



SALES HIGH LEVEL

As the number 1 issue in the business, it needs to be clear who is managing sales and new business. We need to be able to clearly understand the current process and where the issues in the sales area are for the business. The key here is to be able to shift the focus to High Priority

ARE YOU MASTERING YOUR SALES GAME? - YOU'RE ONLY TWO STEPS AWAY!

Business owners “Get this right” and then all of a sudden the world has a different view. If you had more leads than you can handle and you can convert them with ease, how does that make you feel? Awesome, yeah! So I wanted to share some tips with you to help you focus and clearly understand the two fundamental processes you must get right in the 7 stage sales process.

The sales game is critical to any business. It is the lifeline for many businesses. It can also be a complicated process and system to understand which is why we have broken it down into 7 stages. Yes, of course, all 7 stages are important and should all be given you attention but there are two for me that stick out more than the others simply because if you don't master these two, the likelihood of success decreases dramatically.

I have seen this far too often with business owners who say they are good at sales but they haven't fully understood the importance of these two critical elements and more often the case they do not value the importance that is needed.



LEAD GENERATION

The first for me is Lead Generation and let me make this clear so we are all talking about the same thing. Lead Generation is the art of knowing how to position your product or service so that you can attract quality enquiries and potential clients.

In this stage of the process, you need to be providing your target market with enough information and value to make them want to connect with you and take it to that next stage.

Because sales is simply a game of numbers, the more enquiries you get in at this stage the higher likelihood you have to increase your conversion rate at the other end, commonly known as a sales funnel.

So for example, if you are only getting 10 enquires a week coming through and your conversions rate is at let's say 10% then the chances of you getting work is very risky, however, if you have 100 enquiries coming through then the chances are more likely that you will or could convert 10 of those rather than just the 1. If you have not worked this out yet then this is a priority for you as this could be the opportunity to turn things around for you and the business.



CONVERSION

The second stage for me is all around the Conversion process and again, just to be clear, this is getting the customers to buy from you. You have positioned and nurtured them through the process and now you need to get them to commit. So what have you considered as the key factors that will get them to say yes? Are you able to negotiate on a price and are you able to commit to completing the work on time? Or is there some other offer you can entice them with to help them to say yes?

You must be clear about what you can say and do and where you can go on price so as to make the deal happen. Have a number of options and offers up your sleeve if you need to use them to clinch the deal. Being fully prepared at this crucial stage is so important. It's heartbreaking when you have put in all the work and effort getting them to this final stage of the process only for it to fall over at the last hurdle. So be prepared and know what you need to do and say to get them across the line.

Remember that time is not on your side at this point of the process. You need to be able to act fast and take action. You need to set it up so that they are ready or have been given an offer that they don't even need to think about and can just say YES. This is the art of selling and being successful. If you can master this then life and business become a whole lot easier.



I can not begin to tell you how powerful this is and how important it is to business owners to fully understand the importance and relevance to their business these two key fundamentals are. As a business owner you are responsible for the well being of your business and if sales are indeed your lifeline then hopefully I am on-point with directing you in where you need to focus. Educate yourself and others practice and perfect the art of selling and most of all get good at it or find someone that is.