

# *How to* GROW YOUR BUSINESS IN 2024?



A guide with the latest methods, tips and examples to grow your business in 2024.

by **MARIA HORVATH**



# HI, I'M MARIA

I'm your trusted expert in all things sales and business development.

If you're a small business owner and you're looking for scaling up your business, increase your sales, enhance your brand visibility and draw in new customers, you are at the right place.

I've been working with hundreds of small businesses, supporting their sales and business development in the corporate world for nearly two decades and making big sales happen. But I decided to follow my dreams, started my own consulting business and now I'm here to help you.



# Welcome to the 2024 Grow Your Business Guide!

You surely know, that in today's fast paced business environment effective sales strategies are crucial for small business owners to thrive. But I think you also know, that aggressive sales pitches and pushy tactics don't work anymore, as customer behavior have changed. Today, sales require a personalized, relationship-focused, trust-based approach, so in this guide, I'll be sharing with you some of the key strategies and techniques with examples that will help you navigate the sales landscape of 2024.

01

## Build Lasting Relationships

Today, considering sales as just transaction is not sufficient anymore. If you want to make sales, it's essential to cultivate relationships and earn the trust of your potential customers. Still, too often, sales efforts focus solely on pushing products or services rather than understanding the needs and challenges of customers. Without listening and addressing their concerns, sales pitches fall flat, leading to missed opportunities. So I believe, the solutions to succeed in making sales are:

a.) prioritize listening over pitching, b.) engage prospects by asking insightful questions to uncover their main pain points, c.) by understanding their challenges, you can tailor your communication to offer meaningful support and solutions, e.) actively participate in online discussions, providing valuable insights to establish trust and credibility and position yourself as a trusted advisor.

At the end of the day, building authentic relationships based on trust and credibility is the key to successful sales, as people prefer to buy from those they trust and like.

And how to do it? Let me give you some examples:

### Example:

1. - Instead of bombarding your prospects with sales pitches, engage with them on social media platforms. The easiest way to do it is to share content that reflects on their pain points, educates them, or empowers them to overcome those struggles. Also, at the end of your content always use a CTA (Call to Action) meaning: invite them to take action - comment their thoughts or questions, or like your post, or share it with their friends, colleagues or business partners. This helps starting communication and engagement.

2. - You can also post question stickers in "Stories". Your prospect can then send you their questions directly. Besides getting highly valuable insights from them it is crucial to answer these questions publicly in your Stories. This way you can address their concerns, be credible, and show empathy by helping others.

No news: one of the most effective ways to attract and engage potential customers in 2024 is still through content marketing. By creating valuable and informative content that addresses the needs and pain points of your target audience, you can establish your expertise and credibility in your industry. Understanding your audience's problems allows you to position your products or services as SOLUTIONS. Addressing their challenges directly in your content establishes your brand as empathetic and helpful. If you neglect to address these pain points, your audience may perceive your brand as out of touch or indifferent to their needs, leading to missed opportunities and potential customers seeking solutions elsewhere. The advantages here are: increased brand trust, customer loyalty, and a higher likelihood of becoming the go-to solution for your audience. By providing valuable information that resonates with your audience, you can attract quality leads who are more likely to convert into paying customers. How to do it? For example:

### Example:

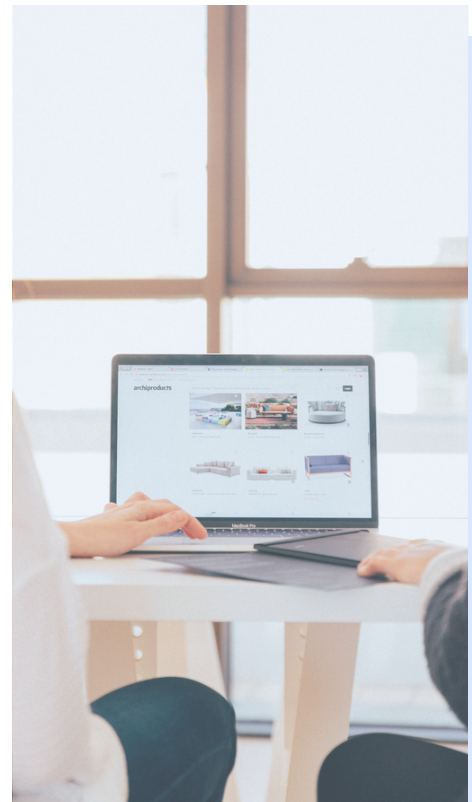
1. - create short videos about the most common questions and concerns of your clients. Be as in-depth as possible. You can also adopt sales psychology triggers. As humans, our decision-making heavily relies on emotions, and the factual justification usually comes afterwards. These triggers help to connect with your clients and reinforces their decision-making process. For example, the PAS, problem-agitation-solution framework:

