

# Business Partnership Program Handbook

Dr. Juls Novkova, Ph.D.



THE MOST IMPORTANT **RECOURSE**  
FOR OUR SUCCESS  
IS YOU

**Change. Adapt. Evolve.**

Professional Personal & Business Development

**Master your  
personality &  
live with your flow!**



**Dr. Julika Novkova Ph.D.**

*Business Psychologist &  
Executive Trainer*

**CEO of Juls' Psychology**

[JulsPsy.com](http://JulsPsy.com)

**Change. Adapt. Evolve.**

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Julspsy.com by Dr. Julika Novkova, Ph.D.

2024 Sofia, Bulgaria, Europe

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**Follow me here:**



## DEAR BUSINESS PARTNER,

*I am so happy that our paths have crossed! If you are here looking for ways to grow financially and as a brand, let me show you what we do and most importantly - HOW we work with our partners here at Juls' Psychology.*

**“IF THERE WERE NO NEED FOR A NEW ROAD, THEN EVERY ROAD WOULD LEAD YOU EFFICIENTLY.”**

This Business Partnership Program is a very special *agreement* that I, as a business psychologist, have developed for my business partners. **My mission** is to help business owners, through *our know-how, ethics and educational & support system*, not only **to benefit financially** from business contacts, but also **to grow and develop personally and socio-economically**.

From what I've seen,

**people have some real problems selling and scaling their businesses online.**

Being an entrepreneur, solopreneur, freelancer or small business owner is challenging when it comes to **understanding how to connect with experts, clients, partners and broad audience**.

Many small business owners struggle with their teams, operations, sales, branding and economic stability. We can provide the necessary support, ideas, vision and know-how, as well as the data and tools.

Juls' Psychology is a business-to-business (B2B) oriented management consulting agency with more than 15 years of experience in the field. With a focus on the human side of business, we help companies grow through business science and psychology. [Read our free guide to the top 20 CEO problems we help solve to learn more about us.](#)

When I started this project as a solopreneur, little was known to the general public about how to successfully apply science and psychology to SME. Today, 15 years later, we know that strong processes are a must for human productivity.

My brand has expanded beyond my home country because there are many business leaders out there who need experts like me & my amazing team.

As a university lecturer & certified business trainer, I have great experience in teaching and my mission is to empower business leaders, providing for free frameworks, tools, and know-how.

Together, we solve business problems at various levels, providing analysis, strategy & audits, implementation and technical solutions, redesign and QA monitoring. We have a [strong business code and professional ethics.](#)

Mastery of your personality is a lifelong adventure and I will be happy to be your business partner.

As you regain control over your income, you will feel more open to discovering many new ways to gain influence in the business world, to make new connections and to convert them.

**IN THE BUSINESS WORLD, PEOPLE ARE "VOTING" FOR OUR BRAND BOTH WITH THEIR TRUST AND WITH THEIR MONEY.**

If this model of freedom, impact, and direct reward resonates with you, I would be happy to discuss how we can be mutually beneficial.

I believe in you, your talents and your **creative energy!**

**I wish you to be brave and kind to yourself!**

Yours faithfully,  
**Dr. Julika Novkova, Ph.D.**

*Business psychologist, Organizational consultant, Executive trainer, University lecturer, Entrepreneur, Mentor & Author*

CEO of **Juls' Psychology**  
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# TABLE OF CONTENTS

2	INTRODUCTION
7	ALL ABOUT THE PROGRAM
14	OUR ETHICS & AESTHETICS
18	HOW TO BECOME A PART
20	SALES PROGRAM ESSENTIAL
25	CULTIVATING SALES SKILLS
29	WHY IS DIRECT SELLING IMPORTANT?
32	ABOUT JULS' PSYCHOLOGY
34	STORIES FROM OUR CLIENTS
36	FREE PRINTABLE WORKSHEETS
38	SPECIAL ACKNOWLEDGEMENT
41	CONTACT ME

