

SIMPLE

(NOT NECESSARILY EASY)

WAYS TO INCREASE SALES





GET CLEAR ON WHAT YOU SELL

In the beginning of your business, you might do everything for everyone. As your business matures, you need to hone in on what you do best. Decide on a line of services or products and put a baseline price that you will **NOT** go under. Write that number down and give it to a team member or business pal and ask that they keep you accountable for it.



GET CLEAR ON YOUR TARGET MARKET

It isn't everyone in the universe. The more refined your target is, the easier it is to meet their very specific needs.



Be even more specific

GET CLEAR ON WHO YOUR IDEAL CLIENT IS

Not only will you be able to meet their specific needs, but you can tailor your message to their motivations and life phase. Create a customer avatar.



Once you've got the level of clarity,

GET TO KNOW YOUR IDEAL CLIENT

- ✓ RESEARCH THEM
- ✓ TALK TO THEM
- ✓ POLL THEM
- ✓ QUIZ THEM
- ✓ A/B TEST FB ADS THEM



CRAFT CONTENT SPECIFICALLY FOR YOUR IDEAL CLIENT

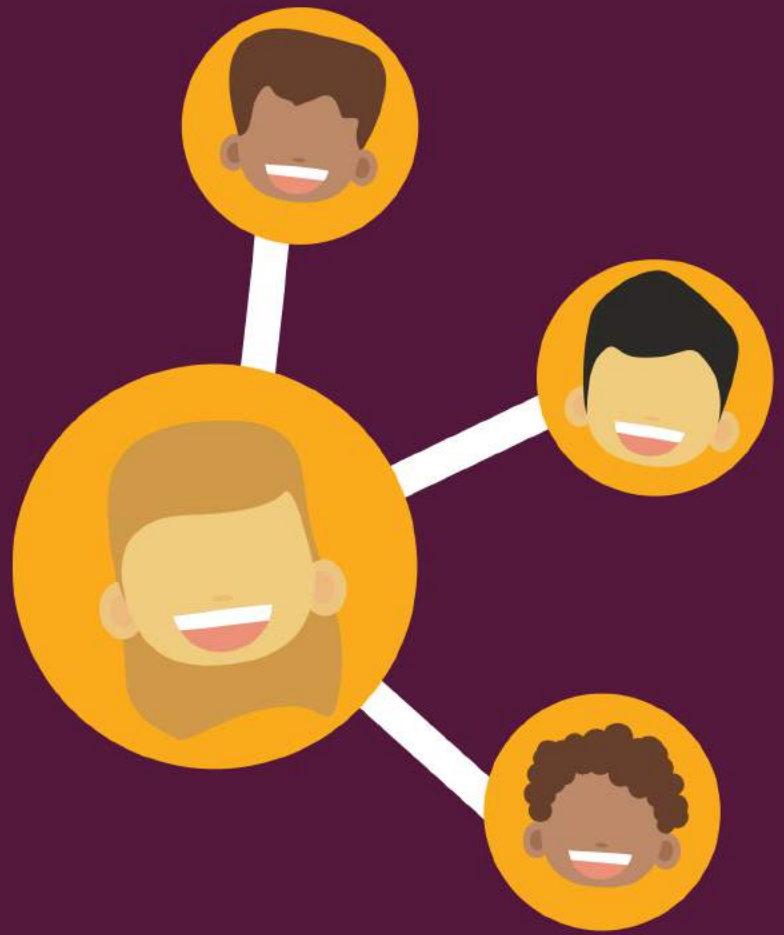
Now that you know who they are, bend your story to match theirs. Nobody cares about what's in it for you, just what is in it for them. Determine what emotional need your product serves and talk about it.



PRICE ACCORDING TO YOUR PROFITABILITY NEEDS

not what you “think” the client can afford. Hopefully, you’ve narrowed to an ideal client that has money to spend. If not, revisit your customer avatar. Don’t play credit manager. It isn’t your job to determine the financial health of your prospect. It can actually be insulting. Under-pricing based on a perception of your prospect’s means is really a manifestation of a fear of rejection and not based in reality. If you can make peace with that concept, your revenue **will** jump.

BUILD YOUR REFERRAL NETWORK



- Attend Meetups - get there early, stay late and look for ways to serve.
- Do really great work and ask for referrals/testimonials when your client's energy is the highest.
- Let your friends and family know what your target market is. Also tell them about any referral bonus you might have.



LOWER YOUR SALES FEAR BY HAVING LOTS OF SALES CONVERSATIONS

Cold-call clients in your target market, if your phone isn't ringing. You have to have repetition to establish comfort and reduce stage fright.



FOLLOW UP

Only 22% of all salespeople follow up after the first interaction. You can put yourself in elite company by just remembering to touch base with prospects. This isn't rocket science. It is discipline. It takes at least 5 interactions for most people to feel comfortable enough with a salesperson to do business with them. If you don't follow up, you aren't even coming close to your potential.



AUDIT YOUR ON-PAGE SALES FUNNEL

Is everything working the way it is supposed to? Do you have all the elements:

- ⚙️ Do you have a clear call-to-action?
- ⚙️ At each stage of your website, does the visitor have the option to take an action or learn more. Does the flow pull them through the site?
- ⚙️ Do you have a lead magnet/ethical bribe to encourage email list sign-ups?
- ⚙️ Are you sending out consistent emails?
- ⚙️ Is it easy to book time with you? If applicable.
- ⚙️ Is it easy to pay you? If you are making people write checks, you might want to consider taking online payments.
- ⚙️ When visitors land on your page, are they taking action?

ASK FOR HELP WHEN YOU NEED IT



If you are struggling to meet your sales targets, you might need a coach to help you down the right path. Old habits die hard and sometimes we need a gentle kick in the pants. I'd love to chat with you to see if I can help. The first session is free. I've helped lots of folks make more money. I'd love to see what we can do together.

<https://bookme.name/aprilw/free-coaching-call>