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How to

Be Successful

In Prospecting & Sales

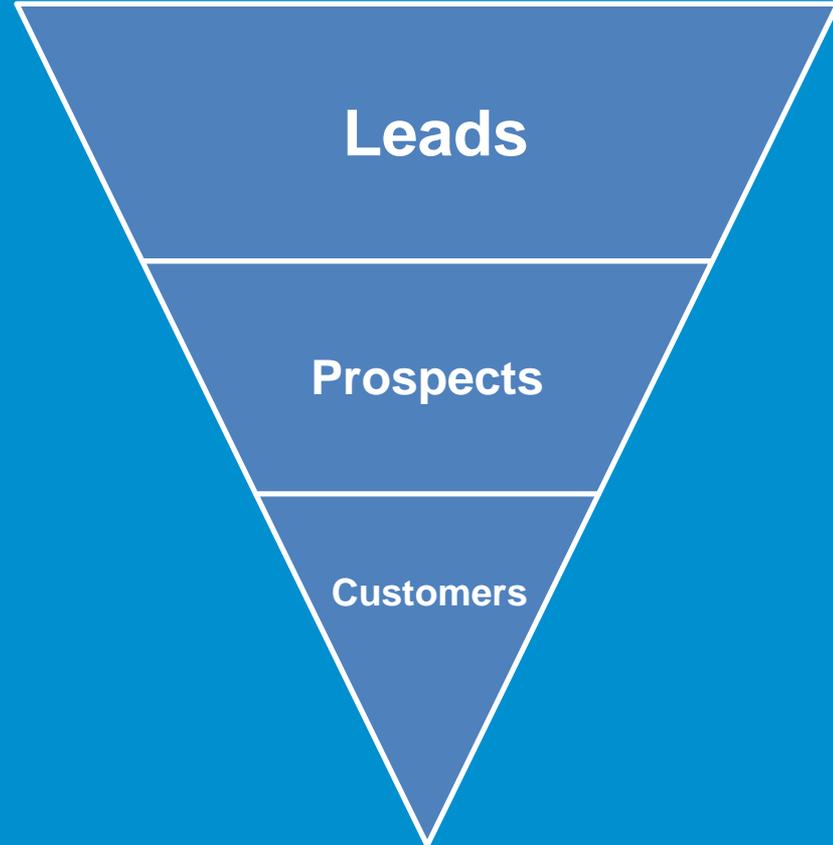


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Understand the Sales Process

There are 3 types of people in the sales process:

1. **Leads:** One who becomes aware of your business or someone you decide to pursue for a sale, even if they don't know about you yet.
1. **Prospects:** Someone who has had some kind of contact with your business and are still interested. *All prospects are leads, but not all leads are prospects.*
1. **Customers:** People who have made a purchase!

