

CSP Seminar

April 19, 2011



Welcome: Today's Mission

- Grow our overall business
- Get more out of what you do on a daily basis
- Increase your return on investment
- Create repeat customers

To Make Most of our Time

- Cell phone's off
- Seminar vs. Workshop
- Challenge status quo...
- Simple vs. Easy
- Participate....get the most
- Confusion is a good thing

What is your style?

- How do you sell?
- Why do you sell?
- Mechanics.....
- Do you think about how you present yourself?
- Are you regimented or free flowing?
- Do you establish the relationship and nurture it?

Physical Style

- Your dress and speech portrays who you are
- Unfortunately....we make a decision about someone within seconds of meeting them
- The client is buying the intangible....that means that the product is you!

The Sales Community

- Do you serve internal and external clients the same way?
- Are you a cheerleader for the sales culture?
- Nothing happens until the sales takes place
- Do you take the profession seriously?

Think about this.....

- “Where you’ll be in 5 years will depend on the books you read, the people you associate with and the actions you take...”
- You control your own destiny

Interesting Facts

- 90% of salespeople stop trying to sell after the third contact
- Only 10% make more than 3 contacts

Fact

- Over 80% of all sales are made between the 5th and 12th contact!!
- Is it safe to say that only 10% of all sales people make 80% of all sales??

The Entrepreneurs View

- Sales and marketing is an investment..not a necessary evil
- For every \$ out, more \$\$\$ should come in

Do you have an Entrepreneurs view?

- Do you take **OWNERSHIP**?
- Are you **ACCOUNTABLE**?
- Do you take **RESPONSIBILITY**?

So, let's think about what your business...

- Is your business driving you...or are you driving your business?

Three key business areas

- Financial...operations and marketing
- Most businesses are strong in one area but neglect others. You must be strong in all areas....80% of all business fail because they fail to understand all areas of their business

Do you dream big??

- 2011.....2015?
- Where do you live.....where do you want to live?
- Goals.....personal and professional?
- Balance of family and work??

Keys to Business Success

- Leverage
- People
- Systems
- Technology
- Sales & Marketing

Tips for making your sales style an ideal investment

- Clearly define the ideal prospect
- Spend more time increasing income than decreasing costs
- Test and measure everything
- Focus on lifetime value – long term view
- Price your services profitably
- Know your numbers and do the math

Ideal Client

- Type?
- Revenue?
- Employees?
- Position?
- Location?
- Decision Process?

Who is your ideal client?

- Defining characteristics
- Can they be long term?
- Can they refer greater business volume?

Are your lead generation strategies...

- Powerful.....or puny???????

Popular lead generation strategies

- Reviewing existing ads and retuning
- Referral strategies with existing clients
- Strategic Partnerships
- Website with strong SEO
- Strong direct selling applications
- Good process!!

Strategic Alliances – What is it??

- Relationship where another non-competing business who deals with your ideal clients systematically refers their clients to you.

Strategic Alliances by the Numbers

- Define ideal client – and write it down
- What is triggering action before purchase?
- Non-competing businesses to target – No revenue conflict!
- Create offer and approach
- Qualify ideal partners
- Implement program – test and measure – expand to new partners

Referrals

- Are they really that good?
- Why do we want them?
- What must happen before you receive a referral?

Referrals by the Numbers

- Earn the right – service must be exceptional!
- Define ideal client and write it down
- Create a strong offer and reasons to refer
- Develop systematic process to ask consistently
- Implement and share consistently

Popular Conversion Rate Strategies

- Get prospect data and track leads - #1 miss!
- Measure conversion rate
- Target better prospects – qualify....
- Sales scripts and training for the team!!
- Set sales targets
- Positive Persistence – 80% of sales made between the 5th to 12th contact
- Use testimonials

Popular Transactions Strategies

- Ask your clients to come back frequently
- Under promise and over deliver
- Know your client well
- Broaden lines of service and create new products
- Schedule next appointment
- Client loyalty program

How do I get my rates up?

- Measure average sale
- Cross sell additional products!!
- Up sell to a better product or service
- Upgrade your client base
- Make it easy for the client to buy
- Stop discounting!!

Social Media – Can I use it?

- Drives client loyalty
- Unique offers
- Displays testimonials
- Are you using e tools to communicate with clients?
- These mediums are not the answer to everything
- Know how your clients want to be communicated with?

Social Media – How do I use it?

- Set up business and professional profiles – LinkedIn, Twitter, Facebook
- Connect with as many individuals as possible
- Become a provider of information
- Provide regular status updates
- Automate when possible

Direct Selling Tips

- Be committed
- Don't sell to people
- Build lasting relationships
- Foster a family environment on the selling team
- Be resolute in your actions

What are you hearing?

- Do you mystery shop your business?
- Do you have a mystery shopping program in place?

Dreams can and do come true if we

- Think like an entrepreneur
- Have a plan for the future
- Change the way we do things now
- Take action to implement ideas
- Ask yourself....is your business confined to your perceived reality?

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