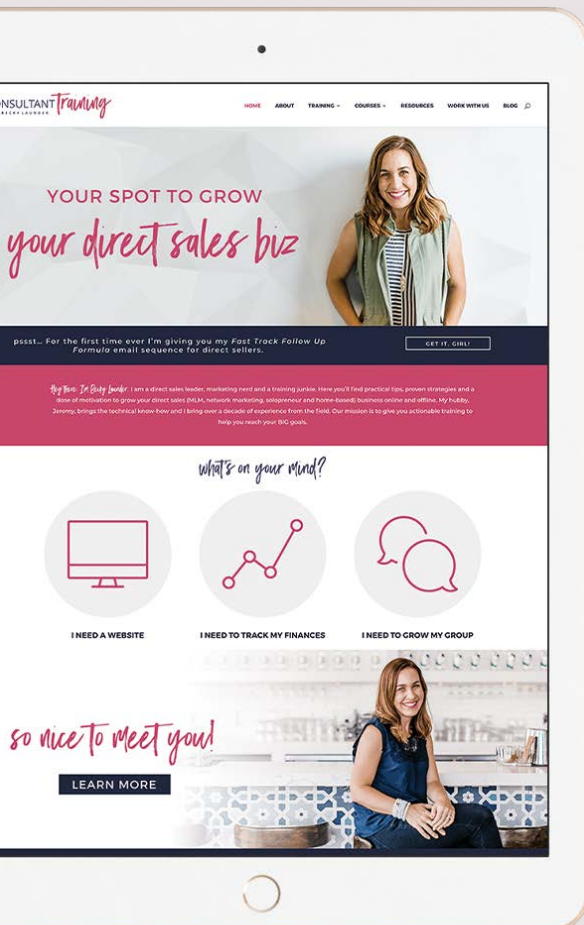


LEAD YOUR DIRECT
SALES *dream team*

welcome!

Welcome to *Lead Your Direct Sales Dream Team!* I am so excited you are here. This course will equip you with the tools and resources to grow and lead a direct sales team to success. We'll cover how to leverage recruiting and systems to grow your dream team, how to create a compelling vision and team culture to minimize turnover and how to find your support system as you rank up into leadership.

Even if you are new to direct sales, I encourage you to take the time to go through these exercises. You will learn how to attract teammates and begin developing your team vision.



about myconsultanttraining.com

Visit myConsultantTraining for one-stop training to grow your direct sales biz. Whether you are new to the biz or a seasoned pro, you're sure to find helpful tips, training and resources to rock your direct sales biz.

Becky Launder is the CEO and founder of myConsultantTraining.com and author of *52 Tips: Build a Thriving Direct Sales Business*, a step-by-step approach to build a thriving direct sales business online and offline. Becky is known for modernizing the direct sales industry using online marketing to quickly grow her business. Her Modern Direct Seller framework is being adapted across companies worldwide. She and her husband, Jeremy, deliver direct sales training, tools and courses on topics ranging from email marketing, website development and personal branding.

learning objectives

- ✔ Leverage recruiting and systems to grow your dream team.
- ✔ Create a compelling vision and team culture to minimize turnover.
- ✔ Find your support system as you rank up into leadership.

HOW TO GET THIS COURSE DONE

Congratulations, you are here and taking a big step in learning how to lead your dream team -- amazing! Now that you are here, let's make sure you get it done. You can get through the entire course content in just a few short hours. There are 7 total modules that can easily be split up into one module a day so you will have the course completed in a week! Or, you can block some time on your calendar and knock out the entire course in one sitting. It's best to be distraction-free. If you need childcare so you can concentrate, make sure to plan for that. Otherwise, squeeze in the coursework during naptime or after the kiddos have gone to bed. Grab your calendar and pencil in when you plan to dive in and get it done!

I WILL WORK ON COMPLETING MY COURSE ON _____. (days / hours).

