

# AfriBizKid Sales Plan

## User Guide

Version: 1.2

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For the **AfriBizKid SALES100X Sales Plan System™**, go to the **AfriBizWiz Sales Plan Tool** section:  
[https://afribizkid.africa/afribizwiz/#sales\\_plan\\_tool](https://afribizkid.africa/afribizwiz/#sales_plan_tool)

## How to Use this User Guide

Have this **USER GUIDE** open at the time you are completing your **AfriBizKid Sales Plan**, which can be found at the **AfriBizWiz Sales Plan Tool**, in [https://afribizkid.africa/afribizwiz/#sales\\_plan\\_tool](https://afribizkid.africa/afribizwiz/#sales_plan_tool).

### *Steps to Complete this:*

- *Use these BLUE sections as guidelines for completing each of the sections in the **AfriBizKid Sales Plan***

# Sales Plan Overview

An overview of the Sales Plan outlines the plan in one page or less.

It is important to complete the Sales Plan first before writing the Sales Plan Overview.

## *Steps to Complete this:*

- *Complete this section at the end, after you have completed the entire sales plan*
- *Summarise the key points of the sales plan*

## 1. 12-Month Sales Goals & KPIs

Setting goals to support your sales plan will yield far better results than if you don't do so.

Any *Sales Goal* should be mapped onto the *Business Goals* of your small business, ensuring that they support the business and don't create any divergence with the overall strategy for your small business.

## *Steps to Complete this:*

- *Provide a high-level summary of the goals and KPIs for your sales plan*

## 12-Month Sales Goals

Ensure that Marketing Goals are S-M-A-R-T, standing for:

- **Specific:** Goal must focus on a clearly defined metric
- **Measurable:** You must be able to measure the marketing goal against that metric
- **Aspirational/Achievable:** Your goal should go beyond the results your marketing efforts normally deliver
- **Realistic:** You must have a reasonable chance of completing the goal with the resources available to you
- **Time-Based:** Your goal must have an end-date on which the metric will be achieved

## *Steps to Complete this:*

- *Set your sales plan goals*
- *Examples may include:*
  - *Finalise sales targets by DD MMM*
  - *Complete sales plan by DD MMM*
  - *Set up personal sales plans by DD MMM*
  - *Complete sales skills training by DD MMM*

## Key Performance Indicators (KPIs)

KPIs, or Key Performance Indicators, are METRICS which allow you to measure your marketing performance against what you had planned.

## *Steps to Complete this:*

- *Set your marketing plan KPIs*
- *KPIs may include:*
  - *KPI # 1 – acquire 3 new customers every month*
  - *KPI # 2 – maintain or improve on the ratio of new prospects to opportunities closed of 20:1*
  - *KPI # 3 – ratio of 'hunting' versus 'farming' sales calls*
  - *KPI # 4 – number of sales calls per day per sales person*

## 2. Sales Team

As a small business starting up, YOU, as the small business owner, comprise the 'Sales Team'.

As your small business grows in REVENUE, you will have to bring on board additional heads to maintain the revenue growth.

### *Steps to Complete this:*

- *Define your SALES TEAM, both now, and in Years 2 & 3*

## 3. Knowledge

To be a MASTER at what you do and sell, you will have to gain extensive knowledge.

The **SIX KEY AREAS of KNOWLEDGE** that a salesperson needs to excel in are **Products & Services**, your **Company**, your **Customers**, your **Competition**, and your **Industry**. We will look at each, in turn:

### 1. Products & Services

Knowing everything about your products and services, their features, their benefits, how they are differentiated against your competition, and how they can address your customer needs and pain-points.

### 2. Company

Knowledge of your company, its values, purpose, mission, goals, founders, and financial standing is essential information to be armed with when in the sales cycle with a customer.

### 3. Customers

An intimate knowledge of your customers, their focus, their size, their products and services, the founders, owners and shareholders, their financial year, and everything else that relates to your customer, is essential in order to engage with them in the sales process.

### 4. Buyer Personas

One of the most important things you need to know about your customer is the TYPE of person they are, where they live, their likes and dislikes, their fears, their ambitions, their goals, and what social media platforms they view and post on.

### 5. Competitors

Knowledge of your competitors, their products and services and the pricing thereof, their size, the level of service, is all needed to be understood when engaging in the sales process.

### 6. Industry

Industry knowledge is essential. Know everything there is to know about your industry, and then some!

***REMEMBER: BECOME THE MASTER OF YOUR TRADE!***

### *Steps to Complete this:*

- *Document everything there is to know in these FIVE KEY AREAS of KNOWLEDGE*

## 4. Skills

This is a KEY area of your Sales Plan.

Training yourself and your sales staff is key to the success and ongoing growth of your small business.

The **Advanced Sales Training (AST)** will equip you and your sales staff, as you add them, with these important skills.

SKILLS TRAINING needs to happen in these areas:

### Communication Skills

Communication is about much more than simply speaking clearly and concisely. So, whereas where writing and presentation abilities are needed when it comes to interacting over email, on social media, on a video conference, or in person, salespeople must also be able to communicate effectively throughout the entire sales cycle, from cold-calling a prospective customer, to following up, to progressing an opportunity along the sales cycle. Being able to clearly articulate the value of your products and services offer through both written and spoken communication means is probably the most important communication capability a salesperson can possess.

