

Consider Becoming a Candle Direct Sales Consultant

It's estimated that 7 out of 10 households in the US use candles and annual retail sales are about \$2 billion. As a candle consultant you can earn a share of the industry's profit.

Candles sell very well all year round. In addition to the popularity of holiday candles, people enjoy them anytime for fragrance, relaxation and for setting a mood. They come in a wide variety of styles, scents, wax blends, and accessories. Some companies offer more "natural" blends like soy or bees wax while others are made from more traditional paraffin waxes. There are triple wick candles, pillars, rounds, votives, jars, and even flameless candles. When choosing a company be sure they offer your preferred type of candles and the type you think your customers will prefer.

Candles prices vary so you will be able to find a company that offers a range that your potential customers will be willing to pay.

There are several candle direct sales companies to choose from and other companies include candles in their product lines even if it's not their main focus. Among the companies listed at CandleSalesBusiness.com you will find information about these companies that specialize in candles:

For Every Home - candles made from soy based vegetable waxes, scented with fragrance oils.

Gold Canyon Candles - candles, seasonal items, fragrances, and air fresheners.

PartyLite - a variety of quality candles and candle accessories.

Scent-sations - triple-scented soy/vegetable candles including jar candles, votives, pillars, and melts.

Scentsy - wickless candles, scent bars, warmers, room sprays and car candles.

In addition to general company information, some of the listings include the contact information for an independent consultant who will help you get started. [Click here to visit CandleSalesBusiness.com](#) for more information

Already signed up with a candle company?

If so, congratulations! Here are some tips to help you start off on the right foot.

1 - You'll be surprised how many questions people can come up with about candles. Be prepared to answer by becoming familiar with the company's products and how your products differ from your competitors. (You don't ever want to "bad-mouth" anyone's products; just focus on the benefits of your products.)

Your company or sponsor will likely provide you with literature on the types of candles that you sell and their properties. Whatever information you don't find, research it on the web. Check the frequently asked questions (FAQ) section of your company's site for the most popular questions you'll be asked. Be prepared as possible to fully answer your customers' questions.

2 - Be sure to understand the company's return policies. Even candles can malfunction. Wicks can get cut too short or candles can crack during shipment. Maybe that scent that you ordered doesn't smell as hot as you thought it would. When things like this happen, your customers are going to want satisfaction and they'll be looking to you for the answers.

If something happens that doesn't qualify for a refund from the company, consider refunding your customer from your own profits. It means paying out of your pocket, but it also means that you will have a loyal customer who will buy from you again. That is a small price to pay for that.

3 - Offer exceptional customer service. Always "under promise and over deliver." Never promise anything you aren't sure you can deliver and always provide a little attention to detail whether it's special packaging when you deliver the candles yourself, free samples, coupons for future orders, or reminder emails when it might be time to reorder.

4 - Make it easy for your customers to re-order by including an order form with each order or a website to order from.

5 - Make it easy for customers to recommend you by giving them a few business cards or offering a "refer a friend" form on your site. Consider offering referral incentives such as a coupon for both the original customer and the new customer.

In a world of big box stores and impersonal service, customers will appreciate the attention and service they get from a direct sales consultant. Use that to your advantage as you build a loyal customer base.

Resources to help you get started and stay successful:

Sales Success: There's nothing like early success for inspiration and motivation. [Check out this step-by-step proven direct sales success system](http://www.directsalesdirectories.com/go/earn.html) and discover how you can earn \$592 in only 30 days. <http://www.directsalesdirectories.com/go/earn.html>

Online Team Building Success: Learn how to set yourself apart from other consultants, build trust and become an expert, generate free leads, and more. [Guide to Online Direct Sales Leads](http://www.onlinedirectsalesleads.com)
<http://www.onlinedirectsalesleads.com>