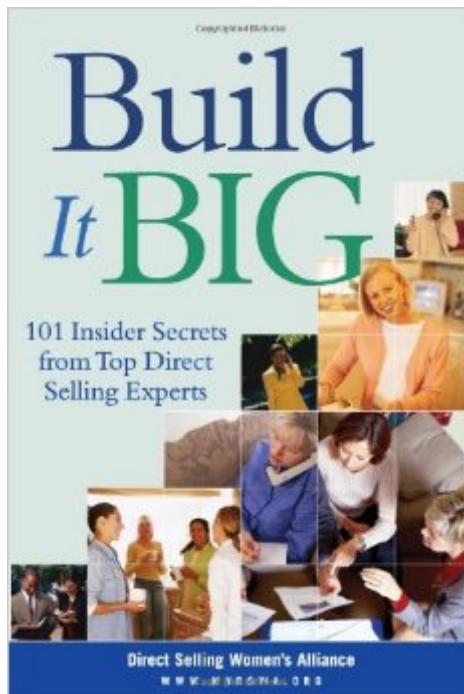


The book was found

# 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**

Paperback: 336 pages

Publisher: Kaplan Business (January 15, 2005)

Language: English

ISBN-10: 0793192773

ISBN-13: 978-0793192779

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 1 pounds

Average Customer Review: 4.5 out of 5 starsÂ See all reviewsÂ (52 customer reviews)

Best Sellers Rank: #290,837 in Books (See Top 100 in Books) #177 inÂ Books > Business & Money > Marketing & Sales > Marketing > Multilevel #210 inÂ Books > Business & Money > Marketing & Sales > Marketing > Direct #894 inÂ Books > Business & Money > Marketing & Sales

> Sales & Selling

## 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.

[Download to continue reading...](#)

Build It Big: 101 Insider Secrets from Top Direct Selling Experts No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Fund Your Cause With Direct Mail: Secrets of Successful Direct Mail Fundraising Selling on eBay: 44 Killer Profitable Items To Sell on eBay From Garage Sales, Thrift Stores, Flea Markets and More! (selling on ebay, ebay, ebay selling, ... ebay marketing, ebay selling made easy,) The 101 Habits of Highly Successful Screenwriters, 10th Anniversary Edition: Insider Secrets from Hollywood's Top Writers The 101 Habits Of Highly Successful Screenwriters: Insider's Secrets from Hollywood's Top Writers MINECRAFT: MINECRAFT SECRETS HANDBOOK: Top 101 Incredible Minecraft Secrets Handbook You Need To Know (Unofficial Minecraft Secrets Guide for Kids) (Ultimate Minecraft Secret Guide Handbooks) McGraw-Hill Education: Top 50 ACT English, Reading, and Science Skills for a Top Score, Second Edition (Mcgraw-Hill Education Top 50 Skills for a Top Score) McGraw-Hill Education: Top 50 ACT Math Skills for a Top Score, Second Edition (Mcgraw-Hill Education Top 50 Skills for a Top Score) Sell to Anyone: America's Top Sales Experts

on Becoming a Selling Superstar (Made for Success Collection) Minecraft Secrets: Master Handbook Edition: Top 100 Ultimate Minecraft Secrets You May Have Never Seen Before (Unofficial Minecraft Secrets Guide for Kids) (Ultimate Minecraft Secrets Handbook) The No.1 Property Investing Tips From Top UK Property Experts: Their Best Kept Secrets You Need to Know to Accelerate Your Investing Success (Property Success Series) Lower Your Taxes - BIG TIME! 2015 Edition: Wealth Building, Tax Reduction Secrets from an IRS Insider (Lower Your Taxes-Big Time) Lower Your Taxes - BIG TIME! 2017 Edition: Wealth Building, Tax Reduction Secrets from an IRS Insider (Lower Your Taxes-Big Time) The Business Sale System: Insider Secrets To Selling Any Small Business Make Millions Selling on QVC: Insider Secrets to Launching Your Product on Television & Transforming Your Business (and Life) Forever Make Millions Selling on QVC: Insider Secrets to Launching Your Product on Television and Transforming Your Business (and Life) Forever Social Media for Direct Selling Representatives: Ethical and Effective Online Marketing, Volume 1 Direct Selling For Dummies Selling to the C-Suite: What Every Executive Wants You to Know About Successfully Selling to the Top

[Dmca](#)