

1. Pick Your Clients Carefully

Go Niche, or Go Broke - Pick one thing that you're really good at and then let everyone know that's what you do.

Make Specific Goals - By being brutally clear and honest with yourself, you'll be able to apply your time much more efficiently.

Identify Ideal Clients - Knowing who you want to work with will motivate you, boost your confidence and make ALL your business decisions easier.

Remember: You can spend your whole life taking any opportunity that comes your way! It's your responsibility to take the reins.

4. The Introduction Matters

Make the Most of Your Introduction by Avoiding the 5 Common Mistakes:

'Not Making a Personal, Human Connection' - Research your prospects for key points of interest.

'Talking About Yourself, Not the Customer' - Talk about yourself as little as possible; 40% you, 60% them and the value you can bring them.

'Not Knowing What You're Really Offering' - Trying to do everything often leads to doing nothing. Hone in on one niche and become known for that above all else.

'Undervaluing by Offering a Discount Right Away' - Doing so ignores customer's unique pain points, and lowers expectations.

'Not Adding a Clear Call to Action' - Make your purpose clear, and pose a question that makes it easy for prospects to take action.

7. Qualify, qualify, qualify.

Once you enter into a conversation with a prospective customer, you need to qualify them as soon as possible!

Choose Quality Over Quantity - Make sure that the people we choose to work with are a good fit to do business with.

Ask the Right Questions at the Right Time - When in a sales situation, questions are much more important than making assumptions or telling the prospect about how great you are.

Qualifying is Good for Both of You - By being strict with your criteria, you'll avoid wasting their time, and then yours.

2. The Power of No

Without Ideal Clients or Clear Goals, you risk saying 'Yes' to everything.

Put the Power Back in Your Hands - Being confident and respectful of your time, will make your clients respect you too.

Say NO to 'Time Vampires' - Time is precious, and expensive! Don't let others waste it when you could be better spending it elsewhere.

Warren Buffett: "Really successful people say "No" to almost everything."

5. Relationship Building

Relationship building is at the heart of a successful business, and in particular, the sales process.

5. Relationship Building (cont)

Strong Relationships are the Glue for Successful Businesses - Beneath all other aspects, **people** are what hold them together.

Don't mistake social media for relationship building - Real, lasting business relationships aren't maintained by status updates!

Whether your preference is talking to people in person, or over the phone, make sure you're having real conversations with people.

3. Use Different Channels to Reach Your Audience

Most people rely on the same, overused methods: referrals, emails, cold calling...

Platforms like LinkedIn and Instagram are more than just 'social' tools and can be used for developing your business and expanding your networks.

In a social networking age, people are highly receptive to DMs, and don't have their guards up against sales-people/spam.

Get your LinkedIn up to date, with a good bio - with over half a billion users, your profile is important!

Use the 'Ask for a recommendation' tool to request testimonials from past clients or employers.

Use LinkedIn's free advanced search functions to define your target audience and start sending Connect requests with intro messages.

Video Business Mastery has specific message templates that I've used to secure many of the clients that I have today.



6. Be Authentic; Find Your Voice

Build Relationships with Trust, and Trust with Authenticity.

When you love what you're doing and believe in the product that you're selling, there's no reason not to be authentic-- to be honest with yourself and others.

Being Authentic means enjoying the process and engaging with those around you. In turn you'll become more responsive and listen better to your customers needs.

Being Authentic will help you find your 'Unique Voice':

The story about yourself or your business your share with the world, and your unique perspective of your industry and topics that matter.

Ask yourself, how well do you communicate you story through your website, social media, and other marketing channels?



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Page 2 of 2.

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