



Sales & Marketing Basics: Sell More!

**Presented By:
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How to Identify and Convert Customers that Offer the Greatest Value

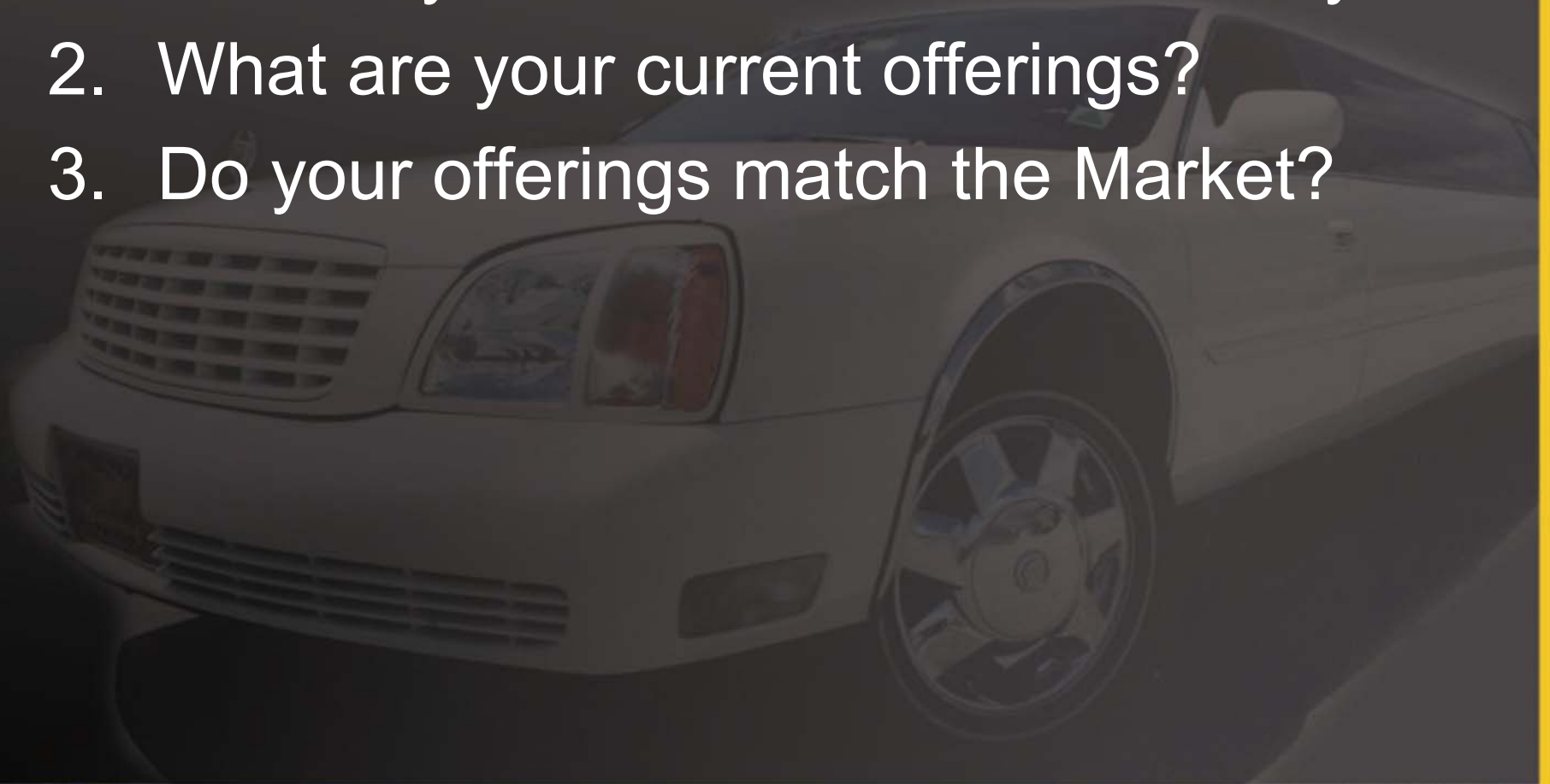
Think Strategy

15 Minute Reality Check



Three Powerful Questions:

