



12 KEY STRATEGIES

TO SUPER CHARGE
YOUR SMALL
BUSINESS RESULTS

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12 proven Success Strategies to Supercharge Sales in your Business

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“LIFE’S A GAME OF INCHES...”

AL PACINO – ANY GIVEN SUNDAY

1. INSTITUTING HIGHER STANDARDS & REGULAR TRAINING

- PREPROGRAMME YOUR ORGANISATION TO RUN LIKE A FINELY
TUNED MACHINE

TRAINING SETS STANDARDS

TRAINING MAKES MONEY

REPETITION IS KEY

Miyagi – “Learn balance Daniel san.. Wax-on.. Wax-off..”

HOW TO RUN A TRAINING SESSION

1. What will be covered
2. How long will it take
3. How the information will be covered
4. The objective of the particular session
5. The obtained skill or knowledge you hope they will gain

DIFFERENT TRAINING METHODS

1. Lecture format
2. Group questions
3. Group discussions
4. Demonstration training
5. Roleplaying
6. Case studies

EXERCISE – WHAT’S YOUR TRAINING PLAN?

1. What kind of training are you going to provide?
2. Who? Which departments or people need what kind of training
3. Why? What’s the impact going to be?
4. When are you going to conduct the training?
5. How? What methods will you use and why are they best for the material you’ll cover?

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2. *EXECUTING EFFECTIVE MEETINGS*

HOW TO WORK TOGETHER TO IMPROVE EVERY ASPECT OF YOUR COMPANY USING WORKSHOP TRAINING

THREE P'S

1. Planning

2. Procedures

3. Policies

1. Get everyone to feel the pain
2. Hold a workshop to generate solutions
3. Develop a “Conceptual Solution or Procedure”
4. Leader or top talent personally performs procedure or task
5. Set a deadline for testing the conceptual procedure
6. Document step-by-step procedure or process
7. Have a show and tell and roleplaying
8. Have another workshop on how to improve
9. Monitor the procedure directly
10. Measure and reward the outcome

3. *BECOMING A BRILLIANT STRATEGIST*

- HOW TO GET UP TO 9X MORE IMPACT FROM EVERY MOVE YOU MAKE

4. HIRING SUPERSTARS

- HOW TO ACCELERATE YOUR GROWTH BY USING HIGH OCTANE TALENT AT EVERY LEVEL

1. What makes a superstar?
2. Guidelines to hiring superstars
3. Three steps to interviewing superstars
 - Relax
 - Probe
 - Attack
4. Rewarding your superstar
5. How to manage a superstar

5. *THE HIGH ART OF GETTING THE BEST CUSTOMERS*

THE FASTEST, LEAST EXPENSIVE WAY TO DRAMATICALLY
INCREASE SALES

1. Business to business sales
2. Business to consumer sales
3. Dream affiliates
4. Lifetime value of a client
5. The power of referrals

EXERCISE – WHAT’S YOUR IDEAL CLIENT?

1. Create a bullet style profile of your ideal client/buyer. Think about specifics such as:
 - If you sell B2B, income range or company size
 - Location
 - Size of sale
 - Frequency of sale
2. List your ideal affiliates, partners or lead sources

6. *THE SEVEN MUSTS OF MARKETING*

TURBOCHARGE EVERY ASPECT OF YOUR PRIMARY MARKETING
EFFORTS

THE SEVEN MUSTS OF MARKETING

1. Advertising
2. Direct mail
3. Corporate literature; brochures and promotional pieces
4. Public relations
5. Personal contact; sales people and customer service
6. Market education; trade shows, speaking engagements and education based marketing
7. Internet; websites, email marketing, affiliate marketing and social media

1. ADVERTISING
2. DIRECT MAIL
3. CORPORATE LITERATURE
4. PUBLIC RELATIONS
5. PERSONAL CONTACT / SALESPEOPLE / COSULTANTS
6. MARKET EDUCATION
7. INTERNET; EMAIL MARKETING AND SOCIAL MEDIA

“BE A SHAMELESS PROMOTER”

EXERCISE – WHY YOU?

