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# Grow Your Sales



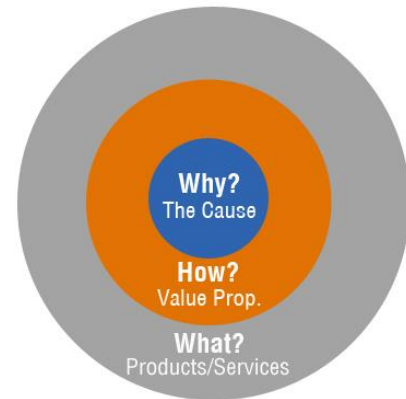
Sales is a transfer of emotions.

# KNOW YOUR “WHY” TO BE SUCCESSFUL

**What:** Every single person and organization on the planet knows what they do

**How:** Some know how they do it (differentiating value proposition, etc.)

**Why:** Very few organizations know why they do what they do (purpose, cause, belief, reason for existence, etc.)



[https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action?language=en](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en)

# THE POWER OF POSITIVE LANGUAGE

Negative Language	Positive Language
Tells the customer what cannot be done.	Tells the recipient what can be done
Has a subtle tone of blame	Suggests alternatives and choices available
Includes words like can't, won't, unable to, cannot do.	Sounds helpful and encouraging
Does not stress positive actions that would be appropriate, or positive consequences	Stresses positive actions and positive consequences
If you don't agree to this display you could lose sales.	With this solution you can increase sales.

# THE POWER OF POSITIVE LANGUAGE.1

## Positive Language

Positive Words	Neutral Words	Negative Words
<ul style="list-style-type: none"><li>• Yes</li><li>• Certainly</li><li>• Definitely</li><li>• Absolutely</li><li>• Can</li><li>• Will</li><li>• I'll do it now</li><li>• Tomorrow morning</li><li>• Good news</li></ul>	<ul style="list-style-type: none"><li>• Maybe</li><li>• Try</li><li>• Perhaps</li><li>• Hopefully</li><li>• Obviously</li><li>• Actually</li><li>• Basically</li><li>• Might</li><li>• Should</li><li>• Like</li></ul>	<ul style="list-style-type: none"><li>• No</li><li>• Impossible</li><li>• Problem</li><li>• Can't</li><li>• Won't</li><li>• I'm afraid not</li><li>• Don't worry</li><li>• Bad news</li><li>• But</li><li>• No way</li></ul>

## RESEARCHING YOUR TARGET MARKET

- 1- Understand your product
- 2- Paint a picture of the customer
- 3- Find out about your Audience. Tailor your approach to them.

## SETTING SALES TARGETS

**Now set your sales target** ... this is the sales dollar figure you need to achieve each day – week – month – year, to pay your bills.

**Review your sales goals first thing in the morning every day.** Say your big picture goal out loud (yes, seriously), then go write down your plan for the week and review goals and actions for the day. At the end of each day, review how the day went, and set goals and actions for the next day.

**On Friday or Saturday,** review the week and set goals and actions for the next week.

**Once per quarter, review your progress toward your annual goal.** Set no more than 3 quarterly priorities that you'll direct all your passion, energy, and intensity toward so you can stay on track to meet your annual targets. During the quarterly meeting, step back and ask yourself, "What do I absolutely, positively need to get done over the next three months to achieve my annual goals?" Define it, commit to it, and set your monthly targets and actions for the next three months.

**Once per year, set your targets for the next year.** Make sure you ask yourself, "What do I need to do to get to my big picture goal?" When you're done with your goals and plan, ask yourself, "If I get done what I am about to do, will it help me get to my big-picture goal?" Make sure it does before you put your head down for a year and make it happen.

## PREPARING YOUR PHONE PITCH

### The Idea ... The Market ... The People

Tell your "why"

Pare it down to the essentials

Outline your business model

Make sure your presentation is crystal clear to anyone and everyone

Talk about yourself

Tell us, what have you done lately

Show your product

<https://youtu.be/e80BbX05D7Y>

# COLD CALLING 101

## Know exactly what you want to accomplish

- Your list is complete with name – address – phone number – email
- Product(s) have been identified for each company on the list.
- Have all the information prepared per product(s) for each identified Potential Customer.

## Phone Solicitation: 99.9% of the time you will get voice mail.

- Voice Mail, leave your name – company name – phone number
- Follow- up email from a voice mail: subject line “Just called” / body “Hi Jane, Just called, have a great (insert product type or service i.e. “hat”) that would be perfect for you. Please, call me back @ 416-555-5555.” Attach a PDF teaser to the email.
- Prospect leaves a cell number on your VM, you call the cell!
- The Buyer Picks up ... pitch time!

# “NO” ... IS THAT “NO” FOR NOW?

- 48% of sales people never follow up with a prospect
- 25% of sales people never make a second contact stop
- 12% of sales people only make three contacts stop
- ONLY 10% of sales people make more than three contact
- 2% of sales are made on the first contact
- 3% of sales are made on the second contact
- 5% of sales are made on the third contact
- 10% of sales are made on the fourth contact
- 80% of sales are made on the twelfth contact

Source: National Sales Executive Association

### Review:

- WHY are you selling what you're offering?
- WHO are you selling to? Describe your target customer.
- Name at least 3 positive consequences your product or service will achieve for your customers.
- Did you set a daily target sales goal?
- Did you follow-up with your contact?

### Have More Questions?

Meet with TFI mentor **Patricia Butler** for advice on effective sales and marketing, how to boost your market expansion and how to build long-lasting customer relationships. Learn how to make cold calls, gain effective sales techniques, finesse your sales pitch techniques and more. With over 30 years of sales experience, Patricia can coach you on the "Art of Sales" so you can watch your sales grow!

[Become a TFI Outreach member today](#)  
and book your mentor consultation with Patricia [here](#).