

SIGNAL



SALES SUCCESS

SIGNAL BIZHUB COLLABORATION SESSION
16TH JULY 2021



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This month at the BiZHUB...

.....we've considered a different road to Sales Success.

Sales - something that impacts every single business, be it B2B or B2C, but they can be hard to come by, particularly if you're managing every aspect of your business yourself. We heard from Stuart Morrison on how to gain sales through social media, then Alison Edgar MBE on her secrets to successful sales.

Did you miss it? [Click Here](#)

Stuart covered his 50 top tips for boosting sales results from your social media. These were broken up into 10 different categories to help you process the actions available in your day-to-day social media management.

1) Track results

Do you know how to access the reporting sections of your social media?
Is this something you can make a regular activity each month?

2) What value do you want your brand to represent?

Is your content valuable to your target audience?
Are you sharing from a business page?
Name 5 leading industry brands/names that you could follow:

3) Credibility and Trust

Name 5 types of content/information that you could share which would be valuable for your audience:

- 1
- 2
- 3
- 4
- 5

4) How can you find out if people are talking about you online?

Join the conversation, are there any industry or geographic groups you could join on social media?

Do you know how to set up Google alerts for mentions?

5) Contribute to the conversation

Do you have any user-generated content?
(reviews/pictures etc)

Do you have any articles or documents that you can share to be useful?

Do you have hashtags you can use regularly?

6) What should you do when someone comments on your posts or reviews your company?

7) Google My Business

Do you have an account?

Are you asking for reviews?

If not, is there a trigger in your customer journey where you could?

8) Continue the conversation offline

Could you send your prospect a letter?

Can you send them useful information?

Would you feel comfortable to move the communication into a Zoom or coffee?

9) Make sure you're mobile friendly

Do your social posts look good on a small screen?

Is your content simple and easy to understand?

If you make videos, have you considered captions?

Do you know where and when you can and should put links?

10) Time to shout from the rooftops

Can you put your social links in your email footer?

Do your social media profiles feature on any printed material?

Do you use your hashtags regularly and encourage others to do so?

Do you engage with other people or share their content? This is a great way of boosting a two-way conversation rather than simply 'posting'.

Are all of your profiles up-to-date?

How often should you do something on social media (whether that's posting, commenting, liking or sharing)?

Secrets of successful sales

Our second speaker of the month, Alison Edgar MBE, shared her secrets of successful sales.

Did you miss it? [Click Here.](#)

A lot of Alison's presentation considered mindset and behaviour, both of you as the business owner, and your prospective customers.

What is a fixed mindset, and how can it restrict you?

What is a growth mindset and how can it benefit you?

Negative thoughts can generate negative feelings which result in negative behaviours, it's a vicious cycle but how can this impact on your daily sales approach?

What should you include in your WINtroduction?

Who you are

Where you are

What's the call about?

What's in it for them?

SiGNAL BiZHUB provides award-winning business support and training for self-employed people and small business owners.

BiZHUB members are part of a supportive and collaborative community of people who want to learn, grow and be inspired by each other's success.

Our business training and support gives you the tools you need to build a sustainable business. And our nurturing and friendly culture provides members with a supportive environment to develop their business and grow their business and income.

Don't do it alone. Join a vibrant local business community to learn and grow together.

Find out more about the SiGNAL BiZHUB by visiting our website.

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