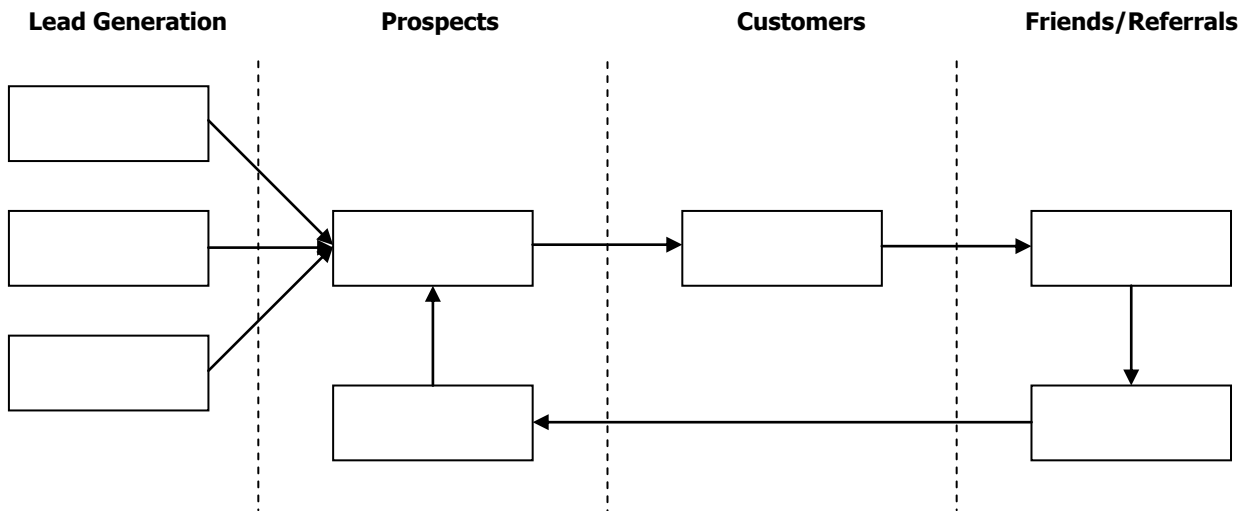
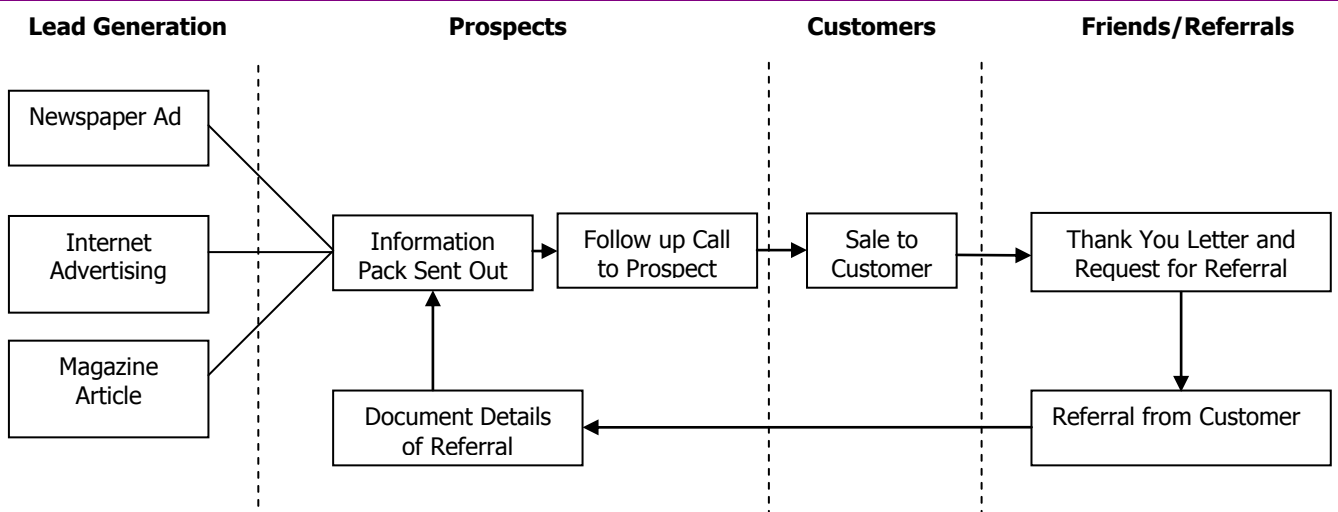


## Developing Your Sales Process



## Sample Sales Process



The key to any successful sales process is that it must be able to generate its own leads. You will see in the circle above that once a customer has purchased, that you send them a thank you letter and ask for a referral. This ensures two things, that you have built a healthy respect for the customers business and you want to turn them into a friend. A friend is someone who will speak up for your business without payment. The more friends we have in business the more successful your business will be.

