

**50 of the  
BEST  
Marketing & Sales  
IN 60 MINUTES**

1



# Fine Tune Your Sales Story

**REMEMBER:  
PEOPLE DON'T BUY WHAT YOU DO; THEY BUY WHAT YOU DO FOR  
THEM FOCUS ON WHAT YOU DO FOR THEM**

# 2

## CONTENT BUILDING

HOW DO YO DEVELOP YOUR STORY.

Questions to get you started:

- Why did your best customers initially come to you?
- What business problems were they facing?
- What results were they looking to achieve?
- What pains will your customers likely experience by choosing the wrong provider?



**3**

# **TURN YOUR PRODUCT/SERVICE INTO AN EXPERIENCE**

**(Dr. Pepper Half-Time Contest) (Boss From Hell Contest)**

# 4

## SALES LETTER

**-LET THEM KNOW HOW YOU'VE HELPED OTHERS JUST LIKE THEM**



# 7



## **Don't Forget Previous and Past Customers**

**(5x More To Gain New Customers)**

# 8



## 2 Separate Strategies:

- (1. Existing and Past Customers)
- (2. Prospects and New Customers)

# 9



## **STRATEGY BEFORE TOOLS**

DESIGN THE DECK BEFORE YOU BUY THE DRILL BIT



# 10



## **P.S. LINE ON EMAILS**

P.S. LINE READ MOST; ALSO, ADD NAME IN SUBJECT LINE

# 11

## **CREATE E-NEWSLETTER, E-BOOK OR WHITE PAPER**

MAKE IT HELPFUL, USEFUL AND RELEVANT. RE-  
PURPOSE CONTENT!

# 12

## **VISUALS AND VIDEO**

IMPORTANT TO GRAB ATTENTION. LOOK FOR NEW AREAS TO ADD DOWNLOADABLE INFOGRAPHICS, WEBCASTS AND MORE

# 13



## **SALES: FIND THE PAIN**

FIND THE PAIN; SOLVE THE PAIN; WIN THE CONTRACT

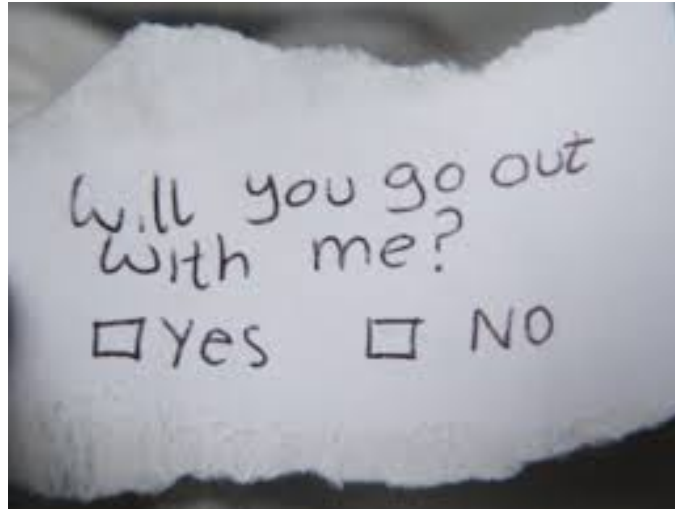
# 14



## **KPI'S AND SALES GOALS**

NOT ABOUT YOUR NUMBER; FOCUS ON  
ACTIVITIES/DRIVERS

# 15



## ANALYTICS: ARE THEY TELLING THE RIGHT STORY?

# 16

## **FOUR LEGS OF SELLING**

**-MARKETING**

**-PROSPECTING**

**-SELLING**

**-FULFILLMENT/CUSTOMER  
SERVICE**

# 17

## **IDENTIFY YOUR TARGET PROSPECTS?**

- BEST, MOST PROFITABLE CUSTOMERS**
- Who Are They?**
- Where Are They?**
- What is Their Pain?**
- How Can You Help?**



# 18

## REVIEWS: How Do You Rank



# 19

## LOGO SOUP

*Scottrade*<sup>®</sup>



# 20

## **SELF-SERVICE SALES**

-80% OF POTENTIAL CUSTOMERS WANT 100% OF THEIR INFORMATION ONLINE. 86% WOULD RATHER GO TO THE DENTIST THAN SPEAK WITH A SALES PERSON

# 21

## **ASK THE EXPERT/Q&A PODCAST**

**-MOSBY CONSTRUCTION**

**-YOUTUBE/WEBSITE/PODCASTS**

# 22

## **Cold Email Selling**

**-3 Relevant Words in the Headline**

**-In the email....**

- 1. Share Social Proof**
- 2. What is Your Idea?**
- 3. Ask for 15-minutes**

# 22.5

## Sample

**Hi Ben, we are helping jewelers Branch and Davidson Jewelry bring in new customers.**

**I have an idea to help you promote your Rolex Air King and more.**

**When could I get 10-15 minutes for a brief chat about the idea.**

# 23

## PERSONAL VIDEOS ON EMAILS



# 24

## **ChatGPT (AI) is a Game-Changer**

- Generate endless social media and editorial ideas
- Brainstorm headlines
- Write marketing outreach and sales emails
- ChatGPT Plus is well worth the \$20/month



# 25

## 3 OPTIONS

**-PROVIDE THREE OPTIONS TO CUSTOMERS; NO MORE; NO LESS**

# 26

## RETARGETING?

# 27

## EMAIL SUBJECT LINES THAT WORK?

1. Subject line: (Name of a mutual connection) recommended I get in touch.
2. Subject line: I was just wondering...
3. Subject line: May 29th?
4. Subject line: 3 reasons...
5. Subject line: Did something happen?
6. Subject line: New idea for you.
7. Subject line: (Name of a competitor) is marketing very well? Or, just the company name of a prospects competition.
8. Subject line: 20 Minutes?
10. Subject line: I will respect your answer.