# ALL ABOUT THE PROGRAM

PART 1



## What do we offer you:

- **Clear & transparent commission structure** and Fair Trade Policy based on results.
- **Starting commission rates** of 30% per sale;
- **Incremental commission rates** up to 40%/per sale;
- **Passive Income:** Receive 10% of the value of every subsequent, recurring deal with clients you bring on board.
- Payment on **closed deals** (purchase from our website or signed project/contract) & **personalized codes/link for tracking**.
- **Commission payment method of your choice** - you decide how often (every week, 1 or 3 months) and where (PayPal, Revolut, bank transfer, invoice, etc.)
- **Branded sales tools from us** with *brand collaboration* opportunities;
- **Non-disclosure of network** details in the lead generation process
- **Barter opportunity and rewards programs** for Inner Circle Members, Outstanding Partners and Team Leaders.
- **Support system** - *training sessions, workshops and webinars, 1:1 improvement sessions, individual and group problem solving*, led by me on a regular basis
- **Ask Me Anything sessions** for networking and problem solving
- **Outstanding Partner special offers** , brand promotion, collaboration opportunities in the network, and discounts.
- Opportunities to lead teams and **earn royalties** from the Bring a Friend program and recruiting. You can also **be paid directly** for teaching members and leading training groups.
- Learn how **to avoid eating your network** and **support your audience** while *selling and scaling*.
- We will delegate to you Initial Consultations and the Implementation of Strategic Growth Blueprint for Personal & Business Development

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- Payment on **closed deals** (purchase from our website or signed project/contract) & **personalized codes/link for tracking**.
- **Total Autonomy & Flexibility** - No targets, no deadlines. You set your pace. Work from anywhere, anytime.
- **Branded sales tools from us** with *brand collaboration* opportunities;
- **Non-disclosure of network** details in the lead generation process
- **Barter opportunity and rewards programs** for Inner Circle Members, Outstanding Partners and Team Leaders.
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## What You'll Do:

We help visionary leaders solve the human-centric challenges - team dynamics, productivity, consumer behavior - that stand in the way of growth.

Monetize your sales expertise through a partnership that provides Business Psychology Consulting services, full resources, and an exceptional commission model:

- Proactively identify and generate leads in the SME and technology sectors, targeting CEOs, Founders, and business owners who could benefit from business psychology consulting.
- Reach out to key decision-makers via email, LinkedIn, and other strategic channels to build genuine connections.
- Qualify leads by deeply understanding their organizational challenges and aligning them with the solutions in our portfolio.
- Build and maintain a clean, organized pipeline in our Client Acquisition Process, tracking all interactions and progress.
- Nurture relationships with prospects to position Juls' Psychology as a trusted, expert partner in building effective human systems.
- Stay informed on industry trends to continuously refine your outreach strategy.

“

The more you understand your personal selling approach, the more control you have over your business processes.

”

## Will you be allowed to do business **within the ecosystem?**

### **Barter deals**

Unlock the potential of collaborative growth with Juls' Psychology's Business Partnership Program. Engage in a reciprocal exchange of goods and services with other partners, jointly defining both the subjective value and objective monetary equivalence of each transaction.

It's important to note that Juls' Psychology assumes no liability for transactions that are not directly mediated by us. However, we are happy to offer our expertise in mentoring, consulting and mediation to assist in the negotiation process - our services begin with a \*fee of 10% of the monetary value of the transaction.

To facilitate these exchanges, we provide a complimentary Barter Agreement Framework template to guide you in establishing a solid foundation for your transactions. Please note that while we are eager to assist in reaching amicable agreements, our ability to resolve disputes is limited to cases where Juls' Psychology has been actively involved in the negotiations.

Beyond mediation and the creation of working conditions for mutual agreements, Juls' Psychology is not responsible for the enactment or strict execution of agreements by the parties involved.

*\*(Fees will be applied, starting at 10% of the monetary value of the transaction, shared between the negotiating parties, unless agreed otherwise.).*

We take the protection within our Inner Circle very seriously. We share the responsibility for the prosperity and success of all members. Please refer to [our Terms and Conditions](#) for detailed information on the conduct of business as a member of the program.

## Giveaway of products and services to community members

Under this program, participants have the unique opportunity to enhance their brand visibility and foster meaningful partnerships by offering free goods or services. It's important to note that all items distributed under this initiative are to be purely gifts, without any expectation of reciprocity from the recipient, such as reviews, feedback, tags, mentions, etc.

To classify an exchange as a gift, it must adhere strictly to the "no strings attached" principle. Should there be any sort of exchange, participants are advised to refer to the Barter Deal Framework for guidance.

Juls' Psychology can play a pivotal role in providing support through mentoring, consulting, and mediation services to ensure clarity and understanding between parties involved in gifting transactions. However, please note that involvement by Juls' Psychology in the negotiation process is conditional: Charges begin at 10% of the monetary value of the gift and are payable by the donor, unless otherwise agreed.

Although we offer a complimentary Give Away Framework template to facilitate these exchanges, it's crucial to understand that Juls' Psychology's responsibility does not extend to dispute resolution in transactions where we weren't consulted in the negotiation phase. Our commitment is to aid in establishing the gifting transaction conditions and achieving a mutual agreement on the "free gift" status.

