TACTIC CARD

Sales Strategies

B.R.P
Business Resource Planning

Not every section below will be something you apply. The goal is to be able to lift your over all engagement in a few of the areas below. An increase in your Sales Strategies by 3-10% will bring in a noticeable return to your bottom line over the year, and ongoing.

A. Sales Funnel (Track, Track, Track)

1	**Map Out the Stages**: Identify each stage of the sales process (Awareness, Interest, Decision, Action etc). By first adding all steps, you guard against missing some. You can always refine it later.
2	**Create Content for Each Confirmed Stage:** More important than the content (case studies, testimonials), is where you will post the content. You are trying to develop momentum and community.
3	**Setup Automation as Needed:** Use CRM tools to automate some steps such as email campaigns. Take every opportunity to connect directly as this is still the best way to create trust.
4	**Monitor Performance:** Track the percentage of each stage from start to conversion. This will help you monitor any improvements you are making along the way.

B. Cold Calling Scripts (Consistency Factor)

1	**Research Your Prospect:** Have a main script but tailor it to the needs of the market you are reaching out to.
2	**Write an Opening Statement:** By positioning your conversation to address potential objections upfront in the Opening Statement, it sets the stage for a productive and smooth discussion.
3	**Prepare Key Points:** There is no substitute, you need to know your product well and the benefits.
4	**Practice Handling Objections:** You should commit to memory common responses. That said, never position your reply in a combative way, but position yourself as understanding the problem prior to the solution.
5	**End with a Call To Action:** If another conversation is required prior to a sale, then the Call To Action is another meeting. You schedule it, you call, you lead, never leave it in their hands.

C. Follow-Up (Too Many Deals Fail Here)

1	**Map Out a Follow-up Plan:** Each stage should have the average amount of time it takes to get to the next stage.

2	**Set Calendar Timelines:** Layout at each stage, when the next contact attempt will be. Systems work well here.
3	**CRM Automation:** Use the automation for you, not the customer, reminding you to reach out.
4	**Personalized Communication:** Keep very good notes so you don't ask the same questions and know where you left off.

D. Handling Objections (Be Prepared, It Will Happen)

1	**Listen Actively:** Let them express their concerns fully. Only questions you ask are to clarify what you heard.
2	**Acknowledge the Objection:** Come along side the customer, be sure you explain what your heard and express concern.
3	**Address the Concern:** Once you have demonstrated you understand, ask if you can see if your solution will address their objection and after explaining it, provide a sample scenario as proof.
4	**Reinforce the Benefits:** Focus on the outcome and what they will be experiencing if they go with you. Help them see how different it will be by painting a picture of the destination, not the flight.
5	**Ask for the Deal:** If there are no more objections, ask. You will never get the deal if you don't ask. Once you ask, stay quiet, let them decide.

I hope you found this information helpful! You can implement these tactics on your own, but if you would like assistance, please feel free to reach out so we can discuss how we can work together. Website: https://businessresourceplanning.com/client-form