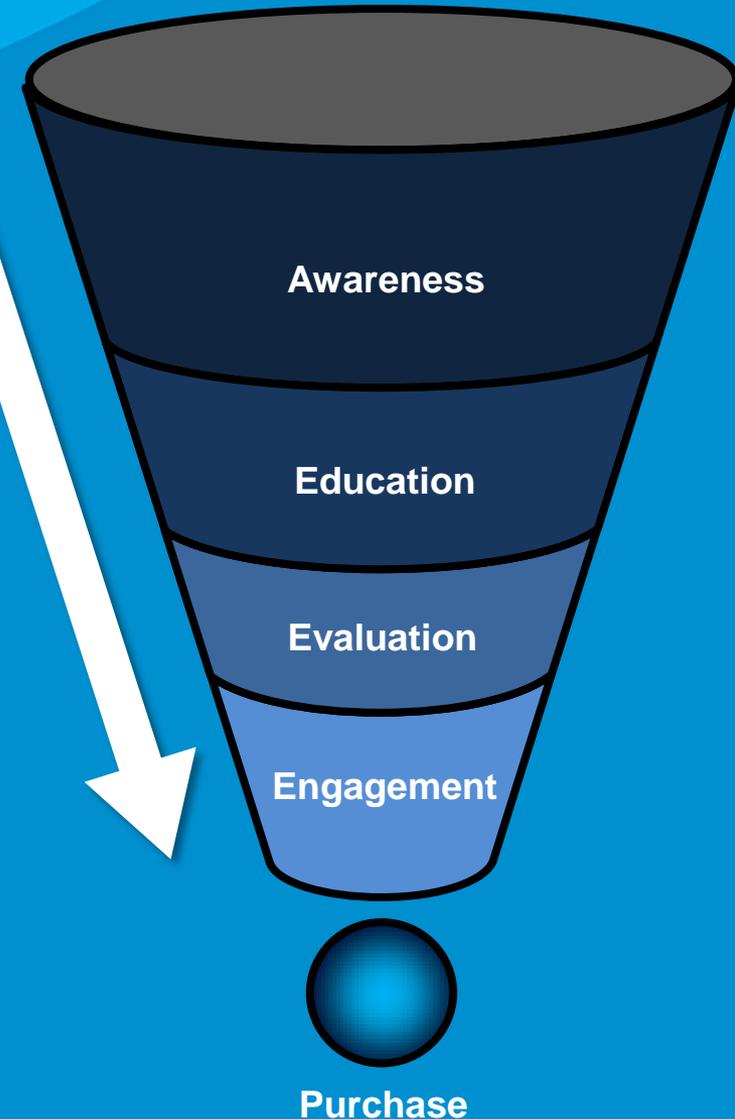


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Build a Sales Funnel

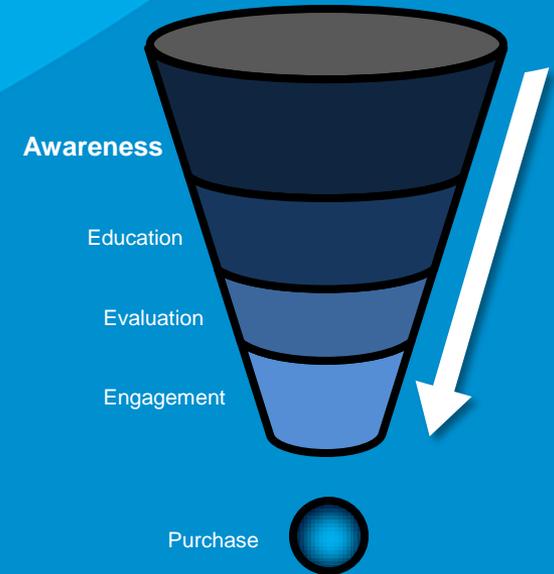
*Turn Leads into Prospects...
...and Prospects into Customers!*

1. Create awareness
1. Educate your prospects
1. Allow prospects to evaluate product/service
1. Engage with prospects and close the deal
1. Customers makes the purchase!



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Step One: Awareness



The first step of any sales funnel is to raise awareness of your existence to potential customers.

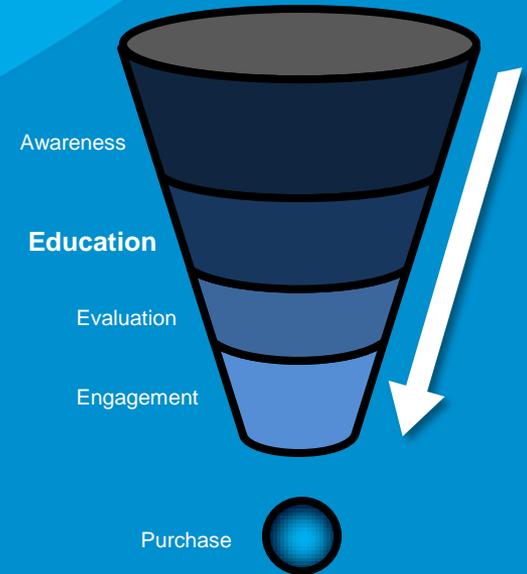
You can raise awareness in several ways including but not limited to:

- Social Media Marketing
- Email Marketing
- Cold Calling
- Attending Events/Networking
- Advertising
- Word of Mouth

Big picture: *Be where your ideal customers are and you will get noticed!*

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Step Two: Education



The second step of a successful sales funnel is to educate your prospects.