Additionally, it is important for all participating parties to recognize that while Juls' Psychology offers guidance and structure for these gift-based transactions, the organization does not assume responsibility for the subsequent implementation and enforcement of the agreement terms between the exchange parties.

We take the protection within our Inner Circle very seriously. We share the responsibility for the prosperity and success of all members. Please refer to the Terms and Conditions section of this document for detailed information on the conduct of business as a member of the program.

## **Paid content for out network**

We are open to working with you/your brands in the future as an Inner Circle member. You could use our network to promote your sales or discount promotions, distribute articles, host webinars, workshops, Ask Me Anything sessions, and more within our community. Let us know what you have in mind and we will provide you with a competitive quote to help you market at a lower cost.

As an Outstanding Partner, some of these collaborations will be free, and we'll do the promotion for your band at no cost to you.

## **Collaborations with community members**

You can collaborate with other members on social media campaigns, podcasts, interviews, guest authors, sales promotions, etc. free of charge by following our framework for ethical business marketing and sales.

## **Special offers for community members**

You can provide special offers to our community members, such as promo codes with discounts, but we have a condition of transparency: The promo code should be exclusive and the campaign for our members should not be duplicated with your current general marketing campaign (for example, for sales or discounts).

If you create an exclusive campaign for our members, we will treat your marketing as a "gift" (see previous section). You will not be charged for promoting this campaign.

If the campaign is non-exclusive, but part of your general marketing, paid advertising fees are applicable (send us your idea and we'll provide you with a competitive offer to help you market at a reduced cost).

## JULS' PSYCHOLOGY ETHICS & AESTHETICS

Being a part of our ecosystem is more than just an opportunity for a partner to make a bigger income. Our mission is to educate and empower our business partners on how to do direct selling without crossing important human boundaries.

As a valued Inner Circle member, you are obligated to align your marketing and sales process with our ethical framework and our Privacy Policy when marketing and selling our products and services.

Here are Jules' Psychology's clear communication ethics standards:

1. Share only known strategy and verified brand information;
2. Storytelling that converts, not manipulates;
3. No false promises, no 'formulas', no 'secrets', and no 'one-and-only-truths';
4. No false expectations, no magic fix, no manufactured hope;
5. Generating personalized solutions, not manifesting a fixed "perfect solution".
6. No aggressive overselling, promotion, and manipulation;
7. No SPAM via private profile direct messaging or emailing;
8. No self-promoting in unregulated social media spaces/groups/posts, etc.
9. No manipulation of human emotions for commercial purposes.
10. If you hear 10 NOs, it is a real NO. Do not push;
11. Applied tools and techniques streaming directly from our content with tags/links/mentions included;
12. Respecting people's privacy, no SPAM - let them have free will;
13. If you can't solve an issue - don't do harm.
14. If you can't say something good - be silent.

**NO COMMERCIAL GOAL IS EVER GREATER THAN A HUMAN NEED;**

## THE 5 "E'S" OF DIRECT SELLING

### SUCCESS IS YOURS: SEIZE IT, OWN IT, NEVER LOSE FEEL UNCONFIDENT

The cornerstone of a successful direct selling career is the ability to **truly connect with people**. Turn every interaction into **an opportunity for an emotional connection** that builds *trust and loyalty by being present and perceiving the reality*.

Learn **HOW to nurture such a Human2Human Connection** with our professional communication strategy:

#### The 5 "E-s" of direct selling are:

1. **Empathize:** Begin every conversation with the intention of understanding the customer's needs, fears, and desires.
2. **Engage:** Communicate with authenticity, letting your genuine interest and enthusiasm shine through.
3. **Educate:** Knowledgeably present your product as a solution, ensuring that you articulate its value in a way that resonates with their specific situation.
4. **Encourage:** Create a sense of urgency and excitement that leads to a decision.
5. **Enrich:** Aim to add value to their day with every interaction, ensuring they feel valued and understood.

The main reason people **fail to build trust in direct selling** is because they forget that a real connection does not come from the *sale of a product*, but from ***the sale of sincerity***.

When *the profit motive overshadows the purpose*, trust **doesn't stand a chance**. Learn how **not to go out hungry**, and how **to satisfy the hunger of others**, even if you are starving yourself.

## JULS' PSYCHOLOGY ETHICAL "BANT" FRAMEWORK

We never sell products or services that our clients don't understand or truly need. We apply an ethical framework to the negotiation process, positively following the four pillars of selling.

We use our ethical BANT framework to identify and qualify promising leads as follows:

### **B - Budget**

This criterion checks if the potential client has the financial resources to purchase your product or service. A lead isn't qualified if they can't afford the solution.

