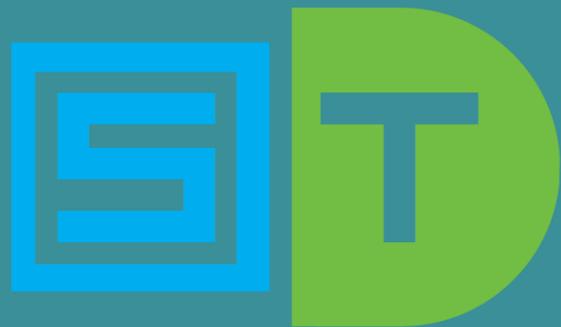




FINDING YOUR FASTEST PATH TO PROFIT

HELLO! WE ARE...



THE SALES TECHS

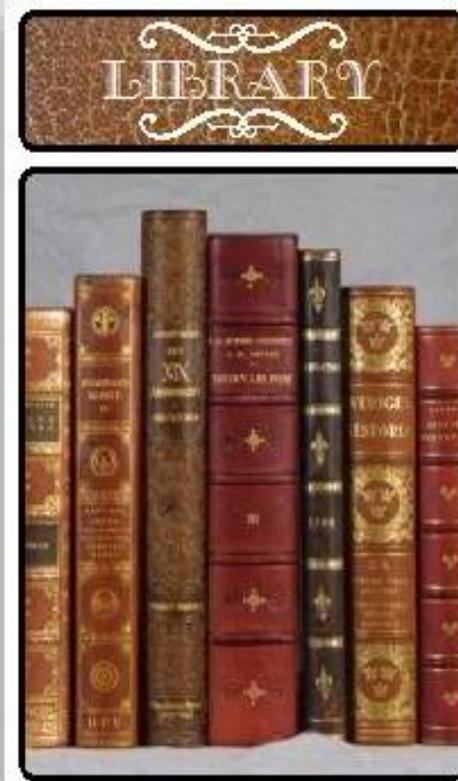


Melissa Blair
"Queen of Automation"



Nancy Lucchesi
"The App Mama"

THE GAME OF CLUE



WHO?

Mrs Peacock



Mrs Peacock

- SETH GODIN

"Everyone is not your customer."

Not knowing who your customer is
will waste time and money.



If you have the info, you can craft the
right message.



With focused efforts, you will sell
more and earn more.

INSIGHT

At this point in time,
who makes up your
customer base?

Ideally, who would
you like to be your
customer?

What groups are
least likely to buy
from you?

What problem(s)
does your product or
service help solve?

How do you want
your customers to
feel about the
product or service
you sell?

WHO ARE YOUR BEST CUSTOMERS?

- Identify who your best customers are.
- Focus your attention on them.
- Remember Customers = business value = profit.