### Sources of Prospect Options

1. Referrals
2. Advertising
3. Walk-Ins
4. Internet Marketing
5. Article Writing
6. Newspaper/Media Articles
7. Sponsorship
8. Customer Database
9. Mailing Lists
10. Signage

### Advertising Prospect Options

1. Television
2. Radio
3. Newspaper
4. Postcards
5. Newsletter
6. Bus Signage
7. Illuminated Street Signage
8. Catalogs
9. Brochures
10. Give-Aways

### Online Prospect Options

1. Google Adwords
2. Social Media
3. Video Marketing
4. Link building
5. Article Writing/Submission
6. SEO Marketing
7. Banner Ads
8. Press Releases
9. Affiliate Marketing
10. Pay-Per-Click

## Definition of Terms

### Lead Generation

The term **Lead Generation** is used to describe any method where you are getting people to enquire about a product or service and you don't know their contact details.

### Prospect

A **Prospect** is someone who has provided you their details and has expressed an interest in your products or services.

### Customer

A **Prospect** becomes a **Customer** when they physically spend money with you on your products and services.

### Friend

A **Friend** is a **Customer** who now wants to refer business to you or provides you with a testimonial.

## Increasing Customer Value

### Cross-Selling to Your Customer

The process of Cross-Selling is to encourage your customer to buy an additional product as well as the one they are interested in.

**The Key To Cross Selling:** Ensure that the item you are trying to sell to them is complimentary to their purchase.

**Example:** The best example of Cross-Selling is when the McDonalds Driver thru operator asks you, "Would you like Fries with your Burger?"

### Up-Selling to Your Customer

The process of Up-selling is to show the customer value in buying a higher priced item or larger item than the current item they are considering.

**The Key to Up-Selling:** Ensure that the up-sell is going to provide value and exceeds the customer's needs. The customer only buys to satisfy a want and need.

**Example:** The best example of an Up-sell is when the McDonalds Drive thru operator asks you, "Would you like to Up-Size that to a Large Meal?"

## Customer Sales Information Every Sales Person Must Know

### Average Dollar Sale:

The **Average Dollar Sale** is how much each customer will spend each time they buy from you.

### Yearly Customer Value:

The **Yearly Customer value** is the total amount your customer has spent with you over a year.

### Total Customer Value:

The **Total Customer Value** is the total amount your customer has spent with you since you started your business.

### Average Customer Value:

The **Average Customer Value** is the average amount each customer spends per year with you.

### Number of Sales Per Month:

The Total number of sales each month.

## Learn How Increasing Your Average Dollar Sale and Total Sales By 10% Increases Your Sales By 21%

### Example 1. Normal Sales Calculation

Average Dollar Sale:	\$255.00
Total Number of Sales:	100
Per Month	
Total Sales Value:	\$25,500

### Example 2. Impact of Increase Average Dollar Sale and Total Number of Sales by 10%

Average Dollar Sale:	\$280.50
Total Number of Sales:	110
Per Month	
Total Sales Value:	\$30,855
Total % Increase in Sales:	21%

From the simple calculation above you can see, if your business was to increase just your **average dollar sale** by 10% and your **total number of sales** by 10% you will see and increase in total sales of 21%.

You could simply increase your average dollar sale by developing either an up-sell or cross-sell in your sales process.

**For example** if you sold furniture, you might cross-sell by selling the customer fabric protection for their chairs or a corner protection device for their tables.

**Another example** is if you were in the physical fitness arena you might cross-sell a range of protein bars for the customer.

## Three Free Things You Can Use To Give Away To Build Credibility With Prospects

1. Cheat sheets (Like this one)
2. Create a Video
3. Write a Self-Help Book
4. Create a CD on using your product

## Do You Need Help Getting Started ?

Did you know that the One-on-One Learning Centre will now run sessions on every aspect discussed in this cheat sheet with your staff. They can be group or one-on-one sessions to help you build your business. If you would like to know more simply give Chris a call and we will come and see you on 1800 66 00 00.