**Key Question:** "Does the prospect have a budget allocated for this type of solution?"

### **A - Authority**

This determines if you are speaking with the person who has the power to make the final purchasing decision. If not, the goal is to identify who the decision-maker is.

**Key Question:** "Who is involved in the decision-making process for new partnerships or services?"

### **N - Need**

This assesses whether the prospect has a specific pain point, challenge, or business need that your service can genuinely solve. Without a clear need, there is no reason for them to buy.

**Key Question:** "What are the biggest challenges you're facing that led you to speak with us today?"

### **T - Timeline (or Timing)**

This establishes the prospect's timeframe for implementing a solution. A lead who needs a solution this quarter is more qualified and urgent than one who is just starting to research for next year.

**Key Question:** "When are you looking to have a solution in place?"

## PROVIDING VALUE TO NON-QUALIFIED LEADS

When a lead isn't a fit for our core services right now, your goal is to gracefully pivot from selling to serving. Use the relevant resources below to provide genuine value, build a long-term relationship, and keep the door open for the future:

### Educational Resources

- ▶ **When to offer:** For leads in an early research phase or with a long timeline.
  - **Blog & Frameworks:** Share articles and models from our Juls' Psychology blog.
  - **On-Demand Webinars:** Provide access to pre-recorded sessions for self-paced learning.
  - **Live AMAs:** Invite them to live Q&A sessions for direct expert access.

### Exclusive Opportunities

- ▶ **When to offer:** To build rapport with influential leads who may lack budget or authority.
  - **Success Story Feature:** Offer a free interview for valuable brand exposure.
  - **Research Invitation:** Invite them to participate in our Global Leaders Research for a unique self-reflection tool.

### Targeted Support

- ▶ **When to offer:** For high-potential leads facing a specific barrier, like budget.
  - **Strategic Free Call:** Offer a free call to craft a DIY roadmap for leads with budget restrictions.
  - **Founder Discounts:** Provide 50% off for female CEOs on maternity leave or for CEOs under 30.

# HOW TO BECOME A PART?



PART 2

## How do you grow **as part of the program?**

**Step 1: Submit your candidacy by filling out our professional questionnaire.** Once selected, you will immediately become a **New Member** and have access to branded materials you can use. You can begin our partnership **immediately**. Or you can *negotiate your personal terms*.

**Step 2: If you express such a desire, you will be enrolled in our Accelerator Program for Beginners.** For *4 weeks*, I will be at your side *with weekly meetings to onboard you*, explain the inner structure and how to get the most out of our education & support system, providing you with the necessary materials and sales tools.

**Step 3: After you have made your first sales,** you will have the opportunity to *share and uplift your own journey* during an **exclusive 1:1 session with me** (60 minutes together for free to discuss anything you need).

**Step 4:** Once you reach the sales threshold for our **Inner Circle Membership**, you will become *a full member of our Business Development Team*.

**Step 5:** As an **Outstanding Partner**, you will become part of our **leading team of experts** and will be **paid directly to train** our Accelerator Program Beginners Members, to **conduct 1:1s** with other high performing members of the program and to lead Initial Consultation with our new clients.

**Step 6:** As a **Brand Ambassador** you will be able *to develop your own department* in Juls' Psychology, developing your personal brand and building professional connections with our clients.



## SALES PROGRAM ESSENTIALS

***The sales process steams far beyond the offer - it's about the customer's life & business homeostasis and extends far into time, long after the purchase. How long will you be able to support, listen to and understand your customer on this journey?***

*The sale in the direct marketing is the perfect moment when the opportunity meets the needs of the person in a clear, satisfying and valuable way. We can't control the entire event, but we do have the power to build enough around it and to help the customer feel accomplished for a while with our help.*

“ —  
"The beating heart of direct selling is not the product, but the genuine connections we make - it is the authenticity of our relationships that builds trust and reaps loyalty."  
— ”

# Is Our BDR Partnership Right for You?

## /A Quick Check List/

Our program is a true partnership for entrepreneurial minds, not a traditional sales job. Use this checklist to see if your personal and professional goals align with what we offer.

This partnership is a great fit if you:

- ✓ **Value Autonomy Over Structure.** You are a self-starter who thrives on managing your own time and setting your own pace, without a boss setting targets for you.
- ✓ **Prefer Uncapped Rewards Over a Fixed Salary.** You are confident in your abilities and believe your income should be a direct reflection of your results and success.
- ✓ **Are Motivated by Impact, Not a Clock.** You're driven to build long-term value and see a direct connection between your efforts and your rewards, rather than working a standard 9-to-5 schedule.
- ✓ **See Yourself as a Partner, Not an Employee.** You want to build your own business pipeline and create a recurring revenue stream, leveraging our brand and resources to do it.
- ✓ **View Commission as an Opportunity, Not a Risk.** You are willing to trade the perceived security of a salary for the freedom and high earning potential that a true partnership offers.

