

# Julie Anne Jones

Direct Sales Trainer, Coach, & Consultant



Julie Anne believes that people learn the most effectively when they're having fun! She prides herself on her ability to incorporate solid training concepts around **personal development, coaching skills, direct sales leadership, organizational skills, party presentation and host coaching** into a very unique style.

With her degree in theatre, her passion for performing shines through when she's training. At any given moment she may use gentle sarcasm to make a point or burst into song to get her audience's attention!

**What do audiences have to say about Julie?**

*"Picture a cross between Carol Burnett and Tony Robbins! I know it sounds odd, but for Julie, it works. She is entertaining, funny and inspiring. Her training style is not 'run of the mill' or 'ordinary,' she gets her point across in a direct, inspiring way. I can't wait to go home and channel a little of that energy at my next party!"*

*"Wow, what a blast! Julie is direct and funny and full of energy. Her knowledge of the subject matter along with her naturally confident style enhances the experience AND she's fun to watch. I learned without even realizing I was learning!"*

## WHAT CLIENTS ARE SAYING

*"Every Direct Selling Company needs to invite Julie Anne Jones to speak at their event! Above all her energy, humor, and heart not only held our attention but her tips, systems and language taught us how to make our businesses fly! She also showed us how to engage the guests at our parties making sure they not only get the information we are sharing but most importantly that they are having a FUN time with their friends! We all came away inspired and energized!"*

**Denise Carey, National Training Director  
Temptation Parties**

*"Julie Anne Jones is an amazing speaker! We were so excited to have her as our keynote speaker. She exceeded all of our expectations and more!! We at the Home Office have heard nothing but praises from our representatives who attended our National Conference! They are implementing all of her ideas and seeing results. Our representatives would definitely come to hear her speak again!"*

**Erin Welch, Training Director  
Thirty-One Gifts**

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Training CD's available at [www.juliannejones.com](http://www.juliannejones.com)



# Julie Anne Jones' Most Requested Programs

## Representative Training

### "Direct Sales is Easier Than You Think"

This fun, interactive training combines the most popular elements from Julie Anne's popular audio programs "**Designing an Amazing Party Experience**," and "**Coaching Your Host for Maximum Success**," into a packed three hours of specific tips and tools that your representatives can implement immediately. They'll learn to **partner with their hosts** in creating their ideal party experience, how to easily and effectively **follow-up with their hosts** for maximum results, and how to **secure booking dates** before their guests walk out the door.

We'll also cover **clear, duplicable tools for designing a party that's easy, fun, and interactive**. Through the use of **connection and a powerful story** to begin the party, **acknowledgement of your the host**, an intentional **introduction**, and **commercials for booking, recruiting, and the shopping experience**, your representatives will connect with their hosts and guests on a whole new level. They'll learn to get their guests involved and having from right from the start of every party, **resulting in greater success in all areas of their business**.

#### **Here's what we'll cover:**

1. **How to use theme parties to create excitement and increase enrollment**
2. **How to create a party experience which puts you in charge, gives you control and is fun for your guests**
3. **How to use proven techniques to explode your sales, booking and sponsoring results**
4. **How to partner with your host in creating her ideal party experience**
5. **How to build a strong working relationship with your hosts, which will produce higher sales, bookings, and recruiting results for you (and virtually eliminate all cancellations!)**

### "Get Organized and Take Back Your Life!"

*Are You Ready to Get Totally Organized and Take Control of Your Direct Sales Business?*

- **Have you ever felt overwhelmed with the volume of information you have to keep track of for your direct sales business?**
- **Are you a "piler" with piles on your desk and no way to find anything?**
- **Do you "fly by the seat of your pants" instead of working with a set schedule?**

Many direct sales professionals face the **frustration of feeling overwhelmed and out of control** due to lack of **organizational skills**. This affects not only your mood and your stress level, but also your productivity. **How can you work effectively when you can't even find your desk under all the clutter?**

This program was **designed in partnership with a professional organizer** to ensure that the systems were solid first. Then, because we know that there are **organizational challenges that are unique to direct sales professionals**, we designed **the specifics to give you easy-to-implement tools for getting organized in all areas of your direct sales business**; your office space, follow-up system, filing system, host coaching, downline support, and mobile office.

**Importance of follow-up.** Effective follow-up is like show insurance. Finally, we'll cover the **host coaching appointment** itself and outline a **simple, nine step, 20 minute agenda which will get you the results you want**.

# Leadership Training

## "Unlock the Secret to Becoming a First-Level Leader"

**Are you ready to step up to leadership? Are you clear about how to get there?**

This course lays out a **clear, systematic plan for reaching your next promotion**. We begin with the **"Anatomy of a Goal"** and talk about how to **proactively goal set and avoid the pitfalls** you may have experienced in the past in this area. Then we'll teach you **how to clearly set up a plan of action for yourself** by creating a specific, systematic business plan which lays out what you'll do on a yearly, monthly, weekly and daily basis. Once we've covered goal setting, we'll share several great, easy-to-implement tools for **making follow up** calls, doing sponsoring interviews, and sponsoring your host at the end of your host coaching appointment.

## "Enlightened Leadership; Learning to Live by Design"

**Leadership begin within. Learn to go from manager to partner with your team using solid coaching tools.**

**Personal development** is paramount to success in the direct sales profession. **This program teaches through doing**, asking the participants not only to **apply what they are learning** to their own lives and businesses, but also to **notice how they can easily teach the tools they're learning** to their downline, which makes them **more powerful coaches and mentors to their teams**.

The course offers a **clear plan for mentoring those on your team who are willing to work with you** (and for blessing and releasing – even if temporarily- those who aren't) so you're spending your time as a leader with those who will most benefit from it. We'll also cover **the most common and easy to use coaching skills which** will move you **from problem solver to proactive partner**, empowering those with whom you're working to take responsibility for their own businesses and find solutions with you which will support their success.

## "Building a Strong Direct Sales Team"

**Start new consultants off strong and support your existing team with leadership tools that are easy to implement.**

This course is **designed specifically for leaders who are committed to growing and supporting their direct sales teams**. You'll learn how to **conduct a powerful and supportive recruiting interview that engages your prospect** and empowers them to "recruit" themselves, how to **set up your brand new consultant for success from the moment they say "yes,"** and **the one tool that can virtually ensure your new consultants success within their first 60 days**. This training also covers how to use **"on the job training"** with your new (and seasoned) consultants to increase their results and teach as you work (optimizing your time). We'll also cover **specific goal setting tools** as well as solid training on **using your thinking to support your goals** and a **clear business plan** that will act as a road map to success for you and your team. Finally, we'll teach you a **step-by-step format for turning your monthly training meeting into an extraordinary recruiting opportunity event** that can double the size of your team (or more) within six months.

## "Strong Start; Developing A Training Program For New Consultants"

**Strong leaders start their new consultants off with a Strong Start!**

The concept behind this course is simple; from the moment your new consultant says "yes", you have an obligation to **plant their feet firmly on the course to success**. It's your job to **intentionally lay out a clear plan** for them and then **support them in implementing that plan** in a **systematic, focused, step-by-step way**. You'll learn the nuts and bolts for **creating a new consultant training program** that will empower your new consultants to **become seasoned and confident consultants** during their first six shows, which will continue their momentum far beyond their business launch.