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Direct Selling Success

Lesson Five Telling Your Story

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Advantages of Your Products

It is difficult to sell something that you are not excited about using yourself. Successful direct sellers really believe in their products and use them on a regular basis. We encourage you to use the products you sell and gain a strong conviction of their features and benefits.

In addition to using your products, you must become highly skilled at communicating their advantages to potential customers. The exercise below asks you to list 10 benefits of the products you are selling. Listing these benefits will help you create the story you will tell potential customers.

Ten Advantages of the products I am selling	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

From your list above, pick the five advantages that impress you the most. Rank these advantages from “1” to “5” with “1” being the most important advantage of your products and “5” being the fifth most important advantage. Describe each advantage in detail based on your personal experience with the products.

Top 5 Advantages of the Products	
1.	
2.	
3.	
4.	
5.	

Creating Your Product Story

You will meet people everyday who may be interested in your products. You will generally only have a few minutes with these people so you need to be able to clearly communicate the advantages of your products in 60 seconds or less. We call this an “Elevator Pitch” because you need to complete it in the time an elevator goes from the bottom to the top floor of a building.

Write out your product story or “Elevator Pitch” in the space provided below. You don’t need to memorize it or quote it word-for-word because it won’t sound natural. You do, however, need to be very familiar with the key points and fluid in your presentation. Practice your story over and over again, and get feedback on your presentation from friends and family members. The more convincing your pitch, the more customers you will gain.

My Product Story

Competing Products

As you tell your product story, potential customers may feel that other products are similar and just as good as yours. While you don't want to argue when these objections arise, you should be familiar with the options available to people. The exercise below asks you to first list competing or substitute products on the market, and then describe why you feel your products are superior to these. This will help you better handle objections and convince people to try your products so they can experience the advantages first hand.

Competing Products	Why My Products are Superior
Competitor 1: 	
Competitor 2: 	
Competitor 3: 	
Competitor 4: 	
Competitor 5: 	

Advantages of Your Business Opportunity

Building a successful direct selling business requires you to develop (1) a strong base of customers, and (2) a strong team of associates to help you distribute the products. So in addition to your product story, you need an “Elevator Pitch” to explain your business opportunity. The exercise below asks you to list the top five advantages for getting involved in your business.

Keep these benefits simple. You don’t need to list all the details of the compensation plan, leadership structure, distribution system, etc. Just list the “hot buttons” that will really attract someone to this business opportunity (i.e., excellent products that work, strong income potential, excellent support systems, integrity of company leaders, etc.).

Top 5 Advantages of the Business Opportunity	
1.	
2.	
3.	
4.	
5.	

Creating Your Business Opportunity Story

Now it's time to write a 60 second "Elevator Pitch" for your business opportunity. Use the key points you listed above. Like your product story, make this story personal. Tell people why you are excited about the business and how it is helping you achieve important personal goals you have. Practice your story over and over again until you are very comfortable sharing it.

My Business Opportunity Story