

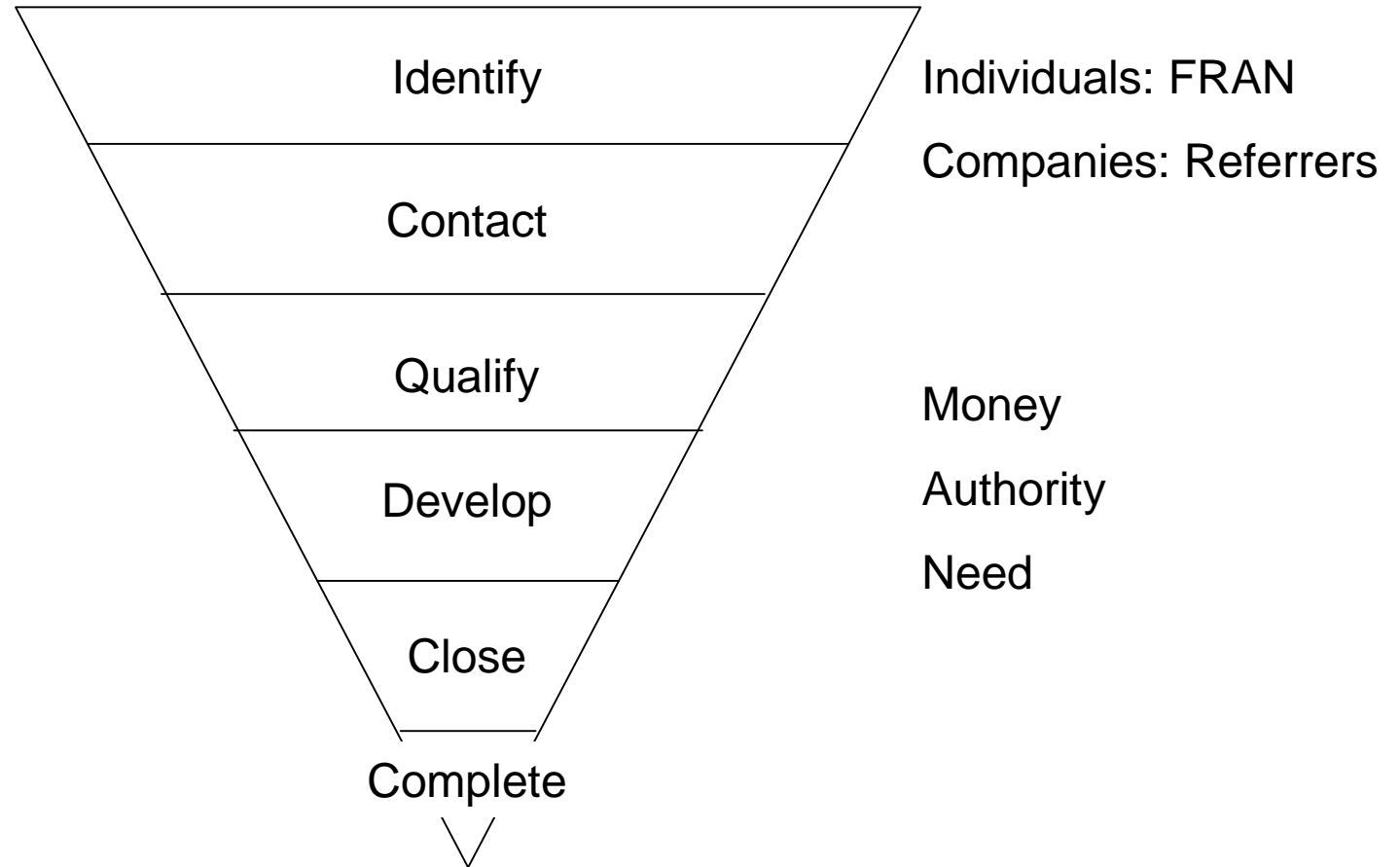


Tutorial A:
Developing Your Business Growth Strategy
Earn more money by setting your sales goals

Tutorial Objectives

- Q+A throughout
- What are the fundamental stages of the new business process?
- How can I maximise my input-output ratios of my pipeline?
- How do I contact new business opportunities in my area?
- How do I develop strategic relationships with new and existing contacts?

Business Opportunity Funnel



Setting Smart Objectives...

Specific *what do you mean by 'more successful' ?*

Measurable *e.g. % or £ increase, how do you know when you're there?*

Achievable *have you set the right amount and time to do this?*

Realistic *given your resources, is this do-able?*

Time\Target *when and what are you aiming for?*

7 Point Phone Plan

1. Introduction – Introduce yourself: Use full name & credibility statement. Remember the 3:30:3 rule
2. Bridge – Reason for calling: Opening Benefit Statement
3. Probe – Identify how you can help benefit them
4. Summarise – Recap conversation: ‘So what you’re telling me is’
5. Solution – Explain how you can help: Match with benefits
6. Positive close – Gain commitment: Make it natural
7. Action – Keep in touch: Leave with a reason to call again

Opening Benefit Statements - WIIFM

Business Track Record

Having taken on more skilled assessors in the area, we were recently able to help a landlord speed up their process due to the 24/7 service we can now run. The reason for my call is to see how that could help your landlords too...

Marketing Offer

We have recently launched our new service or promotion X and it has received rave reviews, so I am calling to update you to see how you could benefit as well...

Strategic/Editorial

I understand that your were awarded X recently and I am calling to let you know about Y that we offer that could help you capitalise on your success

Referral

X suggested that I give you a call to tell you about our services, as it has really added value to them

Borrowed Authority

Your boss suggested that I give you a call.....!

Maximising Existing Contacts

4 Key Relationships

<p>Commercial</p> <p>Has ultimate financial responsibility – may not be directly involved in the deal.</p> <p>E.g. Branch Manager</p>	<p>USER</p> <p>Evaluates the success of the product and service.</p> <p>E.g. Estate Agent</p>
<p>Technical Expert</p> <p>May step into the process but doesn't make overall decision. Has power to veto decision.</p> <p>E.g. Sales Progressor, Supervisor</p>	<p>SPONSOR</p> <p>Supporter, facilitator and flag carrier. An informant...may not be a decision maker.</p> <p>E.g. Office secretary</p>

5 Key Benefits

- Save time
- Save money
- Save hassle
- Maintain productivity
- Give peace of mind

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Next Tutorial....

Tues 29 June 2010 17:00

Tutorial B: Making More Appointments

Increase your sales with better telephone calls

- What are the core beliefs and goals for success this quarter?
- How can I make maximum impact over the telephone and email?
- How can I increase number of appointments booked?
- How do I overcome any objections at this stage?

Further Info....

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