

## Sales Generation for the Business Start-up

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Generating sales for any business is a step-by-step process. If you are patient and willing to learn these steps with great determination and commitment you will create the success you want to achieve.

**The 6 key steps are:** generating personal enthusiasm, establishing clarity of your message, sharing your message with enough of the right people, asking for the sale, following up with great customer service and asking for referrals. Here are some tips to help you with your mastery of these steps.

When you are enthusiastic about yourself and your product people want to hear more and are more willing to consider what you have to offer. Increase enthusiasm by laughing more, getting plenty of sleep and seeing the possibilities around you.

To craft clarity in your message focus on the benefits of your service and ask open ended questions of the people around you.

When you focus on how you can be of service and speak from the heart, people will understand and will want to work with you. People turn away when the message is too long and or when they cannot see the benefit for themselves. If you can share your message with a 6 year old then you have created clarity. Speak to as many people as you can.

It may take 20 calls before you get a sale. Are you prepared to make between 10 and 20 calls per day. It will be this type of commitment that builds sales success. People need an invitation to purchase. Some great phrases are: What's our next step? I would really like to work with you. When would you be ready to get started? Do you need any more information or time to make a decision?

Once you have the sale, great customer service will create returning loyal customers. At the close of your sale make a note of what you can do and offer great customer service. Once again this may mean dialogue. Keep in touch and once again lead with the heart. Lastly if your customers love working with you they will be happy to rave about you, however, you **MUST** ask for referrals. Make a separate call and ask them what you are looking for. Allow your loyal customers time to think. Follow up with a second and even a third call.

### **Optional close!!**

*Most of all keep in mind that it takes time to build a business. Be patient because normally it take anywhere from 18 months to 5 years to generate great sales, referrals and loyal customers.*

**Natashia is a dynamic, personable and sought after expert who establishes immediate rapport with the audience by speaking with passion, inspirational insight, immediately functional content and a sprinkling of intelligent humour. Natashia provides the inspirational, educational and entertaining messages you need to hear to move you forward.**