IDEAL CUSTOMER TRAITS

Repeat customers who are loyal to your brand

Customers who are easy or fun to work with

Customers who give you a high level of satisfaction from helping them

Customers who are valuable to other members of your organization

Customers who promise future value or benefits to you

Customers who give good referrals



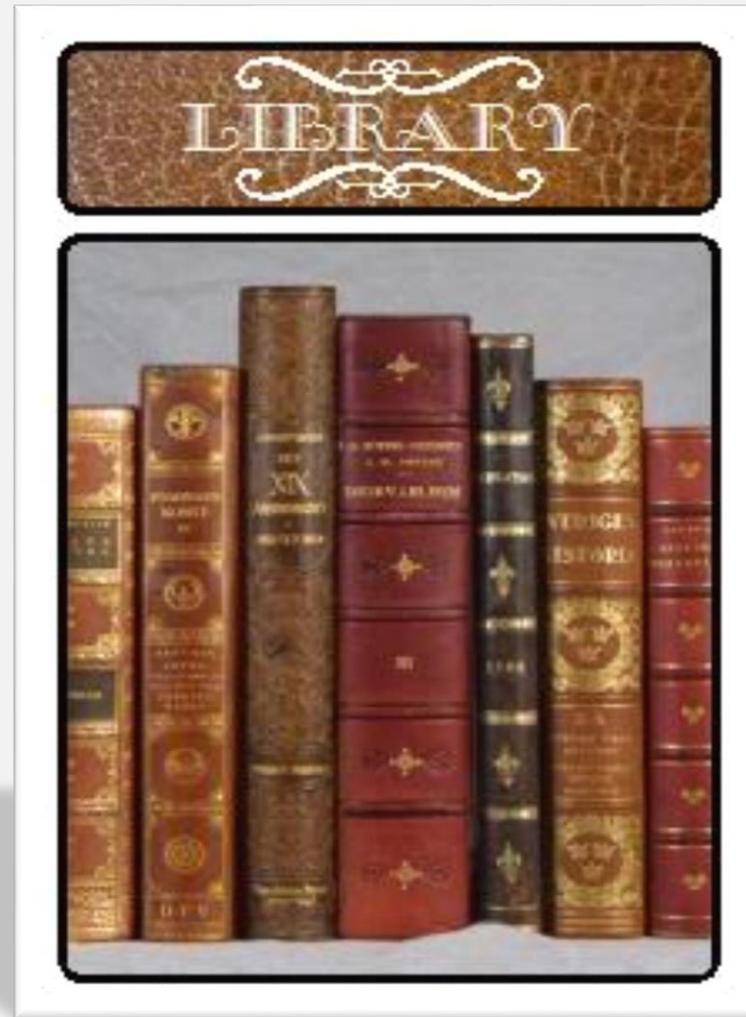
THE SALES TECHS

WHO IS THE EASIEST PERSON TO SELL TO?

- ∅ Current customers
- ∅ Prospect list
- ∅ Social media audience



WHERE?



**Where do your ideal
customers hang out?**

Referrals

Networking Groups

Online Groups



NETWORKING GROUPS

- Local chambers
- eWomen Network
- Polka Dot Powerhouse
- Local groups



ONLINE GROUPS

- Facebook groups
- Chat rooms, message boards & forums
- Social media Communities

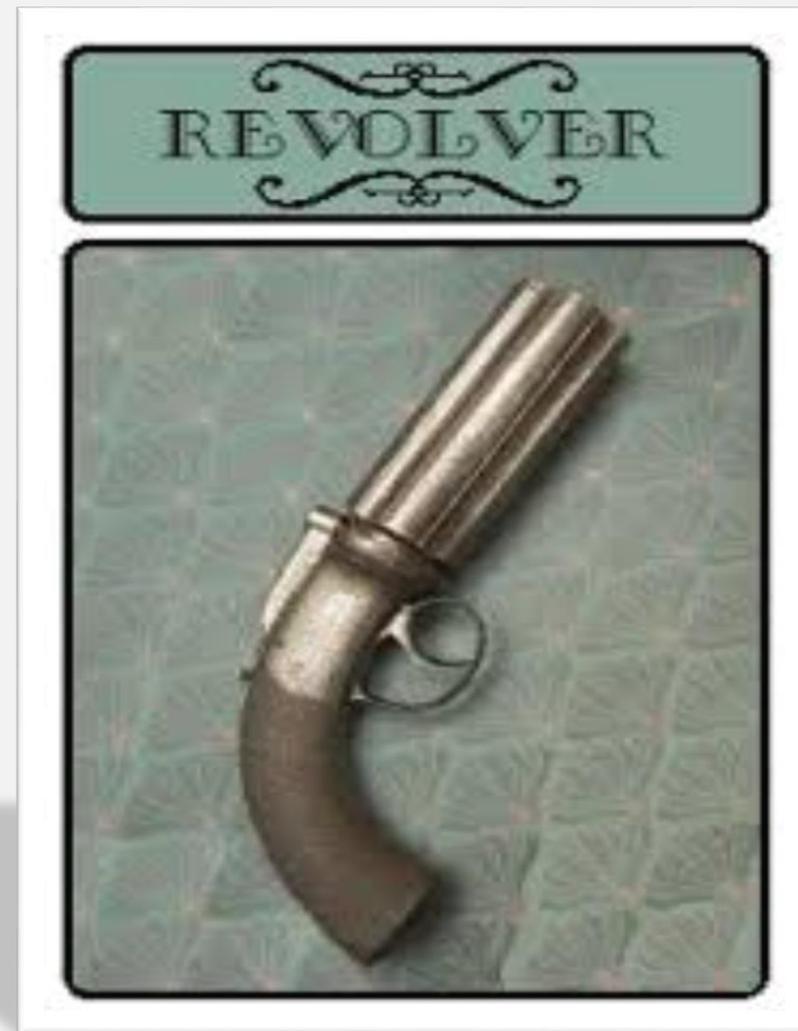


REFERRALS

- Ask your current clients
- Post in groups
- Collaborate with others in your market who have a similar audience



HOW?





There is a plethora of online and offline marketing strategies.

Trying to learn and implement everything can be overwhelming.



**What is the easiest
strategy you
can implement
now?**

CHOOSING YOUR MARKETING STRATEGY

The first step is to consider costs.



Consider your current earnings and decide on a percentage you can dedicate to marketing efforts.



Make it a flat amount that you can afford to invest.



Examine which of your products and services are most profitable to see where you should focus your future efforts.

STRATEGIES

What's the easiest strategy you can implement right now?