# 28

## SEO

- OPTIMIZING YOUR WEB PAGE TO HELP REACH A HIGH POSITION ON GOOGLE OR OTHER SEARCH ENGINES.**
- USE KEY WORDS IN THE BODY AND TITLE OF YOUR WEBSITE AND LANDING PAGES.**

# 27

## **RESOURCES** (WORK SMARTER NOT HARDER)

- Canva (create templates for graphics/create common videos/photos)
- Beacons (free content creator tools)
- Unsplash (free images and photos)
- Artgrid (video templates as a B-Roll)
- Artlist (royalty free music)
- Hunter.io (find any email address)

# 28

## RECOMMENDATION-BASED SELLING?

**-EXAMPLE:**

**WORKING WITH COMPANY X, THEY'VE HAD GREAT SUCCESS WITH PRODUCT A. I THINK IT WOULD WORK JUST AS WELL FOR YOU. CAN I TELL YOU HOW IT HELPED THEM.**

**(DIGITAL: AMAZON....SIMILAR CLIENTS BOUGHT THIS.)**

# 29

## **FOMO?**

**-Fear of Missing Out. People Don't Want To Miss Out.  
They Will Buy If It Looks Like They Are Missing Out On  
Something.**

# 30

## **TYPES OF BUYERS?**

- EMOTIONAL-STORIES** OF OTHERS THAT DID WELL WITH YOUR PRODUCT
- EGO** – MAKE THEM FEEL GOOD ABOUT THEMSELVES
- LOGICAL** – LOOK AT STATS/FACTS/NOT EMOTIONS



# 31

## **SCARCITY INCREASES DEMAND**

**-ONLY 3 LEFT**

**-OFFER EXPIRES SOON**

# 32

## TESTIMONIALS?



# 33

## APPOINTMENTS IN SIGNATURE LINE

-CALENDLY.COM

# 34

## QR CODES



# 35

## CREATE CUSTOM FACEBOOK AUDIENCES



# 36

## SPONSORED ADS ON SOCIAL MEDIA

5:43   

facebook  

Home Favorites Recent 

 Like  Comment  Share

 **Bad Boy Mowers** Sponsored · 

What are you waiting for? Start financing the hardest working zero turn mowers in the industry.



— BAD BOY MOWERS —  
**0% APR** *For* **60 MOS**

badboymowers.com  
**Get Yourself a Bad Boy**  
Explore the NEW 2022 Mowers 

 3.9K 1.1K Comments 290 Shares 

 Home  News  Groups  Notifications  Menu

# 35

## CREATE CUSTOM FACEBOOK AUDIENCES



# 36

## SALES POWER WORDS

**Opportunity**

**Imagine**

**Value**

**Concerned**

**Fear**

**Missing Out**

**Simple**

**Unique**

**Turnkey**

**Advantage**

**Amazing**

**Avoid**

**A First**

**Fix**

**Free**

**Save**

**Partnership**

**Quality**



# 37

## ONLINE EVENTS

- webinars
- seminars
- product launches
- spread the word about your brand

# 38

## **OWN YOUR AUDIENCE: BUILD YOUR DATABASE**

# 39

## **LOYALTY PROGRAMS**

**-HOTELS**

**-RENTAL CARS**

**-RESTAURANTS**

# 40

## **SOCIAL MEDIA**

- FACEBOOK**
- YOUTUBE**
- INSTAGRAM**
- TUMBLE**
- TIK TOK**
- TWITTER**
- REDDIT**
- LINKEDIN**
- SNAPCHAT**
- PINTEREST**

# 40.1

## **FACEBOOK:**

- Still the largest social media platform**
- Updated Algorithm...largest emphasis on the visual experience.**
- Moving away from links and towards photos and videos**
- Reels for Facebook was introduced, with extremely high engagement rates.**

# 40.2

## **TIKTOK:**

- Fastest growing social media platform EVER**
- Reach a younger, highly-engaged audience.**
- Use modern-day storytelling (hooks)**
- Amplify your content using trends and popular audio**
- Be funny, informative or visually stimulating**

# 41

## TEXT MESSAGING



# 42

## **PAID PER CLICK ADVERTISING**

**Run a digital ad and pay a fee every time a user clicks on your ad**

**Higher investment=faster results**



# 43

## LinkedIn Group



# 44

## INFLUENCER MARKETING



# 45

## WEBSITE CHATBOX

# 46

## SEGMENT EMAILS



# 47

## **TAILOR CONTENT TO EACH STAGE OF THE BUYER'S JOURNEY**

- Awareness (eCommerce store home page)...Provide overview of your business.**
- Consideration (Product category page)...Demonstrate your industry expertise.**
- Decision (Product page)...Help user finalize their decision.**

# 48

## LEVERAGING EMPLOYEES AS THOUGHT LEADERS

Alternatively, you could always create influencers from your own employees. Often referred to as thought leadership, social selling and employee advocacy are becoming more popular with companies who want to amplify their brand message.

Going beyond simply resharing corporate posts, employee advocacy allows each one of your employees to become brand ambassadors and social sellers, sharing the content that makes the most sense for their individual industries while promoting your company.

# 49

## **DON'T GIVE UP**

It takes 5 attempts to get traction with a new client. 78% of salespeople give up after 4 attempts.

# 50

**MARKET, MARKET, MARKET...**

**YOU CAN'T BE A BEACON If YOUR  
LIGHT DON'T SHINE**