

7 STEPS TO A SUCCESSFUL SALE

For business owners building your dream business & working with your ideal customers (you already know who they are!)



A sale always starts with **Marketing** activity (Networking, website, social media, phone call etc.)

"I've spotted you through one of your marketing channels; I'm **interested** in what you do, tell me more..." This step can be a direct jump to Step 4, however Step 3 builds trust.



Engage your interested party: Showcase your expertise/offer help. Gain their contact details to send them tips, resources, freebies, e-newsletters, your social media links.

Speak to your interested party via **Direct Email/Phone Call** Listen and find out what they are looking to achieve (with your product/service).



Follow up by sharing your **Success Stories / FAQ's**. Gain a small level of commitment. Ask 4-5 questions to understand what they want & how they want it delivered.

Arrange a **Meeting/Consultation** face to face, over the phone. Again, LISTEN, understand their needs and match them with what you offer. Clearly & confidently share your packages and investment.



Close - Have one (or two) tried & tested questions to help close the sale more confidently: 'If you were to go ahead, when would you like to start?' or 'When would you like to go ahead, this week or next?'