We understand that making such a decision can be overwhelming, so we offer a personalised, one-to-one approach to support you. During a session, we can address your concerns directly and develop a personalised growth strategy together.

This program is my vision of how to do business with aesthetics. It is designed to reward your drive and independence. Why? Because if you have faith in me, in you, in ethical business, you will find your way to profits!

From my experience as a university lecturer and soft skills business trainer, I know that you can't learn sales skills by reading expensive bestsellers and listening to shared stories.

These skills must be observed, absorbed and practised, and it is helpful to have a group to help you understand and see things that you cannot see alone.

Our Business Partnership Program is designed to help you if you are looking to:

- ***Earn more money without developing another/new product;***
- ***Sell not only products but also services;***
- ***Have a bigger revenue from you margins, selling more exclusive products/services;***
- ***Develop personally in Sales, Marketing, and Branding via Business Psychology & Science;***
- ***Build trust and a good business name;***
- *Be less alone on your journey because you lack social support.*
- *Enjoy networking & growing your professional circle;*
- *Have a greater diversification of your income;*
- *Offer your clients proven solutions from experts in the field;*
- *Expand your network and develop new collaborations;*
- *Attract a broader audience with diverse interests;*
- *To be able to quickly switch to selling if the current portfolio is not working;*
- *Have great branded content that adds value but also helps you be more consistent online.*
- *Improve your public image using our brand and expertise.*

## Why people fail in direct selling?

1. **Understanding Client Needs:** Often there is a misalignment between what is being offered and what the customer really needs or wants due to the inability to actively listen and empathize with the customer's situation. Without this alignment, there is no trust, and it is unlikely that the customer will feel that the product or service is truly a solution to their problem.

2. **Clarity of the value proposition:** A major stumbling block is the failure to clearly articulate the unique value proposition of the product or service. Customers are less likely to be convinced that a purchase is in their best interest if they cannot quickly understand how what you offer is beneficial and different from any other option they may have.

3. **Effective follow-up:** Potential deals often fall through due to a lack of consistent and thoughtful follow-up after initial interactions. To demonstrate commitment, address lingering doubts, and reinforce the value proposition, this step is critical. It's not just about staying in touch. It's about continuing to provide value and building a relationship that leads to a sale.

Paying attention to these factors makes direct sales much more likely to close successfully your deals:

1. **Prospecting** - Identify leads & qualify prospects
2. **Initial Contact** - Initiate Outreach & Make Connection
3. **Pitching** - Present the offer & highlight the benefits
4. **Handle Objections:** Listen Carefully & Provide Solutions
5. **Negotiating** - Discuss terms & offer concessions
6. **Closing the deal:** Finalize the agreement & confirm commitment
7. **Follow up** - Ensure satisfaction & ask for referrals

**Learn how to do business ethically with us!  
Grow a strong Personal Brand!**



@Vladimir Novkov Photography

“ —

*"People fail in direct selling not because the mountain is too high, but because their determination is too low.*

*Success requires unwavering perseverance in the face of rejection.*

— ”

# CULTIVATING SALE SKILLS



PART 3



*"Success in sales comes from the unwavering belief that you're not just selling a product. You're building a bridge to your customer's dreams, one heartfelt connection at a time."*

A direct salesperson's most important skill is the profound ability **to truly connect and empathize with customers**, transforming each interaction into a uniquely tailored experience where trust is built, needs are deeply understood, and solutions become revelations—not just closing a sale, but creating a lasting bond that resonates beyond the transaction, creating not just customers, but advocates.

## SALES & SKILLS

“ —

"Passionately believing in your ability to change the buyer's world, not simply understanding what you sell, is the key to sales success."

— ”

# CULTIVATE TOP 10 SALES SKILLS

1. **Active Listening** - truly *hearing & understanding* what they say, leading to more tailored offerings.
2. **Communication** - conveying your message clearly and persuasively to articulate the value effectively.
3. **Building Rapport** - building trust and making a personal connection makes them more receptive to what you offer.
4. **Understanding Body Language** - reading non-verbal cues allows you to adjust your pitch or approach in real-time for better outcomes.
5. **Emotional Intelligence** - managing your own emotions and empathizing with your client's feelings to navigate more smoothly.
6. **Persistence** - demonstrating determination and a positive attitude, even after facing rejection, keeps momentum and leads to eventual success.
7. **Adaptability** - being flexible in your tactics and approach when faced with different personalities or unforeseen challenges.
8. **Product Knowledge** - Having in-depth knowledge of what you're selling to answer questions confidently and highlight key benefits.
9. **Time Management** - Prioritizing tasks and managing your schedule efficiently ensures you're focusing on activities that directly contribute to closing sales.
10. **Closing Techniques** - Mastering various strategies to seal the deal effectively, tailored to the situation and the customer's stage in the buying process.