I WILL HAVE IT DONE BY _____ (date).



hello, modern direct seller.

While many teach a traditional direct sales, party-plan system, it's 2019, ya'll. This ain't your momma's Tupperware party. We're living in a world with so many ways to connect, even catching up on your emails can feel daunting. With our smart phones at our fingertips, the many ways to work your direct sales biz on the go continue to grow.

Get ready for a fresh new perspective on direct sales. Throughout the *Grow Your Direct Sales Biz* course series, we will begin to scratch the surface as you step into the shoes of a Modern Direct Seller. Here's a quick reference checklist as you grow your business:

MODERN DIRECT SELLER CHECKLIST:

- Know your why & your goals.** Why are you in business? What are your bank account goals? What is your sales goal? What is your team goal?
- Be a boss.** What are your business hours? When do you do your best work? How do you block time for your business? How do you track your finances?
- Grow your customer base.** Are you consistently growing your customer base? How do you do this – parties? Vendor events? Advertising on social media?
- Name and claim your business.** Do you have a business name? Do you own your name as a URL?
- Get clear on your personal brand.** (Nope, not your company's brand – YOUR brand!) What do you want to be known for? What makes you stand out from the rest?
- Establish consistent branding.** Do you have a logo? Do you have brand colors, or a look & feel? Do you have a website to represent your brand? Do you have a credible email address?
- Create an online presence.** Do you have a Facebook business page? Do you have a Facebook group? Do you use other social media platforms – YouTube, Instagram or Pinterest?
- Show your face.** Do you have professional photos? Are you customizing your posts to include a photo of you – creating a stronger connection with your audience?
- Build an email list.** Are you connecting with your customers over email? Do you have automated emails scheduled to build those relationships in the background on auto-pilot?
- Deliver valuable content.** How do you deliver your content - blog? Social media? Do you have a content calendar with engaging posts scheduled 3 months in advance?
- Track your customers.** How do you keep track of your customer data? How often do you connect with your customers? How do they prefer to be contacted?
- Build a team.** Do you have a focus on recruiting and building your leadership team? What tools and systems have you created to consistently add teammates?
- Take pride in personal development.** Are you plugging into direct sales training to sharpen your leadership skills? What books are you reading? What podcasts are you listening in on?

- ☑ **Did you check 3 boxes or less?** Let's go! You are at the beginning stages of your Modern Direct Sales business. You may just be starting out or have been focusing on other areas of your business. That's okay! You are in the right place at the right time. We all go at our own pace. Simply tackle one area at a time to step up your game. You got this!
- ☑ **Did you check 4-9 boxes?** Right on! You've been focused on developing the tools and skills needed as a Modern Direct Seller. Pat yourself on the back because this takes time, energy and dedication. Continue to sharpen your skills. You're almost ready to add Modern Direct Seller to your resume.
- ☑ **Did you check 10+ boxes?** Sweeeeeet. You are really working it, Modern Direct Seller! Keep up the good work! Now that you're doing #allthethings, it's time to bring your team on this journey with you! Fine tune your leadership skills because you have quite the opportunity to train others on what you know.

grow your team

Why do you want to grow your team?

Who do you want to add to your team?

_____	_____
_____	_____
_____	_____
_____	_____

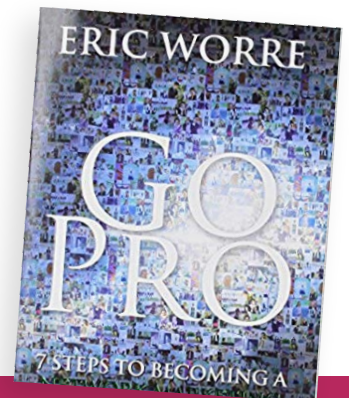
Notes on How to ASK

Notes on Sharing your Story

What tools can you refer a potential teammate to?

What systems do you have in place to help your teammates grow their team?