Step 1 - start the content describing one of their problems

Step 2 - agitate the situation by explaining how it can get even worse if they're not finding a solution to their problem

Step 3 – the relief: offer a solution to their problem, which is your product or service.

2. - You can also use other formats, such as blog posts, social media posts, or downloadable guides like this one. By providing valuable information that resonates with your audience, you can attract quality leads who are more likely to convert into paying customers.





03

## Transparency and Pricing

I always suggest my clients to be honest and upfront about their pricing and offerings, I believe, if you want a win-win situation in sales, transparency is key. First of all, because it supports the “know-like-trust” factor, meaning it helps your clients to trust you more. And second it works as a filter too: this helps potential customers figure out if you and your products or services are the right fit for them. Also, knowing the cost of your products or services upfront allows them to make informed decisions about whether or not to engage with your business. By being transparent about pricing, you can attract leads who are genuinely interested and willing to invest in what you have to offer and avoid wasting both your, and your clients time. So, my advice is:

Example:

1. - Clearly display your pricing information on your website
2. - When creating promotion content or ads with your offer, display your prices there too

04

## Identifying Ideal Clients

I hear often that: “everyone is a potential client for me from 14 to 80 years old.” And of course, I know it would be nice, but it’s definitely not true. Not every prospect is the right fit for your business, and that’s okay. But it’s important to identify who are your ideal clients, and prioritize who align with your values, goals, and offerings to ensure long-term success. Develop a set of criteria that defines your ideal client and use it to qualify leads. Focus on prospects who are most likely to benefit from your products or services. By targeting your efforts towards ideal clients, you can increase your chances of closing deals and building lasting relationships. How to identify your ideal client?

Example:

Think of someone, who you would be delighted to sell to, who would be your best, potential, ideal client. Create an imaginary client, name her/him, and think of their problems, needs, budget, what is their cultural background, age group, location, etc. Write these down, and based on this create one, or various “models” and start thinking how to communicate towards them, what language to use, what message to send, what call-to-actions to use.



05

## Sell using DM's

Social media platforms like Instagram, Facebook, or X (formerly Twitter) are not just mere networking tools anymore. These transformed to virtual stores where businesses can directly engage with customers and close deals. Selling in the DM's means that you can conduct sales transactions and negotiations directly through private messages on social media platforms, to reach potential customers on a more personal level. Unlike traditional sales channels, DM's offer a much-personalized touch. It also allows you to engage in one-on-one conversations with potential buyers, and this fosters trust and enables you to address individual needs and concerns more effectively. Another advantage is that DM sales facilitate real-time communication between you and your potential clients, leading to faster decision-making and shorter sales cycles. And how to do it? For example:

### Example:

1. - You can add call-to-actions to your content, where you tell your prospects to send you in DM one specific word for more details, for example: "CONNECT". Once the user sends you a DM, respond promptly with more detailed information about the product, including pricing, specifications, and any current promotions. Offer to schedule a video call, or a virtual demonstration or provide a personalized quote based on their needs to move the conversation closer to a potential sale.
2. - Anytime you have a new follower, you can send a kind, welcome message where you shortly introduce yourself, ask if you can help answering any questions they might have, and you can also send a link to your website, or one of your free-trials to drive traffic and build your email marketing list.

## STILL HAVE QUESTIONS?

Would you want to talk about YOUR business and discuss your questions with a professional?  
Let's have a **FREE 30-minutes video call** and discuss your challenges:



[BOOK A CALL HERE](#)