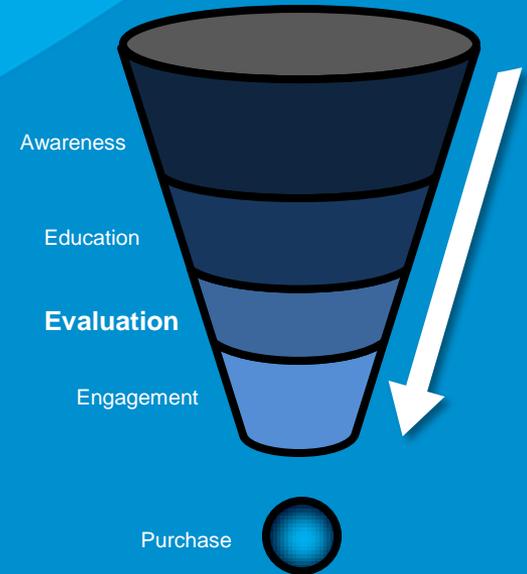
Teach your prospects *why* they need your service, how it works, and what sets you apart.

- Find common connections between you and your potential customer and treat them as you would a friend instead of aggressively pushing the sale.
- Show your prospects examples of how the platform works.
- Stress the power, appeal, and ease-of-use of the built-in tools such as the content banners, deals and sweepstakes, social ordering, and monitoring.
- Give real examples of how you and the platform can benefit their business.

Big Picture: *Prepare, explain, demonstrate, and build trust.*

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Step Three: Evaluation



Step three in a successful sales funnel is allowing the prospect to evaluate what you're offering.

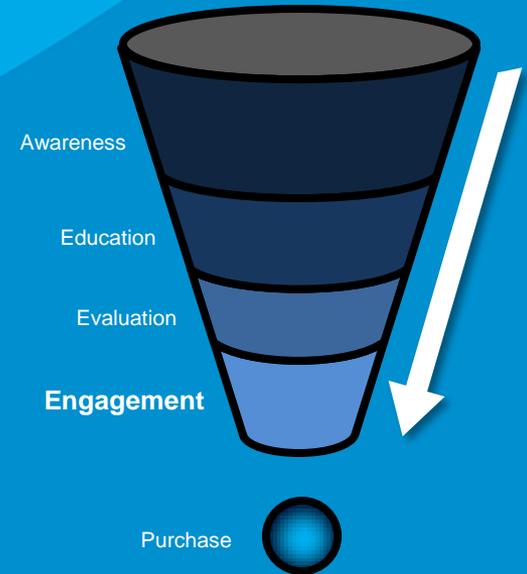
Allow your prospects some time to themselves to consider your service and arm them with:

- An open invitation to contact you with any additional questions through whatever medium they prefer.
- Compelling physical and/or digital materials for them to review as consider their options.
- The comfort that you walk-the-walk as a social media expert by regularly updating your social channels with the most up-to-date information and examples of the platform.
- Endorsements and praise of current customers once you've built up your business.

Big Picture: *Give prospects space and remember that they may check your digital activity at any time.*

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Step Four: Engagement



Step four in a successful sales funnel is to simply ask for the sale.

Your prospect has had time to evaluate, now ask for the sale and sweeten the deal if need be:

- Many prospects get stuck in this part of the funnel – nudge them closer to making a sale without being too pushy.
- Don't give up! You may need to contact a prospect several times before making a sale.
- If your prospect needs an added incentive to make the purchase, make a limited time offer:
 - Waive the Social Set-up and Optimization fee or offer a free trial period.
 - A complimentary upgrade to next package level

Big Picture: *Ask nicely, sweeten the deal, and make the sale.*

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Step Five: Purchase



Congratulations! You've made the sale. Celebrate and leverage your new customer.

Don't stop there, Make your new customer a loyal fan to help you to create more awareness by:

- Nurturing your new customer and making sure their expectations are exceeded.
- Asking that they endorse/review you on their preferred social channels.
- Asking to use a quote about their positive experience with you for your marketing efforts to new leads and prospects.
- Asking that they refer new businesses to you.
- Sharing positive feedback on your social channels.

Big Picture: *Word of mouth is integral to finding new leads for the awareness part of the sales funnel.*

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Recap: Sales Funnel Overview



In review, here's the who, what, when, why, and how of sales funnels:

Who: *You* and all businesses should have a sales funnel in place to turn leads into customers.

What: A sales funnel allows a person to become aware of your company, learn about it, evaluate your offerings and decide whether or not to buy.

When: You can start raising awareness to leads immediately by making yourself visible where your ideal customers hang out in the digital and physical worlds.

Why: Sales funnels give you an organized way to generate new revenue for your business, track your return on investment, and place greater value on customer retention practices.

How: Review this presentation, plan your strategy, and execute! Still have questions? Contact us!

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Questions?

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