

# Sales Plan

## Customer Balance

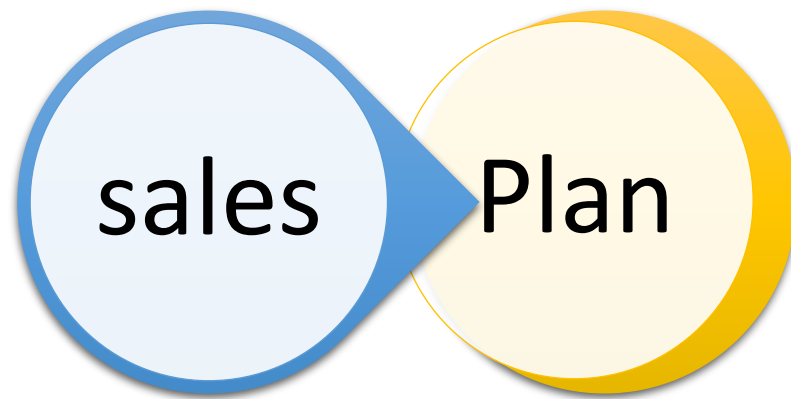


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Welcoming your founded success.



\*Please purchase the sales plan track in your business course for a more detail version of this book.



This Sales Plan layout is designed to evaluate your brand exposure towards management, customers, services, and distribution.

It's important to:

- Fill out every information. You can refer to this plan at any time.

Warnings- Without customers, you do not have a business, without a demand you do not have a product.

# Introduce Yourself

Before we talk about the concept of sales and growth let's get you to understand the mindset of who you are, what you can provide and *why* you feel the responsibility to run this business, assemble clients and make profits.



**What skills do people compliment you on the most?**

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**What can define your success with customers?**

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**Which skill do you think a sales man must require?**

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**Why do you sell?**

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**What's your selling goal?**

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## Selling on the go.

How we view money is as important as how we spend it. It's true, most of us dream of a million dollars, however few of us can achieve it. It's not because individuals do not want to be rich, it's because they lack certain skills to on go a sale.

They have spent more time buying and using their money, rather than learning how to sell.

The main thing a business does to gain money is to sell.

It's a trophy when a salesman earns its first sale, why?

Because selling is learning what works and what doesn't. How to move a product in a direction depends on how consumers would react to your product.

It's a breaking point between okay, this might work to okay this *works*.

So, we have heard about customer service and the desire to please customers, it sounds good and fancy when clients can provide more money to help grow your business, but the most important keys to remember are: value and service. \*

\*You can learn. more about value in our finance course.

We have taken the steps to try to make a sale and have brought awareness to our services, however perhaps on Facebook, Instagram etc. we realize we gain impressions without customers.

Without customers, you do not have a business and without a demand, you do not have a product.

Ask yourself why are business willing to cut prices just to gain?

Prices and demand are important. Choosing the right prices and going or creating a demand is the next.

Projecting to gain money is the easy part it's gaining your *first* loyal customers that is challenging.

A loyal customer can provide a lifelong commitment towards your organization in numerous ways.

- Repetitive business.
- Referrals.
- New prospects

- Higher Earnings.

Focusing on how we deliver to our customers is important. Think of the experience you can provide for your consumer. Create these experiences while also keeping your core values in tack.



There are three steps needed to be taken before getting the product to the customer. The product is what the customers see, they do not see the operation behind delivering such services.

The first advice: *The plug*, the core part in delivering services to customers. What is your plug? The plug is your main connection to your stores or services.

Example: Amazon main plug is its website and sellers, without the website amazon cannot function.



Finding multiple plugs can help you generate multiple services. The three essential functions are services, distribution gate, and management.

**Services** - deal face to face with customers online or offline. Choose the best ways to service your clients. Your customer must understand what it is you will provide as a benefit.

**Distribution gate:** How you distribute your products or services. This works well in marketing and niche.

**Management-** make sure your operation goes as plan. Choose the right tone and approach to your clients. Match their needs and let experts help you by acting on your behalf.

If you look at any segment of life, service, distribution, and management is established.

Example: Roads.

**Management:** Police officers, states, neighborhood watch etc.

**Services provided:** Transportation.

**Distribution gate:** An open where consumers live.

## Giving the customer.

When we look at making money, people tend to ask what they can *do* to make money. But in the business field, you must ask *how* to make money. When dealing with customers we should develop a culture in which operates on how we decided to deliver Great customer services, proficient management, and delivery, along with quality products and services.

Number one question: How do I make a sale? Let us admit when starting out in sales, it's difficult.



