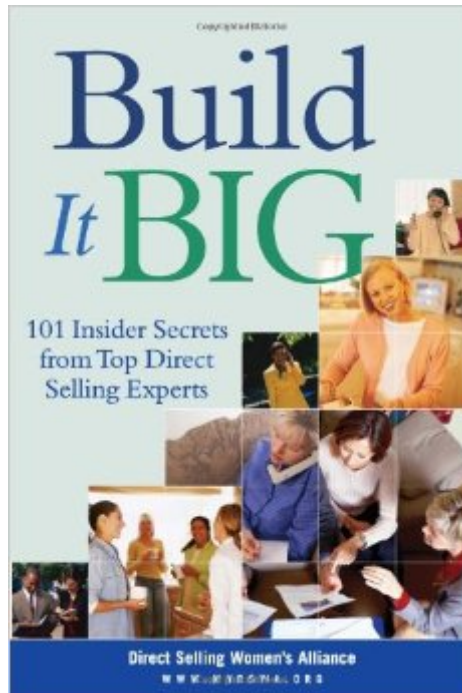


The book was found

Build It Big: 101 Insider Secrets From Top Direct Selling Experts



Synopsis

Millions of people around the world are involved in direct selling. There are 12 million in the United States alone! Almost 74 percent of direct sellers are women. An estimated 46 million people in the world are involved in direct selling, according to the Direct Selling Association. In less than ten years this number is expected to grow to an unbelievable 200 million! With more people looking for careers that offer independence, flexibility, and tremendous income potential, this book offers a one-stop source of nuts-and-bolts advice, insights, and practical sales skills. *Build It Big: 101 Insider Secrets from Top Direct Selling Experts* addresses the three most popular models of direct selling: * network marketing (e.g., Amway) * party planning (e.g., Pampered Chef) * person-to-person (e.g., Guardian Life Insurance). The training that many of these companies offer is limited and typically covers only product features and benefits, basic sales techniques, recruitment, and order processing. Through extensive research, the Direct Selling Women's Alliance (DSWA) has identified four crucial "life skills" that often are neglected or omitted from a company's training and support program: * Financial and tax guidance. * Coaching and leadership skills development. * Business management and technology training. * Daily success practices and implementation. *Build It Big* unveils the methods and approaches in developing these skills that, DSWA believes, are the true linchpins of growth and long-term sales stability. The disciplined approach and real-life insights from some of the most successful and talented people in the direct selling business will have broad appeal to rookies and veterans alike, especially for people who are opting for direct selling for part-time work, extra income, and the autonomy it offers.

Book Information

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Customer Reviews

I thought this book was OK. The article contributors could certainly write well, so I can't be fair and still give it 3 stars. However, I was hoping to find a book between the covers of this "thing." I think if the authors, two sisters and another woman, had read the articles included in this book and used them as research for writing a book, then they could have written a wonderful book. Unfortunately, there was too much overlap on some issues and some holes on others. There certainly is no overall thesis to the book that is explained and proven by the writing. The authors are veteran network marketers who have teamed up together to form a trade association they call "Direct Selling Women's Alliance" (DSWA dot org). The book is clearly a marketing piece they have thrown together in order to promote their organization. Apparently it has worked well because I suspect the membership in their organization has showered it with favorable book reviews on . I cannot think of any other possible explanation for its overall 5-star rating from 21 reviewers. The network marketing industry is full of home-based entrepreneurs. The people who succeed at networking marketing can (1) sell product, (2) recruit salespeople to join THEIR sales organization, (3) lead the sales organization they build, and (4) manage THEIR sales organization. I had hoped this book would have explained this in some detail. Instead, all of this was touched upon, but not clearly. Also, there was too much inspirational fluff included.

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