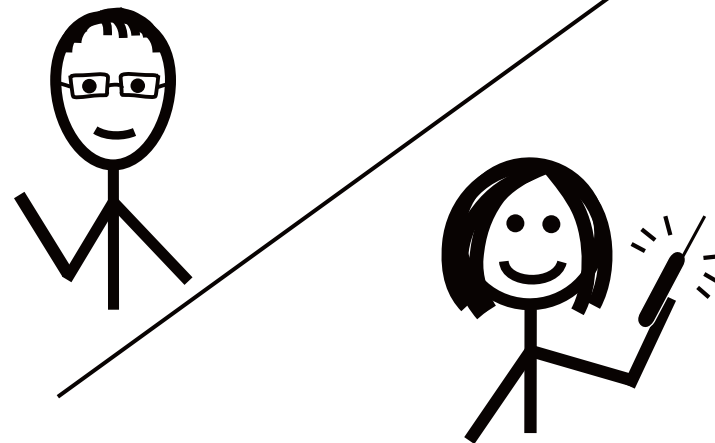
BETH - DAY 33



Wow, this is harder than I thought. I wonder if I made the right decision to get into this?

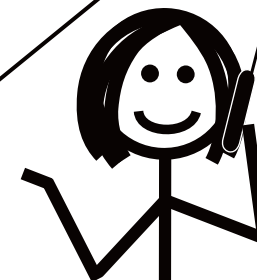
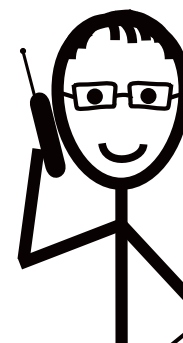
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Beth is hitting the wall that almost all new entrepreneurs hit. She has had a succession of rough days and she is struggling a bit. I think I'll give her a call.



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"Hi Beth, you don't know me but I have been referred to you by your cousin, Carol. She indicated that she would tell you that I would be calling."



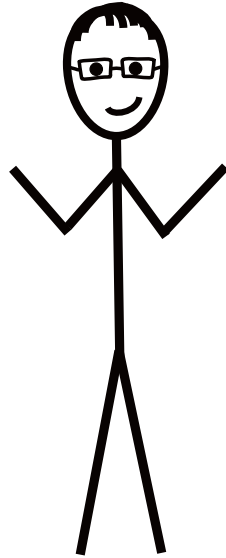
"Yes, she did, Jim. She tells me that you are an expert in starting up a business and know a lot about direct sales. I'm happy you called."

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See how well this REFERRAL thing works!

I know a woman named Becky who knows a woman named Carol who happened to be Beth's cousin. I asked Becky for an introduction to Carol who then introduced me to Beth.

Some people believe that everyone is separated by six contacts (degrees). That everyone knows someone who knows someone who knows someone you are trying to get to. I believe in that.



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"Beth, I will take from your silence that you don't have a clue what I am talking about. It must be me ... I often get the same reaction from my wife! Let me try again. ... You are starting a business ... a new direction in life. You are changing the way people perceive you. How they relate to you. You're changing how you spend your days. You're into new waters. That is all frightening and difficult. But here is the point: IT IS SUPPOSED TO BE... IT IS THAT WAY FOR EVERYONE. IF IT WERE EASY, EVERYONE COULD DO IT!!"



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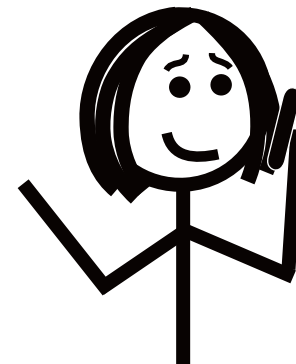
"Beth, being an entrepreneur is tough... especially in the first 100 days. Perhaps you have heard about a force called inertia. It's a law of physics which states that an immovable object tends to stay at rest unless and until acted upon by an outside force.

"What an entrepreneur is trying to do is overcome inertia."



