

Food for Thought

Many organizations are not receptive to the direct sales or home based business person as a serious business owner. Why is this?

Some food for thought: ~ The professional small businessperson does research into their ideas, products, services, etc before starting a company.

~ The professional small business person has invested time, money and effort into their business so they are less than willing to close up shop and change to another business.

~ The professional small business person returns phone calls, returns emails and does follow-up with their clients, potential business partners on a regular basis.

~ The professional small businessperson is informed about their products and services and able to answer questions about such products and services. For those questions they may not have an answer to, they find out and get back in touch with the person and get that reply to them.

~ The professional small business person may not be comfortable at first, but tries to put themselves out there. Learning more, sharing more and doing what it takes to build that business to the level they desire.

Now if you are a direct sales company representative, you can do all of the above - if you choose to. It's those in direct sales that do the following that give direct sales representatives a bad name:

~ Change companies on a regular basis (sometimes as frequently as monthly or weekly) and then try to pitch/spam their targets with their new products or services.

~ Doing everything via email and in some cases not even responding to an email inquiry.

~ Failure to return a phone call inquiry or lack of a phone number on a website or business card.

~ Websites that are full of pop-ups and ads.

~ Lack of information about the products or services they are selling.

~ Failure to step out of the comfort zone and talking either by phone or face to face with someone regarding their products or services. Hiding behind a computer.

People choose to work as a direct sales company representative for many reasons - being able to stay at home, extra money, work your own hours, etc. In the end, each person has their own goals to achieve and no one can tell another person what their goals should be. However, being professional at all times should be a #1 priority for the small business person, regardless of if you run a storefront, a business from your home or are a member of a direct sales company.

Don't be the one giving other direct sales representatives a bad name and if you are a professional small businessperson and see someone falling into the traps above - offer them some assistance. We are all in this together :)

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