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Building A Strong Downline Relationship In Your Direct Sales Business

By Annette Yen

Congratulations! You've got a strong direct sales downline or are beginning to build one! This is one of the best parts of being a direct sales consultant, – the fact that you can share your passion for your business with others, help them to earn a little extra money and get paid for helping grow your company as well.

Now that you are a leader of a team, you'll need to build a strong relationship with downline members to not only help them stay strong in their business, but to help your business grow stronger as well. A strong downline relationship will be one that's mutually helpful and everyone benefits.

But you may be wondering how to insure that downline members feel cared for while still maintaining some type of balance with the rest of your life. Here are 5 easy tips for maintaining a great upline/downline relationship.

1. Start off with a bang. When a new recruit first signs up, it's vitally important that you communicate often with her. One thing that I have found very helpful here is to develop a series of emails to send to new downline that talks them through those first days "on the job".

It will help them feel like they are connected to the company and to you. Each day while your new recruit is waiting for her kit she should hear from you. This is very easy to do with an autoresponder system, but can also be done by just copying and pasting into an email message every morning.

2. 15 minutes a day. Set aside fifteen minutes of each workday for downline phone calls. Use those minutes to call one to five members of your group for a quick "just checking in" call. Leave a message if you get voicemail. The idea is to let them know that you're thinking of them and giving them a chance to hear your voice. This is a great time to ask how they're doing with their non-business life as well and get beyond your direct sales company to show you care about them.

3. A downline website. Creating a simple website for my group has been the best thing, by far that I did to keep communication open and strong with my group. We have weekly topic discussions, contests, upload important files and just have fun with the whole group. Through this many relationships

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between members of my group have blossomed just because the website allowed them to "break the ice".

4. Meetings and/or conference calls. This is another great way to foster unity and strong relationships within your group. Many of you probably have downline that are out your area, so have a quarterly conference call with everyone just to touch base. There are many free teleconference services via the internet that make it very easy to do. And if you can, have a face-to-face meeting once in a while as well. Some group leaders have meetings monthly or quarterly. Others do a once a year get together with everyone.

5. Ecards. I love ecards for celebrating birthdays, achievements etc. First of all it's FREE, which is great, but it's so convenient and just plain fun. Use one of those Internet calendar functions to keep track of birthdays. Once a month go through the upcoming month and set up the ecard deliveries for the birthdays and company anniversary dates for the next month or more. You can set these up to

deliver up to a year in advance! It's a wonderful thing. There are hundreds of sites for free ecards on the Internet.

The key? Communicate in any and every way that you can. You will find that your direct sales team members will stay with your company much longer when you've fostered a strong relationship by keeping in touch! Have fun and happy team building!

Annette Yen is 20-year veteran of Direct Sales and leads a great team of women in her direct sales business. To find out more about how to start a strong relationship with your new recruits, sign up for her free e-course at

<http://www.directsalestools.com>

Using Audio In Your Direct Sales Business

By Annette Yen

If you've been around the Internet for more than a week or so you know that everything is hopping and moving fast and that using audio, webcasting and podcasting are where it's at.

Most direct sales representatives are content building their business using the traditional means and supporting their downline with phone calls and emails. But, let me tell you, if you're not exploring the use of audio with your direct sales business you're missing out not only on profits, but also on FUN!

Here are some quick ideas for making use of audio with your direct sales business:

1. Recruiting – Record a 4–5 minute audio about your career opportunity. Load the audio up on a one page sales letter or onto a voice mail for potential recruits to dial in and listen. You can even turn this into a weekly or monthly podcast and update the general information with specific company recruiting

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specials, interviews with top sellers in your company or with the company founders.

2. Customer service – Have a weekly audio newsletter for your customers. Do product spotlights from your catalog, talk about monthly specials and have customers call in their testimonies on how your product has worked for them. Do customer contest drawings and get your listeners involved.

3. Bookings – Create a hostess hotline audio series where hostesses can listen to tips on getting ready for your home party and load that up on a password protected webpage. Don't let this replace personal contact with you, rather make it a convenient way to communicate all those things that you always need to tell your hostess and a fun way for her to listen to it uninterrupted at midnight when all her kids are in bed... and you are too!

4. Downline – Do a weekly or monthly podcast meeting for your downline. Celebrate accomplishments, talk about products and specials, update them on any corporate news and do new recruit intros or interviews with top producers. Have a series of audio trainings for new recruits that include how to book a party, how to conduct a party, recruiting ideas, how to use the company resources, etc. Make it fun and involve others in your group as well. This is especially helpful when you have a large group of out of town downline who might feel neglected if you're having only local fact to face meetings.

This list is just a start of all that you can do with audio for your direct sales business. It really is fun and not too difficult either. You can go as simple as just purchasing an inexpensive MP3 player/recorder up to getting a full system to record via your computer. Help and resources abound on how to take it from recording to the point of getting it to the listener. Start simple, play with it and then expand into more as your time and budget allows, but just do it! You and your business will be glad you did!

Annette Yen has 20 years of direct sales experience and is currently with

<http://www.funontheark.com>

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She loves sharing ideas with other direct sales moms. Sign up for her free direct sales audio ecourse at

<http://www.directsalestools.com>

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