

DIRECT sales

Business Checklist To Use During Your PCS

Compliments of:



Powerhouse



Direct Sales PCS Business Checklist

Managing Business Logistics:

- Update the address on your direct sales company account.
- Update your company info with the state you're moving to (and the one you're exiting if needed) (E.g., business license).
- Update your paper marketing material (business cards, postcards, labels, car advertisement/wrap, etc.).
- Update your address with financial institutions, as applicable:
 - Banking information
 - Credit card processing account

Caring for Current Clients:

- Send an address update to your clients via email before and after your move.
- Ensure your current clients are taken care of during the transition. Communicate what you can and cannot do during your move and when you will be available at the same level you were prior to your move.
- Stay connected. Be sure to keep up an online presence for the duration of your move to assure your clients you are still working your business AND to keep your motivation up! Consider pre-programming social media posts and other communications to continue while you're in transit. (Hootsuite is an awesome tool for social media and MyEmma works great for e-newsletters. Both can be scheduled.)
- Make your clients part of your move. Do a random giveaway based on something about your move.



Expanding Your Business:

- Look for vendor opportunities. Research spouse clubs in your new area; find out about “Welcome Back” luncheons or events and see if you can be a vendor. Check out the PX/BX/NEX to see if they allow vendors; look for holiday vendor events as soon as you know your new duty station.
- Research a local team with whom you might have an opportunity to network, provide support, share ideas, and attend a meeting.
- Request referrals in your new location from past hostesses, customers, friends, and on social media. Reward your referrals with a small token and/or handwritten note.
- Join a networking group such as the Chamber of Commerce or other professional networking group. If you have young children, attend group activities such as story time or open play dates. Establishing genuine relationships is a great way to find others who will love your product and to grow your business. Plus, then you've made new friends!
- Plan a house-warming event in your new home to jump-start your business. Invite new neighbors and friends.
- Send a press release to the local papers.
- Work your business, but be prepared for a lull as you transition to your new normal.
- Enjoy the journey!

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