Become an Outstanding Partner and equip yourself with a comprehensive direct sales success toolkit that will pave your way to consistently closing deals.

## LISTEN TO YOUR NEEDS, REACT IN ACCORDANCE WITH **YOUR MORAL COMPASS**

*You don't sell yourself.  
But HOW you sell is all they perceive as YOU.*

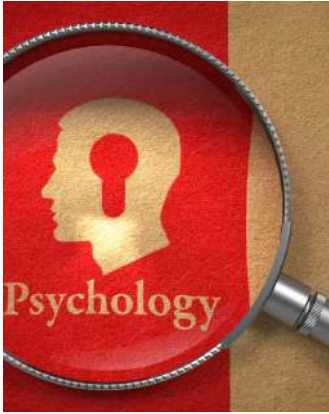
I do not want you to get ***the wrong impression*** that direct sales are the only important aspect of business development, but when it comes to the selling part, based on my experience, most of the business leaders:

- don't know how to create an **attractive and effective offer**;
- don't understand how **to distribute the offer**;
- *feel blue* because they feel like they **have to "sell themselves"**;
- *feel insecure* about their products and personalities when **they are rejected**;
- get **emotionally burned and physically drained** when they have *to make a sales pitch*;
- *feel overwhelmed* because they **can't find a way** to just sell: it's **too stressful and extremely expensive**.
- don't have a clue *how to optimize their marketing* so they have **more conversions and less wasted time** online.

While I can't promise that **we'll figure it all out** during our partnership, I'll do my best **to understand the fundamental** aspects of your *business model/professional skillset* and **we'll look for opportunities**, instruments and tools that will **help you stay driven**.

# WHY IS DIRECT SELLING IMPORTANT?

*If you don't know how to structure an offer, no one will know what you're offering.*



## EMOTION

Emotions drive our impulses to consume, but in our ethical approach as a business partner of Jules' Psychology, we will help you understand how to NEVER cross the boundaries of your customers and you will convert better, regardless of the size of your campaign. Be inspiring and move without pushing, shouting, and shoving.

## NATURAL MECHANISM

I will help you understand consumer behavior through our workshops and webinars, and as an applied psychologist, I will teach you how to use professional tools with the highest ethical standards. Give your brand an expert face with manners and morals. Trust in you will be a natural outcome when you connect.



## VALUE EXPRESSION

Being able to clarify what you offer here and now as a valuable solution to a diverse audience is a key to your long-term success. You need to learn how to structure your offerings according to the objective and subjective needs of your audience. I will help you gain control of the process. Never fear hearing "NO" again and become passionate about finding the only YES.

## HOW DOES SELLING AFFECT YOUR SUCCESS?

*Direct selling* is the **fastest way** to turn **audience attention** into short-term **business profit**. But for long term and sustainable business results, we need to have *a straight (personal) brand and a network* of believers.

So, we *need both* (direct sales and brand) for our marathon we call "**successful business**".

Direct selling is a *multidisciplinary approach* that gives you **flexible terms** for **steady growth**, **without unnecessary risk** and it's **community-driven**. Let me show you why **I personally** scale my business **exclusively** through direct sales (and not through paid online campaigns, for example):

- Direct selling involves selling **directly to end consumers**.
- It often occurs in **non-retail settings** such as online.
- Technique involves establishing **a personalized 1:1 outreach** via social media & direct contact.
- For flexibility, uses **independent consultants** rather than traditional *employees*.
- **Compensation** is in the form of **commissions, bonuses, or discounts** on product sales.
- Encourages building **personal networks** to expand sales.
- Opportunities for sales experts to provide **passive income** from the sales of their recruits.
- Focuses on providing **personalized service** and **building relationships**.
- Enables product and strategy adjustments through **direct feedback**.

IF YOU KNOW YOUR GAME,  
YOU CAN TRY TO CHANGE THE RULES!



## DO NOT FEAR YOUR BUSINESS: CONQUER IT

Business Science & Psychology is a powerful way to transform your communication, processes, services, and economic behavior.

I have a great experience when it comes to teach complex and abstract information. As an applied business psychologist my passion is developing highly personalized methods and tool kits, that helps a particular group/person to resolve a puzzle.

As a visual thinker, I like to create visual designs and representations of the abstract processes inside people that help leaders see and understand what is happening in our minds, souls, bodies, and spirits. To see our invisible world, let me draw you a map.