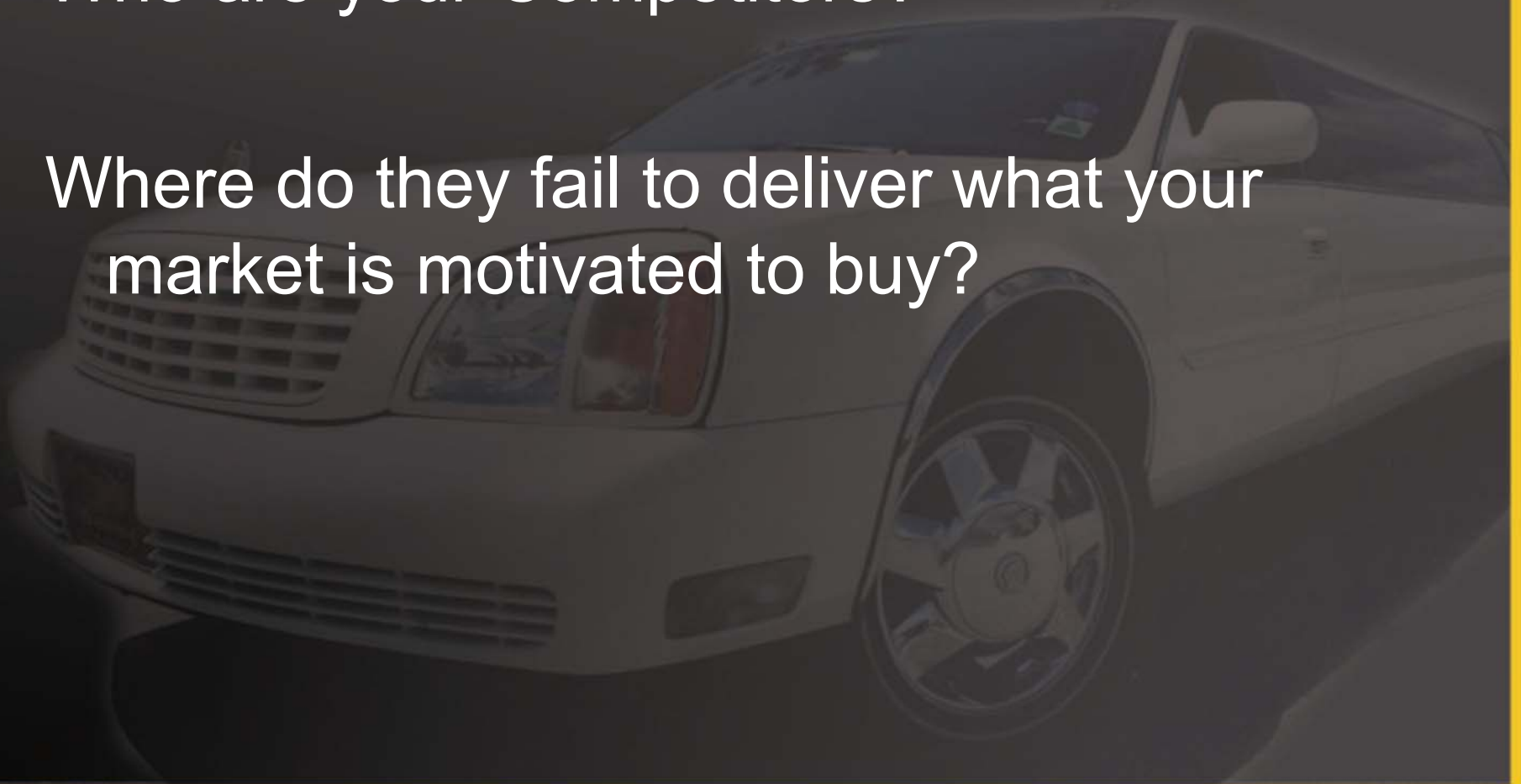
1. What is your market motivated to buy?
2. What are your current offerings?
3. Do your offerings match the Market?



Competitive Analysis

Who are your Competitors?