What has worked best in the past to achieve the same or a similar goal?

What is preventing you from achieving your goal that needs to be eliminated?

What are your most profitable products and services?

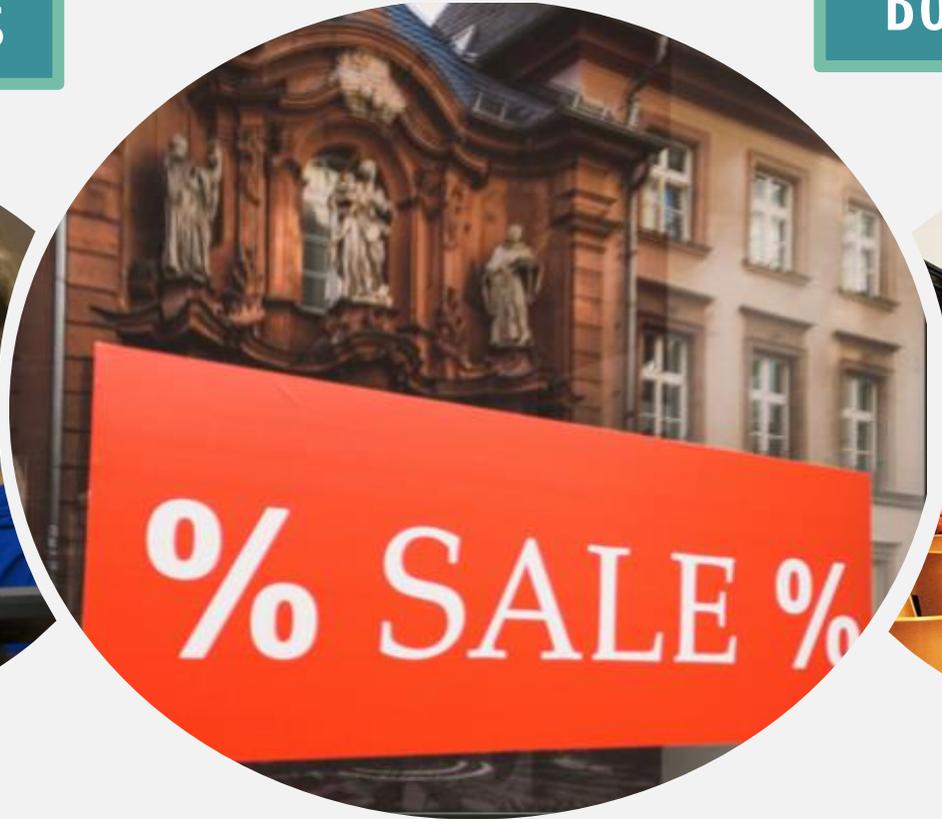
If what you're doing now is successful, what is the next step or next level?

Time Sensitive Specials

Call Current Clients



Book a Paid Event/Class



PLANNING STEPS

Identify and create a lead magnet

Set up your funnel landing pages, such as one for a webinar or live event, free eBook or checklist, free trial, testimonials, FAQ's, etc.

Draft follow-up e-mails and text messages, such as thank-you messages, useful information, reminders, etc.

Set up a Google/Facebook ad to drive traffic to your lead magnet

Monitor your ad for cost per conversion



THE SALES TECHS

Assemble

People: What staff will you need to carry out your plan?

Money: What expenses will you face along the way?

Tools: Will you need physical tools or software programs?

Training: Are there new skills team members will have to learn?

Council: Will you need someone to advise you?