RECOMMENDED READING:
Go Pro by Eric Worre



onboarding, Training & coaching

What “quick wins” can you make sure your newbies experience?

Outline your onboarding process.

Jot down monthly training topic ideas.

I will plan on providing training to my team times per month.

I plan to check in with my newbies times per week.

I plan to check in with my team times per week.

I plan to check in with my leaders times per week.

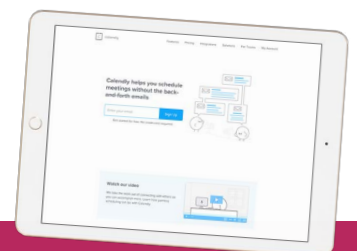
hot tip: EMPOWER YOUR TEAMMATES TO SHARE THEIR SUCCESS STORIES WITH THE REST OF THE TEAM!

Jot down when you plan on doing recognition for your teammates.

I plan to offer coaching calls to my team times per month.

RECOMMENDED TOOL:

Calendly - Your new teammate can set up an onboarding call with you



onboarding, Training & coaching

DATE	TEAMMATE'S NAME	CHALLENGE	SOLUTION	FOLLOW UP / ACTION ITEMS

set the vision and culture

In months from now, our team will be .

Jot down notes on your team's vision.

I will share this vision with my team by...

Jot down notes on the desired team culture:

retain and engage your team

CREATING TEAM ENGAGEMENT = YOUR BEST RETENTION TOOL!

How often do you check in with your teammates?

How to you create engagement?

What team challenges can you plan for the next few months?

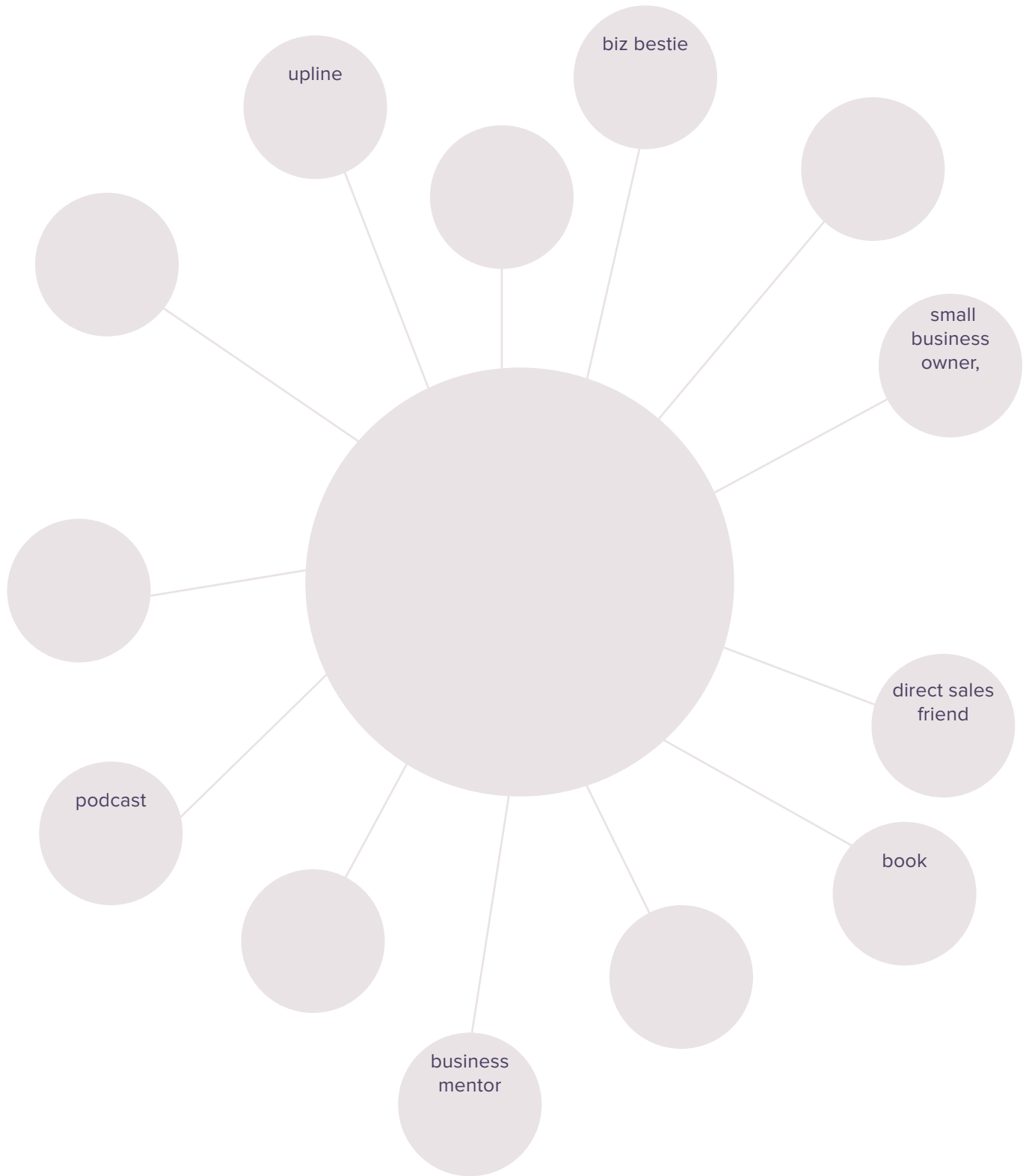
This Month:

