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Welcome

Growing Your Sales

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To maximise sales.....

- Product
- People
- Process

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Product

If you don't have a great product

FIX IT!

Is there a **NEED?**

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People

TRAIN THEM!

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**We'll focus on the
process**

Complex products/services

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The 5 Steps.....

- generate
- nurture
- build communication
- sale
- post sale

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**You can't do this
overnight!**

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Step 1 - Generate Leads

First, consider strategic direction.....

Build your database with your BEST clients.

Who are they and where are they?

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Step 1 - Generate Leads

- **Databases**
- **Endorsed mail-outs**
- **Telemarketing**
- **Website**
- **Referrals**
- **Competitions**
- **Advertising**
- **Guest speaking**
- **Conferences/Networking**
- **Viral email marketing**

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Step 2 - Nurture Leads

Build the relationship-rapport, trust and credibility.

Be patient.

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Step 2 - Nurture Leads

- **Content**
- **Workshops**
- **Events/functions**
- **Tools**
- **Call**
- **Say “thank you”**

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Step 3 - Build

Focus on getting to know more about your prospect. Understand their problems.

Ask QUESTIONS

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Step 3 - Build

- **Free consultation**
- **Business review**
- **Visit office/facility**
- **Social events/lunch**
- **Introductions**

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Step 4 - \$\$\$\$\$\$

**At this stage you go into selling mode.
You've built a client base and nurtured
your prospects.**

They feel good about you!

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Step 4 - \$\$\$\$

- Good sales people
- Proven sales technique
- Sales material

TRAIN HARD

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Step 5 - Keep in Touch

You've spent time building....

now

MAINTAIN

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Maintain

- Referrals
- Client club
- Special functions & events
- Thank you notes & cards
- Involve through surveys
- Promote their business
- New product releases
- Tools

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**Develop your sales
process on facts.**

**Collect and analyse
information.**

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Sincerity & Integrity

Be prepared to say NO!

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Strategic Process

Main Aim

- Measurable
- Achievable

Financials

- Sales Forecast
- P & L, CF, BS

Market Research

- Customers
- Competitors

Marketing

- Target Market
- Marketing Mix 4Ps

Strategies

- Prioritise

Analysis

- Customers
- Competitors
- Industry

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The Magic is in the....

SIMPLICITY

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Summary

Step 1 - Strategy

- Market Research
- Analysis
- Confirm the need

Step 2 - Product

- Fit with need
- Quality

Step 3 - Sales

- Sales Process
- Leads
- Nurturing



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Summary

Power in...

- tools
- linkages
- simplicity

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