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"I appreciate what you are saying but maybe I don't have the right stuff to make it in this business... perhaps I jumped into this a little quickly."



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"Beth, do you mind if I stop over for a cup of tea? ... Ok, thanks, I'll be right over."



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"Hi, Beth... I'm Jim, may I come in?"

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*How in the world?
He just hung up
the phone??*

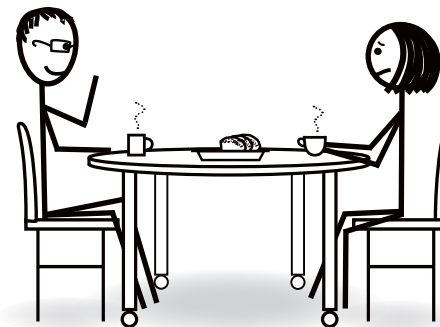


**KNOCK
KNOCK**



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"Beth, I know that you're wondering about your decision to get into direct sales. That's normal – especially in the first month or two. But, it's too early for you to make any judgments yet. I do suggest that new entrepreneurs gauge their progress, but only after about six months. One month is much too soon."

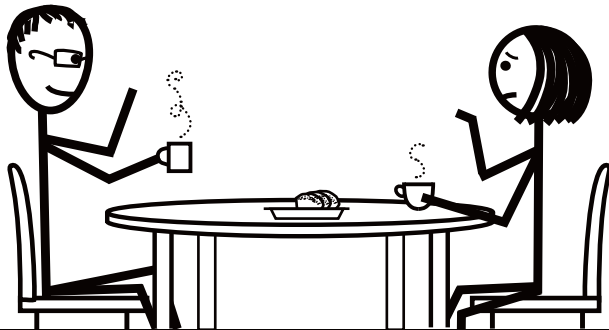


"I appreciate that, Jim, but I have very little to show for my first month in the business."

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"You may have little to show by way of sales. But, what about your familiarity with your product, and the systems you have put into place to grow your prospect list? And, what you've learned about referrals, networking and sales?"

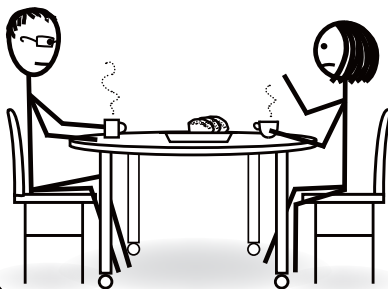
"Yes, I guess I am making progress ... but none of that puts money in my pocket."



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"Beth, if you judge your success in your first few months by how much money you make, then you're going to be disappointed. You're planting something here ... creating something that will bring you returns for many years to come. You've just put the seeds in the ground ... it's too soon to be expecting beautiful flowers."

"Jim, I know a little bit about you. You've been a successful entrepreneur. Maybe you can't relate to what I'm talking about."



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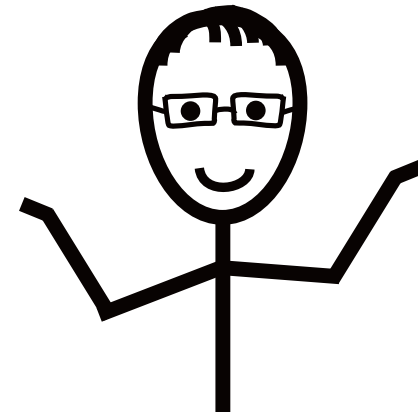
"Well, Beth, I have had some successes but like all entrepreneurs I have had hard times, doubts, fears and anxieties.

"I've had sleepless nights, Beth. I have second-guessed my decisions tons of times. It all comes with the territory of trying to build a business for yourself.

"Beth, you are 33 days into what could be a life-changing experience. Hey, I am not going to sugar coat this ... I'm not going to guarantee your success. You have a lot of hard work in front of you.