1. Write down 5-10 major selling points for why a prospect would want to buy your product over another
2. Then create a series of 1 page promotional pieces that take on each case and focuses on them and not you and tells them why and not how

7. THE EYES HAVE IT

ATTRACT AND CLOSE MORE CLIENTS BY USING MORE
COMPELLING VISUALS

1. THE EYES HAVE IT

2. COLOUR ALSO HELPS

THE RULES OF EFFECTIVE PRESENTING

1. K.I.S.S (KEEP IT SIMPLE STUPID)
2. K.I.F.P (KEEP IT FAST PACED)
3. USE “WOW’ FACTS AND STATISTICS
4. BUILD IN OPPORTUNITIES FOR STORIES
5. YOUR PRESENTATION SHOULD BE CURIOSITY DRIVEN
6. THINK OF EACH HEADLINE AS VALUABLE REAL ESTATE
7. BE CONFIDENT AND NOT OBNOXIOUS
8. FOCUS ON THEM AND NOT ON YOU

8. *THE NITTY GRITTY OF GETTING THE BEST CUSTOMERS*

STEP BY STEP (DAY BY DAY) TACTICS TO LAND YOUR DREAM
CLIENTS

SIX SIMPLE STEPS FOR GETTING DOWN TO THE NITTY GRITTY

1. CHOOSE YOUR DREAM 100
2. CHOOSE THE GIFTS
3. CREATE YOUR DREAM 100 LETTERS
4. CREATE YOUR DREAM 100 CALANDER
5. CONDUCT DREAM 100 FOLLOW-UP PHONE CALLS
6. PRESENT THE EXECUTIVE BRIEFING

9. *SALES SKILLS*

THE DEEPER YOU GO THE MORE YOU WILL SELL

LEVELS OF LEARNING

1. ESTABLISH RAPPORT
2. QUALIFY THE BUYER (FIND THE NEED)
3. BUILD VALUE
4. CREATE DESIRE
5. OVERCOME OBJECTIONS
6. CLOSE THE SALE
7. FOLLOW-UP

10. FOLLOW UP & CLIENT BONDING SKILLS

HOW TO KEEP CLIENTS FOREVER AND DRAMATICALLY INCREASE
YOUR PROFITS

10 STEPS TO GREAT FOLLOW-UP

1. SEND THE FIRST FOLLOW-UP LETTER
2. MAKE THE FIRST FOLLOW-UP CALL
3. SHARE SOMETHING AMUSING OR OF PERSONAL INTEREST
4. THROW A PARTY, SHARE A MEAL AND BOND LIKE CRAZY
5. SEND ANOTHER FAX, EMAIL, LETTER, CARD
6. PLAN SOMETHING FUN THAT CAN INCLUDE THE FAMILY
7. OFFER SOMETHING TO HELP THEIR BUSINESS
8. SEND ANOTHER FAX, EMAIL, LETTER, CARD
9. OFFER MORE HELP TO SUCCEED
10. THE ULTIMATE FOLLOW-UP, INVITE THEM TO YOUR HOME OR BE INVITED TO THEIRS

11. ALL SYSTEMS GO

SETTING GOALS, MEASURING EFFECTIVENESS AND ACTIVATING
YOUR MASTER PLAN

WHAT WE THINK DEFINES WHO WE ARE

1. HOW IT WORKS
2. HARNESSING THE POWER OF THE RAS
3. STRINGS INTO STEEL
4. A SHORT CUT
5. USING YOUR RAS IN GOAL SETTING

MEASURING EFFECTIVENESS – KEYS TO MEASURING PERFORMANCE

1. KPI

12. TIME MANAGEMENT

HOW TO MAXIMISE YOUR PRODUCTIVITY AND HELP YOUR PEOPLE DO THE SAME.

WHAT WE THINK DEFINES WHO WE ARE

1. TOUCH IT ONCE
2. MAKE DAILY LISTS OF YOUR 6 MOST IMPORTANT TASKS
3. PLAN HOW LONG EACH TASK WILL TAKE
4. ASSIGN TIME SLOTS FOR EACH TASK
5. FOCUS ON THE DIFFICULT PROJECTS FIRST
6. WILL IT HURT ME TO THROW THIS AWAY

- The only person who gets all his work done by Friday is Robinson Crusoe
- Don't do £10 an hour jobs
- 80/20 principle

EXERCISE – PLAN FOR TOMORROW, TODAY

1. TAKE A CLEAN SHEET OF PAPER AND WRITE DOWN THE SIX MOST IMPORTANT THINGS YOU NEED TO GET DONE TOMORROW