

CONVERSION (SALES 101)

Where's **MY CASH** Gone?® PRINTABLE WORKBOOK



Every business is in business for one reason, and one reason only – to make a profit. And whether you like it or not, that means sales have to be made.

The strange thing is this: if selling is the life blood of business, why then do most business owners regard it to be way outside their comfort zones?

Sales seems to have picked up a bad reputation over the years. And there are stereotypes that go with it. You know, the pushy vacuum cleaner salesman or the insurance salesman who just won't leave you alone until you sign on the dotted line. Well, the good news is that these are just stereotypes. They are not real. Just because you may be involved in sales doesn't mean that you have to be a fast-talking, flashy dressing, pain in the you-know-what.

I have found the world of sales to be vibrant, exciting, exhilarating and wonderfully stimulating. You see, it's the sharp end of business. It's where all the action takes place. It's the barometer of your business.

Good sales professionals are highly in demand and for good reason. In many progressive companies, the top sales person can earn more than the CEO.

If you are a business owner who is NOT interested in sales, then I would suggest you SHOULD make it your goal to become interested. You may just find that you'll enjoy it so much you'll begin to wonder how much better your business could have been if you had taken an interest from the beginning!

Let's now take a closer look at the sales function and how to use it to generate more business for your business.

So what exactly is a sale? Write your thoughts down now.



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A sale is nothing more than an exchange of one thing for another, usually money. Now ask yourself this: when is a sale complete? Write your answer down now.

A sale is usually considered to be completed only once every aspect of the transaction has been done. This means when it is paid for in full. Until then, you are only really dealing with ORDERS. And it may be that you have kept up your end of the sale by delivering the product or service, but haven't yet received payment. In cases like these, you can't really consider the sale complete, can you?

Now that you have a clearer idea of what I regard to be a sale, spend some time thinking about YOUR business and jot down some ideas about the sales part of your business. Are you happy with it? Can you improve any aspects of it?

Now I want you to refine your thinking and narrow down your ideas into small, easy-to-digest and implement segments. What is it that is keeping your sales from becoming complete?

Do you have the right people taking care of this aspect of your business?

Are you devoting sufficient time to sales?



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Most businesses concentrate on closing sales once someone has shown an interest in their products or services. And many are exceptionally good at this. But what about putting in more effort to reducing your 'days outstanding' column in your books? What would it mean to your bottom line if you could get your customers to settle their accounts just one week earlier?

What would it mean to your bottom line if you were to lose your best five customers all at once?

What would it mean to your bottom line if you could find another two customers just like your best ones?

What can you do to improve the sales area of your business so that you could sign up two more ideal customers?

Let's take a closer look at some simple, easy-to-implement sales generation strategies. Just reading through them is bound to give you a heap of ideas about how you can implement them in your business. You may even get a pretty good idea at this early stage about what they could do for you in terms of turnover or profit. You might even know straight away which you could use and which wouldn't apply to your own particular situation.



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Using sales scripts

We've all been subjected to telesales people who are obviously reading from a script but that's not what I am talking about here. What I have in mind is a list of questions and answers that will help your sales people to deal with just about any type of customer. You see, I find most potential customers are really looking for reasons NOT to buy from you, especially when they are still in the research phase. They are looking for reasons to eliminate you from their list of potential suppliers.

Good scripts aren't meant to be recited parrot fashion. Instead, they give your sales people good, well-reasoned responses to commonly asked questions about your products or services.

Do you make use of scripts at present? If so, explain.

Do you have experienced staff who could help you compile a set of scripts? If not, where could you tap into this information?

Customer Service

These days customer service seems to be a contradiction in terms. So many business people pay lip service to it but fail to grasp that it really is an important ingredient in the sales mix. People like doing business with people they know, trust and like. And when you really think about it, these are some of the main aspects of customer service.

How would you rate your level of customer service?



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How do you think your customers rate it?

Do you know this or is it just your impression?

Why not run a short customer service survey? Simply ask your clients how they rate you and ask them for how you could improve. Write down now when you will run this survey.

Who do you think provides exceptional customer service?

What is it they do that impresses you so?

Can you copy some of this in your own business?

Do you have a set way of answering the phones in your business? A way that everyone has to follow?



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Is there a business you know of that has a great way of dealing with people over the phone?

What can you do to emulate that?

Internet enquiries

These days more and more businesses are picking up sales from their web sites. And not all this business boils down to price or the quality of the product. Much also has to do with HOW customers are dealt with WHILE they are determining whether to part with their cash or not. You see, TRUST is a huge part of online sales, especially because you're dealing with people and products you usually can't see, feel or even judge for yourself.

How would you rate the way you handle or respond to requests for product information over the internet?

Do you have a system for handling email or web site enquiries or sales?

Could this be improved?



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Can you benchmark your online performance?

How can you find out how to do this?

Point of Sale

Do you use point of sale strategies in your business?

If you don't at present, is there a product or service you could sell this way?

What would it mean to your bottom line if you could sell just one additional product this way?



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No doubt by going through this workbook you'll have some things that you can do, so take action **right now**. Most of them are really easy to fix, and are just a matter of **doing it**. If you have any trouble with implementing any of these strategies, or if you're confused in any way, please get in contact with my team.

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To do list from this workbook:

