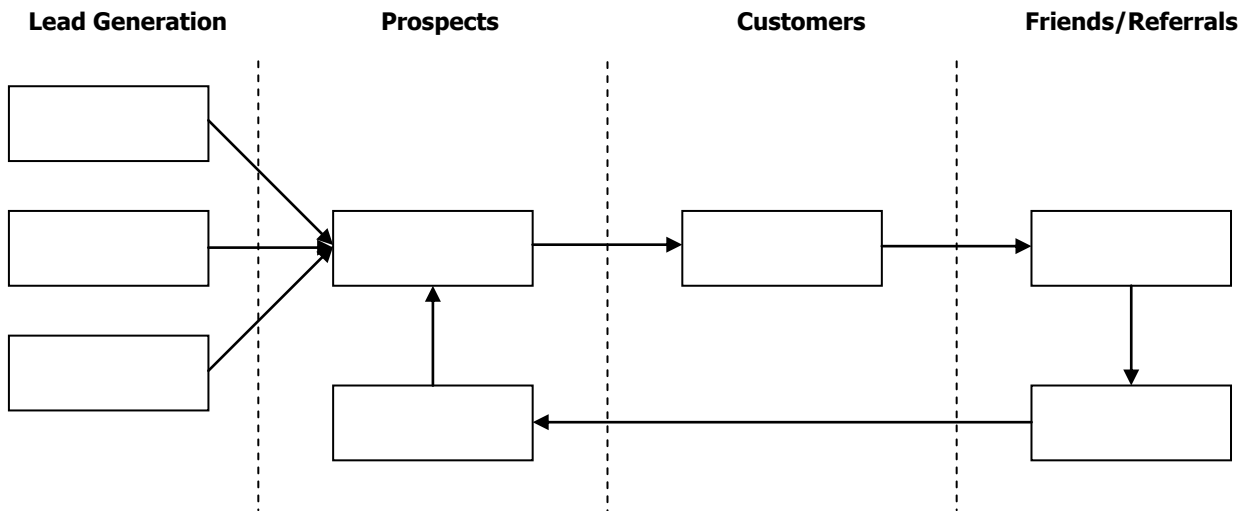
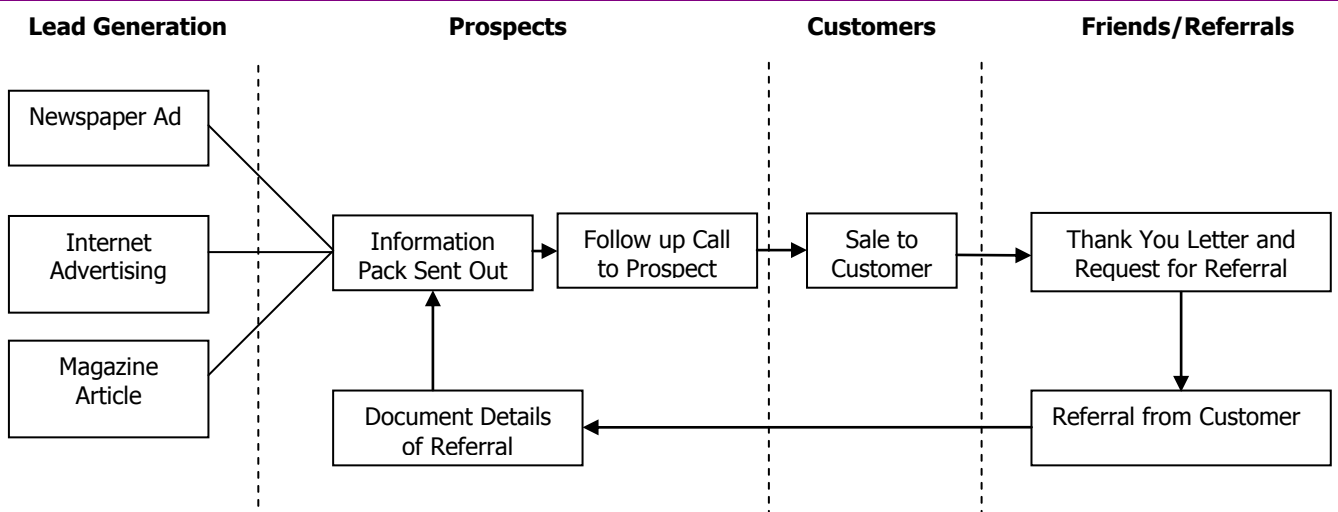


Developing Your Sales Process



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.