**Our Business system combines theory & practice** from the following fields:

- *Psychological Sciences;*
- *Behavioral Sciences;*
- *Social Sciences;*
- *Business Development;*
- *Economic Sciences;*
- *E-commerce, Design, Marketing, and Sales;*
- *SEO & Copywriting;*
- *Web Development & Business Digitalization*
- *Productivity, Effectiveness, and Innovations*

# ABOUT JULS' PSYCHOLOGY



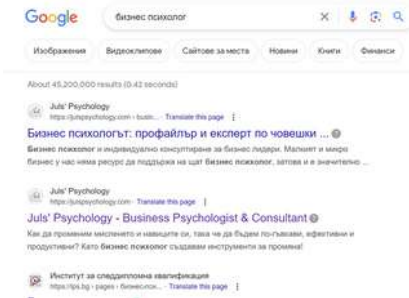
PART 4

# The World of Juls' Psychology

Today, Juls' Psychology is a global network that connects business leaders from around the world, in different fields, helping them exchange business knowledge, support, services and products.

We are committed to the advancement of our B2B clients, who are our trusted partners and valued customers. We invest in the most talented leaders time, knowledge and support to help them grow and later delegate our clients' needs.

Juls' Psychology is a business-to-business (B2B) oriented management consulting agency with more than 15 years of experience in the field. With a focus on the human side of business, we help companies grow through business science and psychology. Read our [free guide to the top 20 CEO problems we help solve](#) to learn more about us.



*This is my business,  
№1 in Google Search  
Organic Results when  
you search for  
“Business  
Psychologist” in my  
native language*

## We know how people do business.

# Change. Adapt. Evolve.



*client* TESTIMONIALS

I love what I do and I love the people who come into my world.

**My clients are courageous, intelligent and creative.**

**My clients push boundaries and create new realities and possibilities.**



Their stories matter to me!

**#YouMatter**

VISIT THE LIBRARY OF SHARED STORIES



*client* TESTIMONIALS

I've tried different approaches before this ebook, but always felt judged and criticised for being too selfish. I really wanted to express my anger in a more positive way, not suppress it. This ebook has given me the time, the space and the tools to understand HOW I can work through my anger. I would highly recommend it!



*client* TESTIMONIALS

Hello, Juls!

I am blessed to have found you and grateful to have you! I can already say from experience that with your help, people who trust you run their marathon of personal and professional growth more easily and confidently!  
I am very grateful for your patience with me!



*client* TESTIMONIALS

A mirror with a different and infinitely effective look - that's what Julka does for me.

The reflection of the actual situation through the eyes of a top professional like Julka gives a clear vision of the steps, goals, solutions and the way forward and upwards.



*client* TESTIMONIALS

I met Juls through her other clients who were happy to work with her and achieve good results.

During our meetings she helped me to clarify my overall concept, to structure my business strategy, to gain confidence and to see the sense of what I do in a new way. She inspires me.

Thank you, Julka, for the valuable advice and warm support!



*client* TESTIMONIALS

Julis is extremely efficient, diligent, problem solving, and soul touching and it's amazing that I can get such a business professional and personal support from her.



*client* TESTIMONIALS

I like the visual aspects of this ebook - they really helped me a lot to understand how mindfulness actually works by motivating me to just stop, reflect and think about my feelings, desires and goals. I ended up understanding what really gets me upset and now I work hard to prevent and de-escalate difficult situations.



*client* TESTIMONIALS

The most dedicated, energetic and thoughtful leader I have met in Bulgaria - it has been a real pleasure partnering with Juls and learning from her experience. She is an endless resource of ideas, practical tips and knowledge, but most importantly true support which makes the work easy and enjoyable. Highly recommend Juls for her professionalism, positive energy and commitment to success!



*client* TESTIMONIALS

This is such a beautiful journey! I really enjoyed the learning curve because I understood that there was nothing wrong with me as a person. I just had to learn how to talk about what I needed and wanted. I really made progress in 30 days! Thank you very much!



*client* TESTIMONIALS

Julka and her ever so positive and smiley attitude to life and living is just so empowering and energizing that after some time of even a general chat that makes me think out of the window, see the same old things from a different perspective and thus opening new avenues, new ideas and new visions. Thank you my dear Julka! Looking forward to new meetings and conversations.



*client* TESTIMONIALS

Julis

Thanks to people like you, I believe in the goodness and purpose of myself! I hope I will soon be resourceful enough to be useful and helpful like you! Thank you for your understanding and patience!

See you soon!