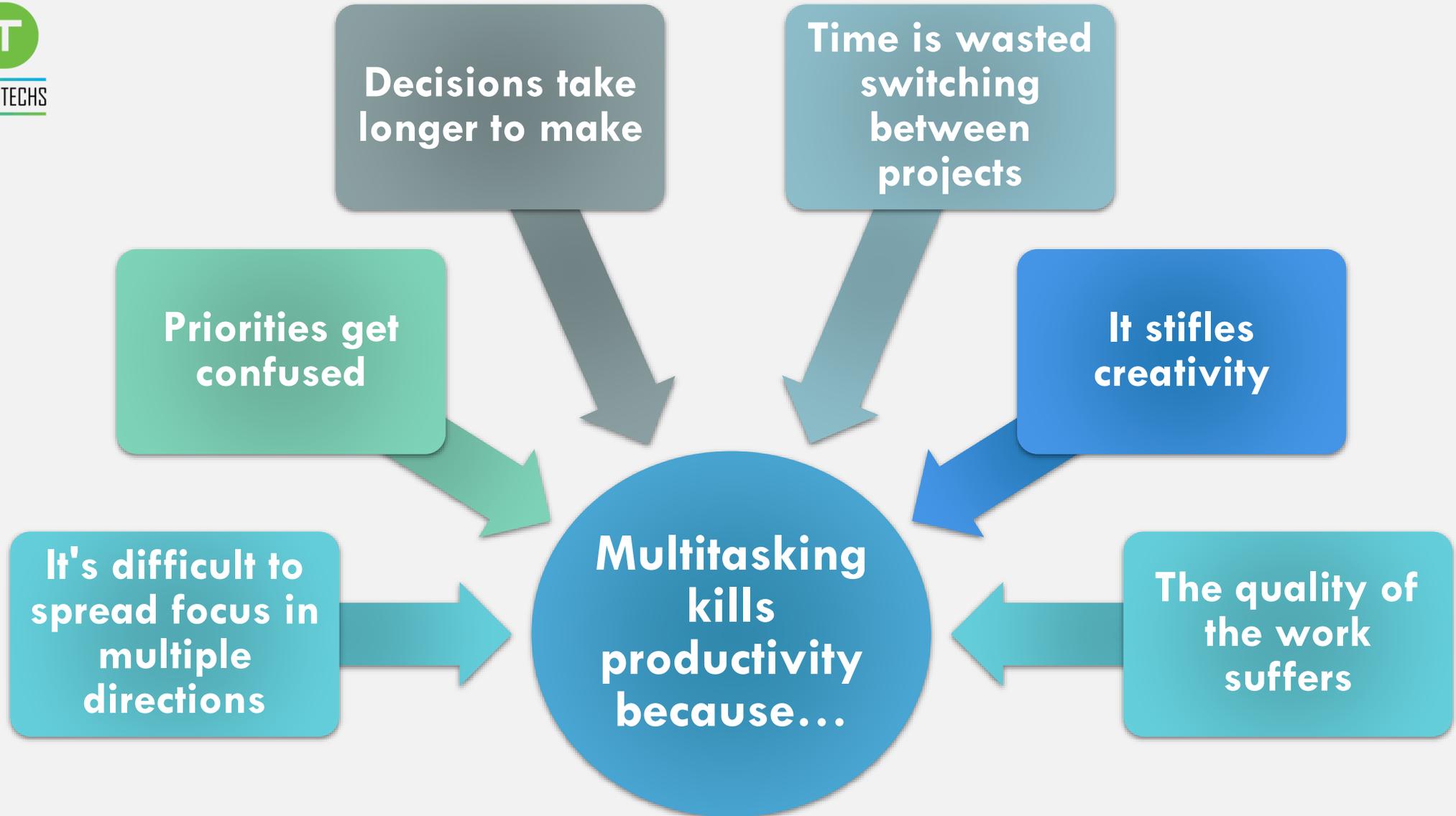
ACTION STEPS:

1. List **WHO** your ideal customers are.
2. List **WHERE** your ideal customers hang out.
3. List **HOW** you're going to get them to buy from you.



- We are taught that multitasking is a virtue.
- The truth is that multitasking kills productivity.





APAM

P L A T F O R M

PLAN | ASSEMBLE | MONITOR



THE SALES TECHS



PRESENT TO FUTURE



OBSCURE TO FOCUSED



CONFUSION TO CLARITY

THE ROADMAP

Book Your Free 30 Minute Consultation
<http://TheSalesTechs.com>

PLAN



PRESENT TO FUTURE



OBSCURE TO FOCUSED



CONFUSION TO CLARITY



ASSEMBLE



FROM THEORY TO APPLICATION



FROM START TO FINISH



FROM UNKNOWN TO KNOWN

MONITOR



FROM OFF TO ON



FROM PROJECTIONS TO REALITY



FROM NOVICE TO PRO



OUR GIFT TO YOU:

- Your Ideal Customer Avatar Profile
- Do You Know Who Your Ideal Customer Is? e-book
- 30-minute zoom strategy session for your business

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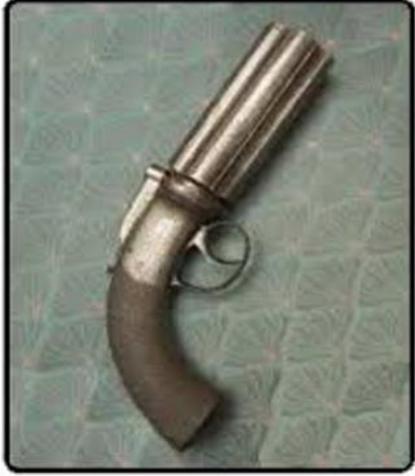
➤ <https://thesalestechs.com/>

Mrs Peacock



Mrs Peacock

REVOLVER



LIBRARY

