

SPEAKING PROGRAM

Name: Kim DeYoung
Title: President & Founder
Company: Metromom, LLC
Website: www.metromom.com
Category: Professional Development or Business

Background:



Kim DeYoung is the original Metromom—a motivated mom entrepreneur committed to her family, her career and achieving success on her own terms. Also known as the “Get It Done Girl”, Kim is the dynamic and creative force behind Metromom.com and the GET IT DONE Circle. Metromom is the “get it done” resource for the busy mom entrepreneurs, providing solutions on marketing, money, mindset and motherhood.

Metromom is more than just a brand. It’s a tangible extension of Kim, reflecting her passion to give women the information, tools and coaching they need to “get it done” and “get results”. At its core is the power of connection - like-minded women connect online to provide each other with support, great ideas and business opportunities.

Kim also provides dynamic “Get It Done” coaching one-on-one and through her action-packed programs specifically designed for entrepreneurs who have lots of great ideas but are stuck on how to make them a reality.

Kim never regrets leaving a career in the fashion industry to design an exciting entrepreneurial lifestyle and work/life balance. It is now with complete clarity that she combines her experiences in business, coaching, implementation, connection and parenting to help entrepreneurs design a meaningful (and profitable) business on their own terms!.

Title of Session:

The 7 Deadly Sins Women in Direct Sales Make...and How to Avoid Them.

Description of Session:

In this presentation, not only will you learn from Kim’s mistakes in direct sales, she’ll show you how implementing small but positive changes will lead you to great success.

You’ll learn...

- The importance of knowing WHY you’re in your business.
- How and why you need a muse of your ideal customer and partner.
- How to create and deliver a simple “speech” that focuses on your prospect and sells like magic.
- How to scope out your environment so you never miss an opportunity.
- The value of setting-up systems that save you time and make you money.

Possible Interview Questions:

1. Did you personally experience these “7 deadly sins”? Why do you want to share this information with women in direct sales?
2. Many times we tend to take rejection personally. Can you explain how to deal with rejection and get desensitized to it?
3. Often we confuse being busy with being productive. How can we be productive instead of just being busy?
4. If we don't have a clear vision about our ideal customer, what do we need to do to put that person in our mind?
5. Sometimes we're caught off guard and aren't ready prepared when we should be. How can we keep our antenna up so that we're always ready to talk to an ideal customer?
6. What tips do you have for creating a compelling elevator speech or presentation?
7. Why do we hold back from asking for the business? What can we do to overcome this situation?
8. Why are people afraid to acknowledge that they're selling something? How do we overcome this hurdle?
9. What is the key message that you want women to remember from this call?
10. Can you explain how your 7-Week Guide on **The 7 Deadly Sins Women in Direct Sales Make...and How to Avoid Them** works?
11. Where can women go to download your free report outline of all 7 Deadly Sins?

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