Meet Your Psychologist

I am Dr. Julka Novkova, Ph.D. (Juls), business psychologist, organizational consultant, university lecturer, certified business trainer, mentor and entrepreneur, founder of Juls' Psychology.

For more than 15 years, I have been helping business leaders effectively manage people, processes, and tasks in their businesses without burnout.

*"My role is to keep the focus on the process and observe how people feel as they walk their path."*



Dr. Juls Novkova, Ph.D.

Read more about me



## DIRECT SALES LESSONS LEARNED

*Direct selling teaches us that you listen more than you talk, that every "no" is one step closer to a "yes," and that genuine relationships trump glossy pitches.*

Success is about persistence and understanding needs. It's not just about closing deals. Knowing how to deal with rejection and how to persevere through tough selling periods is essential to succeeding in direct selling.

The ability to adapt sales strategies to different customers and market conditions can differentiate you.

“ —  
Now you know WHY I invest in your success—because I need your honesty and passion to tell my story in many ways and help many others not burn out and lose the business they love because they cannot manage it effectively. ”

# EXPLORE YOUR SALES SKILLS IMPROVEMENT STRATEGY:

## 30-day goal tracking

MY NEW STRATEGY:

---

Why is this important for me?

---

---

Strengths:

---

Weaknesses:

---

Ultimate Goal:

---

*Let's do this!*




How did it go?

---

---

What did I learn?

---

---

How effective am I?



## SELF-CARE CHECKLIST

### TO DO'S

### DONE

Time in nature

Take a 30-minute walk

Meditate for 15 minutes

Reading & listening to music

Write down 3 things you're grateful for

Call a friend or family member

Engaging in hobbies

Have honest conversation

Practice using "I" statements

Practice active listening

Declutter your living space

Cook a healthy meal

Time for self-reflection

Set goals for the week ahead

Practice deep breathing

Write in a journal

Observe your feelings, thoughts and body sensations

Listen to a podcast or inspirational talk

Practice yoga or exercise

Stay present and be kind to yourself

# SPECIAL ACKNOWLEDGEMENT



PART 5

## DEAR BUSINESS PARTNER,

### THANK YOU FOR CONSIDERING BECOMING OUR BUSINESS DEVELOPMENT REPRESENTATIVE!

Imagine that navigating the ever-expanding landscape of business **is like running a marathon, not a sprint**. It's a journey whose path stretches far into the horizon, weaving through peaks and valleys **of success, obstacles and challenges**.

Now imagine running this marathon **not as a solitary figure**, but as part of a *relay team*, where the baton of **opportunity is passed** from one teammate to the next, each *running his or her leg* with vigor and **contributing to the collective** triumph.

This is **the essence of our partner program**. It's about **joining forces** where your stride adds momentum, **your success is amplified** by *the collective effort*, and new **income streams flow** like rivers into an ocean of opportunity. You're not just joining a program.

LET'S SHARE IDEAS, PROCESSES AND GENUINE HUMAN CONNECTIONS WITH BUSINESS LEADERS AS PARTNERS.

Our approach isn't about chasing immediate revenue at the expense of significant costs. It's about **building long-term relationships** that support and enhance our community of affiliates, customers and brand alike.

As sales experts, we are storytellers and partners who share your vision and values, weaving the essence of Juls' Psychology into narratives that resonate deeply with your audiences. This organic integration fosters trust and credibility - elements that are critical, yet often lacking, in today's advertising.

We are believers in the power of unity and ethical practices in marketing and sales. Our trusted business partners are chosen not just for their reach. They are chosen for their alignment with our mission and ethos. This synergy ensures that as we grow, integrity and authenticity are not compromised.

Direct sales through paid advertising often prioritizes short-term profits over long-term relationships. In contrast, we grow from the inside out by focusing on partnering with our representatives and clients. By supporting and giving back to our Business Development Representative, we ensure a mutually beneficial partnership. One that thrives on shared success and shared ambition.

Thank you for finding the reason and the meaning in connecting with me and becoming a part of my Dream Team! I know that you want to do better, and I promise you that we will do our very best to help you get there!

YOU ARE THE MOST IMPORTANT RESOURCE  
FOR YOUR SUCCESS

Truly yours,  
Dr. Julika Novkova, Ph.D.  
Business psychologist, Organizational consultant,  
Executive trainer, University lecturer, Entrepreneur,  
Mentor & Author



Julika  
PSYCHOLOGY

Create innovative perspective on life  
with Dr Julika Novkova, Ph.D.

**YOUR PERSONAL & BUSINESS PSYCHOLOGIST**

“

Don't be a passive  
consumer of someone  
else's reality:  
be a creator of your  
own!

”

Contact us



Change. Adapt. Evolve.



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