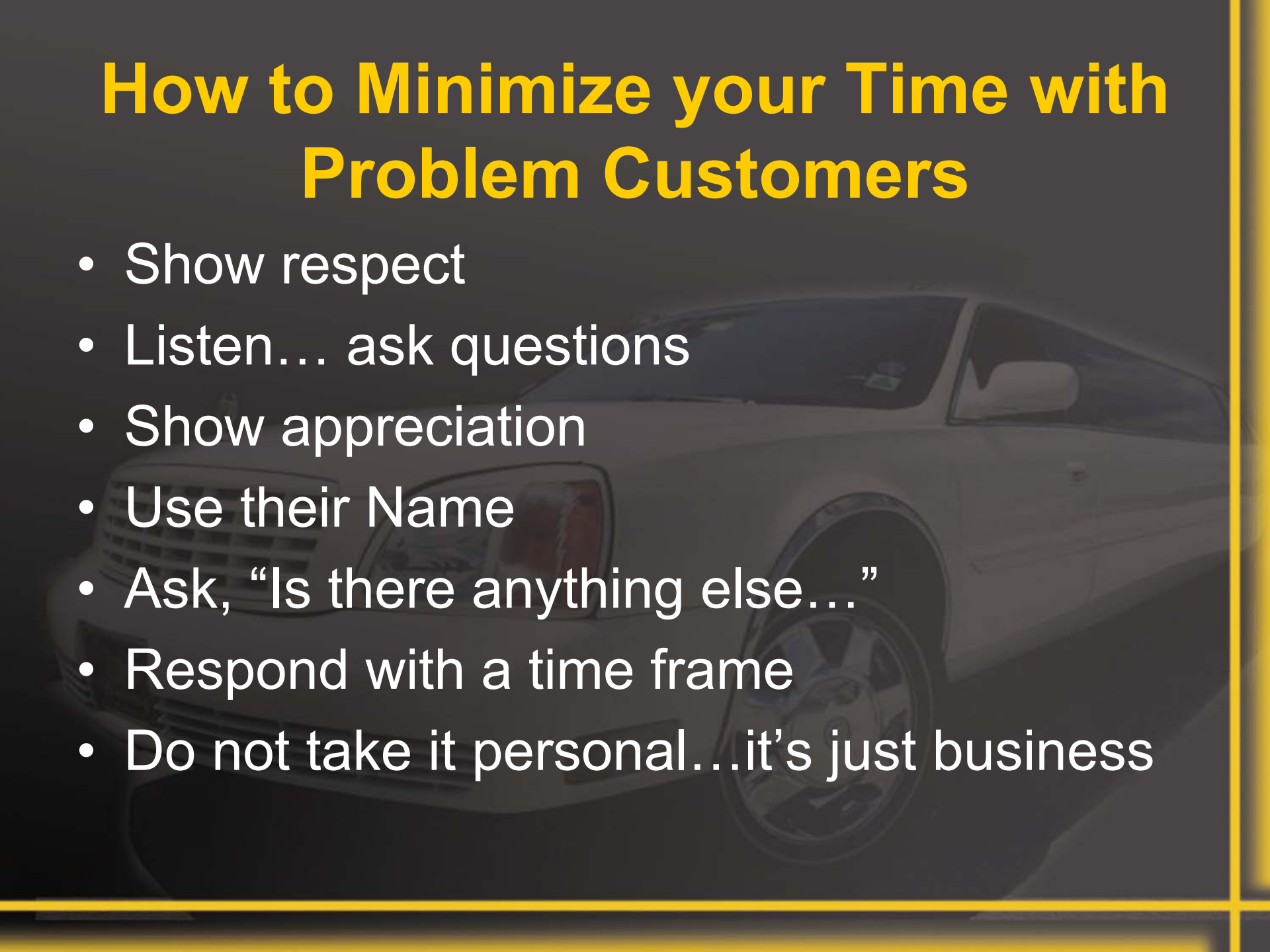
Where do they fail to deliver what your market is motivated to buy?



The Story

- 1. State your offerings based on what the market wants to buy and your competitors fail to deliver**
- 2. Give an example how you are Currently meeting the market Demands.*
- 3. Suggest that you “might” be able to do the same for them**
- 4. To conserve your time and mine could I ask you a few questions?*

How to Minimize your Time with Problem Customers

- Show respect
 - Listen... ask questions
 - Show appreciation
 - Use their Name
 - Ask, “Is there anything else...”
 - Respond with a time frame
 - Do not take it personal...it’s just business
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How to Expand Sales with Your Existing Customers for the highest possible payback...

1. Define your Market, Industry, Customer
2. List your offerings that are most profitable
3. Make a Truth Chart
 1. List Customers at the top of the page
 2. List Offerings down the left side
 3. Make a grid
 4. Place stars in the grid where there are opportunities to expand sales.

A white Cadillac SUV is shown from a front-quarter perspective, appearing to be on a lift or in a dark environment. The car's features, including the grille, headlights, and wheels, are visible. The text "The End!" is superimposed in a large, bold, yellow font across the center of the image. A thick yellow border is present on the right and bottom edges of the frame.

The End!