



# *Guide* TO SUCCESSFUL SALES

IN THIS GUIDE, WE'LL GO OVER THE BASICS YOU NEED  
TO MAKE YOUR SALES SUCCESSFUL.





# 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.

# 01 DEFINE YOUR TARGET AUDIENCE

You want to grab the attention of your potential clients. But first you need to know who they are. A young lady in her twenties for example is in a different life stage with different areas of interest than a woman in her forties, so different audience requires a different approach.

Tip: create an "ideal client" sample by identifying who your prospect is and where they are (which social media platform they use). This way you can create targeted communication and attract more potential customers.



# 02 GENERATE VISIBILITY, TRAFFIC

To be able to sell, you need to be seen and known by your potential clients. And like it or not, today, social media platforms are the best tools to use for generating visibility and traffic to your business. .

Tip: create (video) content that provides information, insights, educates and empowers, this will help you to build the know-like-trust factor between you and your potential clients..

## 03 BUILD YOUR EMAIL LIST

The goal is to get in direct contact with your clients, so if in case you can't access your social media account you would still be able to get in touch with them. Drive the traffic from your social media platforms directly to your website.

Tip: offer free trials, samples, support or information or consultancy in exchange for your potential clients' name and email address. Then "warm up" your client with regular emails/newsletters containing further support, also personal information and insights, so that they would be able to connect to you and build that trust further.

## 04 PREPARE AND SEND YOUR OFFER

Your offer should be as plain and simple as possible, with max 2-3 variations/packages, so that it would be clear and easy to choose from.

Tip: Why would your clients want to buy from you? With this question in mind always highlight the benefits your product/service provides for your clients, instead of just enlisting it's features.





## 05 SALES METHODS, TRIGGERS

First and foremost, sustainable sales is ethical, based on both parties' interests and is a win-win situation. Besides having an irresistible offer, some psychological triggers can help to make sales happen.

For example: it's a natural human behavior that we want to belong somewhere, and if we do not, we may feel less important, less valuable, it's a self-evaluation issue. So we do fear of missing out on something.

Tip: creating scarcity (limited supply) and urgency (the deadline is tonight etc.) in an offer can be helpful to close a deal.

## 06 CARE FOR YOUR CUSTOMERS

Sales is not the last, but in contrary: the first step in a business relationship! It is always easier and more cost efficient to upsell to an already existing client compared to finding new, cold ones and convert them into customers. Therefore it is very important to take care of your clients and get to know their needs.

Tip: be in regular contact with your clients, ask their feedback about your product and services, get to know their problems and needs. This is how you can further develop your products/services and improve your business.





## 07 UPSELLING CROSS-SELLING, UPGRADE

Generating higher income is always cheaper and easier with an upsell than finding and convincing new clients. There are various sales options to follow with your existing customers, such as upselling, cross-selling or upgrading. The baseline here is to always focus on your customer's needs and how a new sale can help satisfy them, because if not, it can generate the exact opposite effect: your customer would feel used, taken advantage of, not appreciated, and even quit using your products and services.

Tip: provide service/product upgrade (e.g.: more modules or features in a digital course). Or service/product customization (e.g.: product in client's favorite color, or a unique option in a software/consultancy based on customer's needs). You can also provide extended warranty and/or service period.

## WANT TO GROW YOUR SALES?

Would you want to talk about YOUR business, your struggles and get answers to your questions from a professional? Let's have a FREE 30-minutes video call and discuss your challenges:

[BOOK A CALL HERE](#)



