

AGENDA

IMPROVE YOUR BUSINESS STRATEGY – 2 HOURS TRAINING

1. 30 MINUTES – ANALISING YOUR SALES TOOLS

- a. Your website
- b. Your brochure(s)
- c. Your handouts
- d. Additional marketing tools for making your product(s) visible

2. 60 MINUTES – ANALISING YOUR SALES STRATEGY

- a. Do you know your competition?
- b. What is your Unique Selling Point?
- c. What is your company slogan?

Who are your clients?

What kind of solutions do you offer – for individuals, for groups etc.?

What are your prices, packages, advantages?

Approaching clients via:

- d. Phone calls
- e. Mailings
- f. Direct sales
- g. Customer recommendations / references

What about your participation at/in:

- h. Exhibitions
- i. Business Clubs
- j. Social Clubs

Other professionals in your sector – possible cooperation with them?

Your customer approaching you:

- k. How can customer approach you – call, mailing? What will they ask you?
- l. Can your customer approach you via Social Media?
- m. Can your customer approach you via your own blog?
- n. Are there any press articles about you?
- o. What about yourself writing press articles?
- p. What about radio and TV talking about your product / about you?

What about possible cooperation(s)

- q. With competition?
- r. With media?
- s. With companies?

What about having a trainee helping you out – sales, marketing, administrative tasks?

3. 30 MINUTES – ROLE PLAYS

- a. You sell me your product(s)

Via mail

Over the phone

Live

- b. Closing the deal – get signed the contract with the right Terms & Conditions!

Package(s) with your products – prices?

Get the first appointment & sale

Follow-up after the first appointment & sale

Get following appointments & increase your sales