


10 Steps to Grow Your Business Step 10: Improving Selling Techniques

On Demand

Seminars 

with...**the Sloan Brothers**  
Co-Founders and Head Coaches of  
StartupNation



Jeff

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## Step 10: Improve Selling Techniques

### Seminar Overview:

At the end of the day, if you didn't sell more, you didn't grow your business. Step 10 helps you with specific ideas on how to improve your selling techniques so you can sell well and reap the growth you're after.

### In this seminar you will learn to:

- Segue to Proactive Mode
- Identify Prospects
- Create a Strong Pitch
- Lean on Loyals for Referrals
- Cross-Sell and Up-Sell
- Get partners to sell for you
- Follow up after the Sale



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Segue to Proactive Mode

Make sales a priority activity. Dedicate time to sales with structure and with regularity.

- Create your sales checklist. What will you do today? How many accounts will you reach out to?
- Sales is a numbers game and you have to crank up the numbers
- Set specific sales goals for specific time periods
- Unify the company by sharing your company's sales objectives and status relative to those objectives



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Identify Prospects

Develop a hit list of customers or types of customers you're going to go after.

- Get company names if you're B2B, or a good profile of your target customer if you're B2C
- How do you get to them?



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Identify Prospects

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## Create a Strong Pitch

Your pitch should be something you have in your every fiber. It's the first impression and potentially the last impression or the beginning of an opportunity.

- Rehearse and memorize
- Be prepared for easy and tough questions
- When you can't answer a question, promise to get the answer
- Create credibility, momentum, an emotional connection, and a sense that becoming a customer is "smart".



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Create a Strong Pitch

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## Cross-Selling and Up-Selling

Once you sell a customer on one offering, you're poised to build additional sales opportunities.

- Selling related items = cross-selling
- Selling higher priced versions = up-selling
- Be rehearsed and jump at these opportunities during the dialogue leading up to the transaction
- Give them an incentive to take the cross-sell or up-sell offer
- In some cases, both are possible



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Cross-Selling and Up-Selling

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## Get Partners to Sell for You

Form alliances with other companies that sell what you offer combined with what they offer.

- “Stream of Commerce”
- Give them incentive
- Reciprocate also by doing the same for them



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Get Partners to Sell for You

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## Following up after the Sale

Leave nothing to question – follow up directly after the sale to ensure satisfaction, express thanks, build the relationship, and ferret out any new remaining or future sales opportunities.

- Send a note
- Make a call
- Ask a few questions of interest
- Ask for permission to keep them updated
- Most importantly, be respectful



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Following up after the Sale

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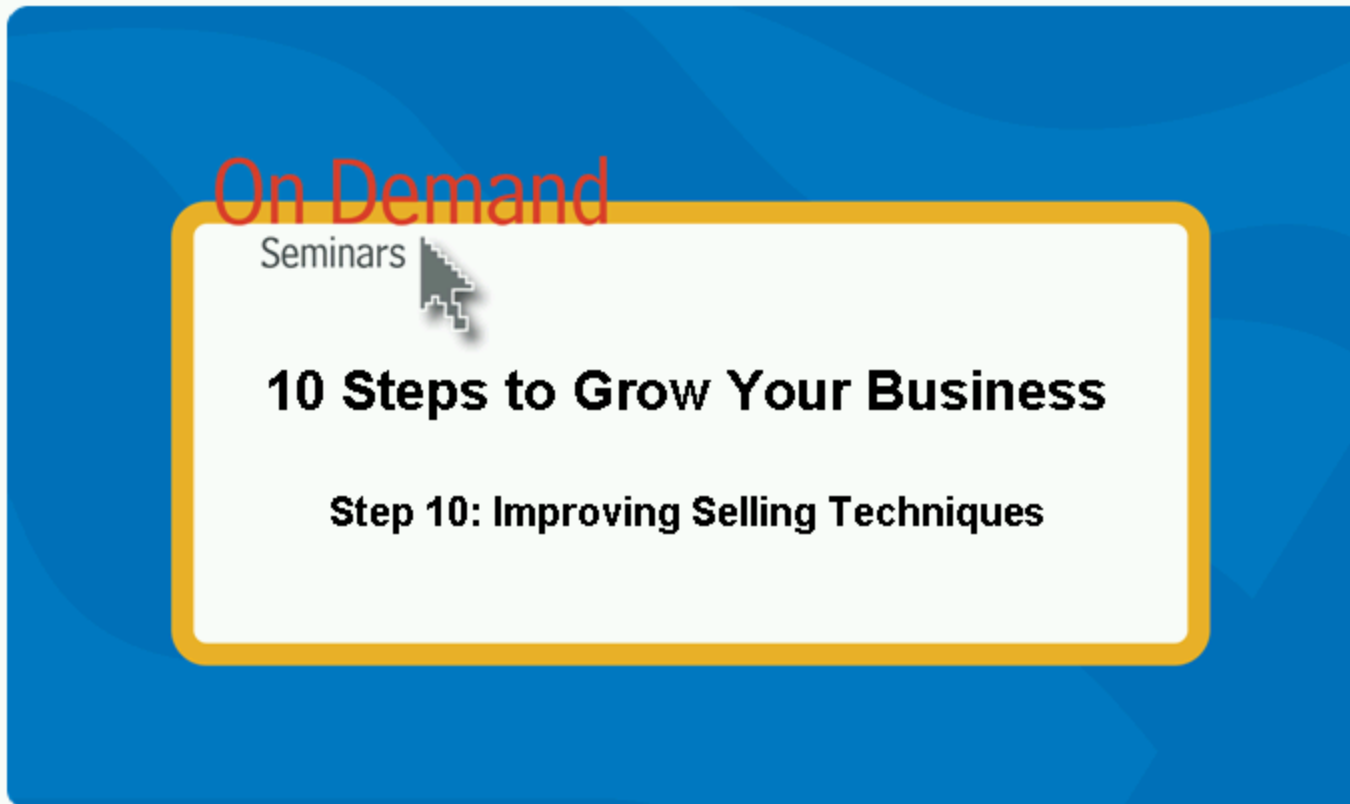
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