

THE ULTIMATE SALES BOOTCAMP

WITH PHIL COLEY



Are you starting out in sales and looking for a leg up?

Phil Coley's latest course takes a look at some ideas and techniques that you can put into practice in your own business, or sales team training to help you see an increase in sales for business. This course and additional materials gives you a taster of the things you need to be aware of when joining the cut-throat world of sales.

Let's take a look at 5 of the steps for sales in business.

MARKETPLACE

What does your marketplace look like?

When starting a new business, or launching a new product it is important that you do the research around all the current competitors in your chosen field. Is there going to be enough demand in your chosen marketplace, what price are people currently paying. You need to think about the key points before starting out.

ATTRACTION

How are you going to attract people in?

Attraction is an important step in the launch of a new business or product, and it is not always easy to understand how best your consumers are going to absorb your marketing content. Don't be afraid to try out a few different marketing, and attraction strategies to figure out which one works best for you. It might be direct calls is your best plan, or social media might work well. Just try some ideas out, and see where it takes you.

ENGAGEMENT

Creating powerful content that sparks conversation or response.

Without engagement, your product or business is almost dead in the water. Also, engagement is a great way to see how your consumers are responding to your attraction techniques. This will tell you whether your strategies are working, or whether you need to try a new angle.

FOLLOW UP

How many times are you following up?

This is the area where so many people fall down. Do you know how many follow ups it takes on average to close a sale? It takes between 5 and 7 follow ups to close a sales but around 50% of salespeople are giving up after only one call. Don't let this be you, please, please do your follow ups. Listen to the course as Phil gives some great ideas on following up.

RETENTION

The act of continuing to possess, control, or hold on to your customers and clients.

Once you've landed a sale for your business or product, it is equally important to work on retaining that client. It costs five times as much to attract a new customer than to keep an existing one so it is hugely important that you work hard on building a confident relationship with all your customers and clients.

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