

SALES

CHECKLIST

- When dealing with phone enquiries you should stand up and smile when talking. The other person can't see you but it will affect how you sound. (In Japan, some people even bow when on the phone – it can't be seen over the phone but the respect will come through in the tone of voice)
- Sales = enquiries x conversion ratio
- Expect no's – they are taking you closer to yes's
- Your conversion ratio will increase as you gain credibility by building the business and promoting it
- Expect the occasional timewaster and structure your offering to discourage them
- Remember that not every potential client will be the right fit – it is a two-way decision. Be particularly wary of taking on unsuitable clients or work in the early days when you may be desperate for business

THE SALES FUNNEL

TAKE REGULAR ACTION TO FEED LEADS INTO THE TOP OF THE FUNNEL

Marketing and sales funnel