Next Month:

The Month After:

What prizes and incentives will you offer?

find your support system



you did it! what's next?

That's it! You did it! You completed *Lead Your Direct Sales Dream Team* and are equipped with the tools and resources to create a sustainable long-term business. I am so proud of you for taking the time, energy and focus to do the work. Finding new teammates, creating onboarding systems, setting a vision and culture and retention and engagement are all major components of leadership. I can't wait to hear how it goes for you!

If you loved these courses, we would love your feedback and testimonial! Contact us at hello@myconsultanttraining.com to share what you learned!

-Becky



Related Courses + Products



POWER UP YOUR DIRECT SALES BUSINESS FOR SUCCESS:

This course provides training on how to:

- ✔ Create an actionable road map that will lead you to direct sales success.
- ✔ Dig deep to define your goals, passion and motivation to get you where you want to go.
- ✔ Learn to be your own boss, set office hours, track your finances and be a business owner.



START STRONG: LAUNCH YOUR DIRECT SALES BIZ WITH A SPLASH.

This course provides training on how to:

- ✔ Throw yourself a grand opening party with style. It's a big deal – let's go BIG.
- ✔ Tackle a step-by-step checklist to establish your online social media presence
- ✔ Learn how to ASK for everything you've ever wanted from sales to growing your team



SMART MARKETING STRATEGIES FOR DIRECT SELLERS.

This course provides training on how to:

- ✔ Become the Chief Marketing Officer (CMO) of your Direct Sales biz.
- ✔ Create a 12-month content strategy for your website, blog, social media and email list
- ✔ Build your offline presence at vendor events and through building real life relationships



FIND, LOVE AND SERVE YOUR CUSTOMERS:

This course provides training on how to:

- ✔ Grow your paycheck with income-producing activity and bigger orders
- ✔ Create a larger customer base through upselling, referral programs and follow up
- ✔ Deliver unparalleled value with super star customer service



52 TIPS: BUILD A THRIVING DIRECT SALES BUSINESS

Learn more at www.52tipsbook.com. In this easy, short read, you will gain:

- ✔ A clear formula to step into your direct-sales business with ease
- ✔ Actionable tips for you to stand out from the rest
- ✔ A road map for building your business and team with confidence

**YOUR JOB IS TO
SIMPLY BELIEVE IN
THEM UNTIL THEY
LEARN TO BELIEVE
IN THEMSELVES.**

-Becky Launder

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