"But 33 days is not enough time to judge yourself. You have to go at least six months before you can make a realistic evaluation of what you are doing. If at that time you determine that your new venture is not for you, well then, make a change at that time.

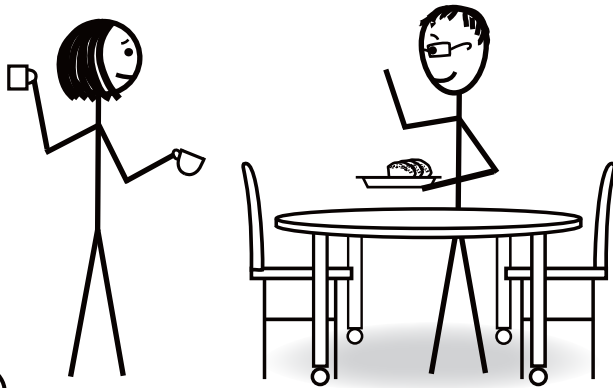
"Beth, if you don't give yourself an opportunity to succeed, you will never know what you might have accomplished."



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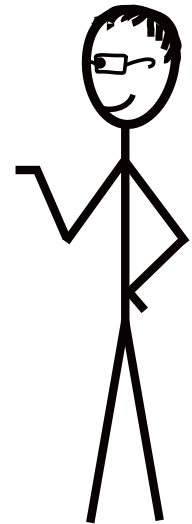
"I appreciate the pep talk, Jim... sorry I suggested that you had not experienced what I was feeling."

"No problem, Beth... just remember that what you are feeling, almost every new entrepreneur in direct sales has also felt. Don't think it's just you!"



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I have studied entrepreneurs for 20 years ... and have identified patterns. Very few experience instant success. They keep plugging and are not easily discouraged.



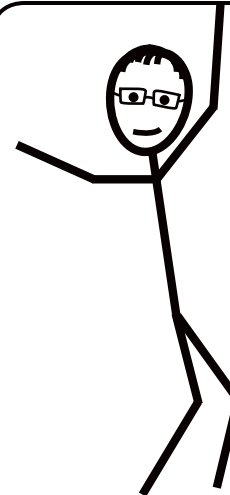
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"Resilience is one of the most valuable characteristics you can develop in life... That's because no matter how hard you're working, or no matter how great your faith is, at some point you're going to hit a wall. Whether you lead a successful life or not depends on how you deal with that wall."

"The successful person is going to go through the wall, over it, around it, under it – whatever it takes to continue on his journey."

Do You, Russell Simmons
(Gotham, 2008)

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Good entrepreneurs work hard at their salesmanship (is "saleswomanship" a word?).

They realize that the key to any business success is sales.

I have learned a lot from some great salespeople. I would like to share with you some of what I have learned.

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After years of studying how people learn, RAND Publishing has created The Skinny On™ series of books to provide a plain-English explanation of today's most important topics. Information is presented in an entertaining story format.

The Skinny on Direct Sales: Your First 100 Days is the seventh book in the award-winning Skinny On series – books developed to give readers the most information in the quickest, easiest-to-understand fashion.

The Skinny on Direct Sales is written for the newcomer to direct sales – that person who sees the opportunity and wants to maximize her or his chances at success. The first few months in direct sales can be challenging. Those who stay the course, who set the right foundation for growth, can do very extremely well for themselves. This book is a road map for those with the desire to build on their first 100 days in the business ... to long-term success.

The Skinny on Direct Sales was written after many months of research and conversation with experts in direct sales. The information in this book is a synthesis of all that we learned. In one-hour of entertaining guidance, the reader of this book obtains the benefit of years of experience, like having a mentor taking him or her through the important first steps to high-level achievement.

The Skinny on Direct Sales is written by Jim Randel, a well-known entrepreneur whose role is to turn lots of information from experts into bottom-line advice that ordinary people can use quickly and easily.



about the author: Jim Randel is an attorney and entrepreneur who has studied topics of financial literacy and personal achievement for thirty years.

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