

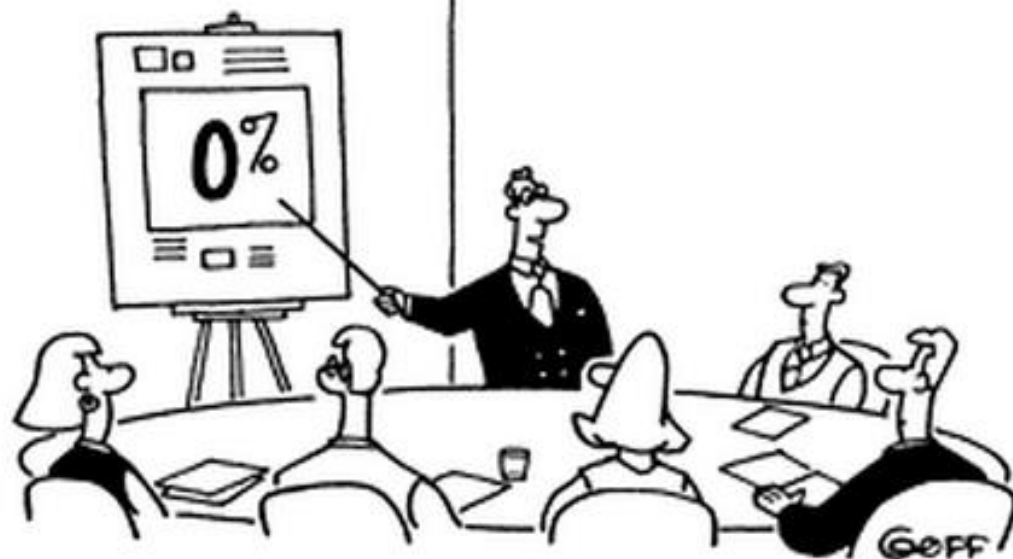


BUILD YOUR SALES PROCESS

Identify your process and action plan

Michael Hellerman

June 3, 2015



"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part."

MAKE TIME TO SELL

- Back Into The Number
- Establish...
 - “How”
 - “When”
 - “How Often”
 - “Who”
 - “Means to measure”

GENERATING LEADS

- Referrals
- Trade Shows
- Trade Journals
- Purchase Lists
- Social Data Base
- Advertise

RESEARCH

- Websites
- Trade Publications
- Financial Reports
- Reconnaissance
 - Store, Garbage Can, Etc.
- Receptionists and Assistants
- Ask Everyone

THE INTERVIEW

Finding Out The...

- What?
- Who?
- Where?
- When?
- Why?
- How?
- How often?
- What is the process?

MANAGE THE SELLING PROCESS

- Time
- Duration
- Next Steps
- A.L.L.T.

© MARK ANDERSON, ALL RIGHTS RESERVED

WWW.ANDERTOONS.COM



"Sara, have sales do that thing
where profits go up."