The first no and the million more to come is a challenge a lot of us want to avoid.

We dislike rejection and unsupportive people. This brings us to say it's all about confidence.

The process of selling should not about only make money but letting the consumer trust your product.

The door to door/online marketing/network marketing are all factors to improve these matters.

The purpose of sales is based on profit by towards potential buyers. At first, we might have to be in front of the customers, have a discussion, develop trust and form a deeper bond with our customers. Trust originates from our approach and how we influence the customer's decision to *Buy*.

**Using the 80/20 rule which way of selling will impact your customers personally?**

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*The Secret on how to sell - Golden rule.*



We will tackle the obstruct thoughts and feelings about money now.

Let's look at the money we want it, we pray for it, we work long hours and spend a massive amount of energy Earning it, YET so many spend their hard earn money to buy unproductive things, accumulate debt only to *lose* our financial freedom.

As a business owner, you must separate yourself from too many misconceptions about the value of money. The truth is money has little to no value when you consider selling.

Provide your product as something more important than the cash requested.

## Calculating the Value to Billy.

➤ Billy loves to gamble, he believes after certain plays in the slot machine he is bound to win. On a slow night, Billy had a 1, 5, 10, 20, 50, and 100-dollar bill (186). The game he was playing was simple.

You place money in a machine, it flickers 3 pictures and the machine says either win or lose.

1. He places the dollar first in the slot machine, (lost) eh *no problem*.
2. He then placed the five dollars in the slot machine (lost), *eh*.
3. *How about 10 dollars? How about 20, 50? (lost)*
4. *Billy sweat was now soaking his shirt. He held the 100 dollar bill and enter it (lost)*
5. *Bill has all rights to contact a manger to be upset and DEMAND his money back.*



*You have to change the way you look at money.*

Comprehend that the buyer sees his money as an incentive to get something of value in an exchange. Look at the value of money, *why* would individuals think higher about a hundred dollar bill than a five dollar bill?

This is because of necessary influences, the trading power of the larger number is higher. Not necessary more valuable in how people spend it but in a sense in quantity, labor, and products they can accumulate or produce.

If money was so valuable, why do we as rational people *spend* so much of it?

Because money isn't valuable unless we use it, it is the item we receive after spending the money we can perceive as valuable. Money cannot spend itself, it is people who *spend* money. We are the one responsible for what our money buys, but as producers we are the one that controls what it delivers.



So how can we make sales as a small business owner or sales man?

Its simple. Make people believe that the service you are providing is *worth* more than the money the consumer is giving.

When introduced to a new product a customer might be wary of the quality, value and the benefit of the product. It is your job to **convince** them.



Everyone loves to win, benefits and receiving something of more of value in return is essential to customer decision. Strong benefit projects the consumer winning.

### **Benefits and security:**

Have benefits that protect the buying decisions such as, free memberships, free trials, money back guaranteed, easy returns, warranty and customer support just to name a few. This allows the consumer to proceed without caution. Providing these valued protection permits the customer to *feel* safe. lowering



payment risk is a goal for all forms of consumer purchases. Breaking the barrier that scams people away from a legit business is the ground ball to developing consumers purchasing trust.

show the work.

The surprising thing is the amount of work provided to the consumers to see is purposeful. We saw this standard in the *plug* that we have discussed.

The next interesting thing to understand is that consumers seeing, feeling, sensing or even learning about hard work in your company is a *must*.



In western society, consumers have been trained not to help workers, and every individual must earn their pay.

So, when the customers see the hard work, active and live around them, they have remorse for the individuals and tends to spend for the business person pushing his or her product. They fall for the smiles the good communication and the opportunity is created for them to spend.

Many people feelings are sympathetic for the less priveledge or the extremely hard worker.You choose which one to be.

The expectations are hopefully as you grow your company you do not have to work so hard to prove your hard work but to demonstrate it with the company's achievements. The service starts from the moment you displayed the hard work.

As competition arise business, however, lose focus, to prevent this

1. Continue working hard to meet and exceed company and customers expectations.
2. Nurture your new and returning customers by showing them you care.
3. Develop and organize positive figures in your organization. Encourage personal growth.



With so many consumers of different age, group, size, shape, personality it is necessary to develop care towards them. To provide them with services that *do* matches their worries, needs, and attitude.

It is vital to care as much for your customers as you can, their lifetime commitment to using your service is the best gift they can give you for you and your teams time, commitment and dedication to providing.

At the point when the customer is getting something higher in value at exactly that point, they will settle on continuously purchasing the product.



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