#### Written Communication Skills

Being able to WRITE properly and without spelling or grammatical mistakes is essential.

Although always important, this is particularly important when cold-emailing a prospective customer! Get it wrong, and you're gone!

#### Spoken Communication Skills

Being able to speak clearly and concisely, and present well in front of an audience or on a video call is a required skill of any salesperson.

Cold-calling is an important part of any salesperson's job. Nail this skill, and you'll nail the sales!

#### Listening Skills

Another ESSENTIAL SKILL is LISTENING! So often we want to just start babbling off about our amazing products and services, that we forget to simply stop and LISTEN!

By working on your LISTENING SKILLS and *listening* to your prospects, in many cases they will tell you what their pain points are and what they're looking for . . . you just have to listen!

### Prospecting & Qualification Skills

Learning the skill of prospecting and qualification will greatly increase your pipeline ratios, which you will learn more about in Pipeline Management Skills.

You must know how to prospect, and of course it starts off with understanding your products and services, having clearly defined BUYER PERSONAS for each of the customer types you are targeting, and then CAREFULLY RESEARCHING the market for prospects that will 'bite' at your offer!

In short, you have to be STRATEGIC when prospecting for and then qualifying customers, which comprises:

1. **CUSTOMER PROFILE FIT** – How well does the prospect match your ideal customer profile (buyer persona)? How many employees do they have? Which industry do they operate in? Are they geographically located in a place that is suitable for you to service? What's their use case for your product or service? Which similar products or services do they use, or have they tried in the past?
2. **NEEDS & PAIN POINTS** – What are your prospect's needs? Will your product or service help them in their business or to reach certain revenue figures?
3. **DECISION-MAKING PROCESS** – How does both the individual and business you are prospecting make decisions? How many people are involved in the decision-making process? Which departments and what managers will have a say? What is the normal timescale for them to make a purchase?
4. **COMPETITION** – Who will you be competing against for the sale? Which other companies have they purchased from before? Will they be conducting an evaluation process with multiple suppliers? What criteria will they be basing their decision on?

## Discovery Skills

You and your salespeople must be able to gain a good understanding of your prospect's company, business challenges, pain-points, and priorities. By asking well-informed questions you will quickly be able to map your product or solution's features and benefits onto your prospect's pain points and desired outcomes.

## Selling VALUE, Not PRICE

A skilled salesperson will be able to sell the VALUE of their product or service, as against selling on PRICE.

## Presentation Skills

Presentation skills are a mandatory skill for any salesperson.

### Mastering the Elevator Pitch

Being able to deliver your business' value and offering in a 30 – 60 second pitch, commonly referred to as the "elevator pitch", is something every salesperson has to master!

Again, perfecting your ELEVATOR PITCH can be mastered through **Role Playing** (see later).

### Public Speaking/Presenting

There will come a time when a salesperson needs to present to a group of people in a boardroom, or even to a larger group of people at a conference of sorts.

Being able to 'change your language' to suit a customer or industry is an added skill that can greatly assist when presenting to a larger audience. So, look over their website and make notes of the type of wording they use. Also, you should go through your previous correspondence with them and study the terminology they use.

Developing a high level of PUBLIC SPEAKING/PRESENTING skills can be a distinct advantage to any salesperson!

## Objection-Handling Skills

When in the sales process, especially face-to-face, a objection that is poorly managed can derail a potential sale.

Scepticism, indifference, and outright objection need to be handled with sensitivity and professionalism. Again, this is something that can be practiced and mastered through **Role Playing** (see later).

The most common types of objections are:

1. **Lack of Need**
2. **Lack if Urgency**
3. **Lack of Trust**
4. **Lack of Money**

As a small business owner, you should document all possible objections, along with suggested responses, which will assist in the on-ramping and new salesperson.

## Storytelling Skills

Storytelling is a VERY effective technique when selling, because people remember them more than facts and figures!

Using a compelling story to help in pitching your product or service is an important skill for every salesperson.

Storytelling not only drives home more entertaining, real-life examples that will help your prospects connect the dots as to how your product or service can impact their own unique needs and challenges, stories also help build strong connections with your prospects in ways that transcend what is often a purely transactional type of sales conversation.

By framing facts, data and examples within the context of an interesting and captivating story, you're much more likely to retain your prospect's attention! This simple technique will help guide them through the process of mapping the key takeaways from your story into their world.

Over time, as you grow in your ability to tell interesting and relatable stories that compel your prospects to take the action needed to progress a sale, it can become an integral part of your selling style and personality.

## Problem Solving Skills

Being an active and effective problem-solver is a **HUGELY** important skill to have as a salesperson.

Being known to your customers as someone they can call on to help solve a problem related to your product, service or industry puts you in an 'elevated' position when compared to competitors who may not have those skills.

The ***Advanced Personal & Business Development (APBD)*** course covers in detail the Problem Solving Skill process of:

1. DEFINING THE PROBLEM
2. ESTABLISHING ALTERNATIVE SOLUTIONS
3. EVALUATION & SELECTION of SOLUTION
4. IMPLEMENTATION of SOLUTION

## Organisational Skills

As a salesperson, having strong organisational skills will allow you to perform your daily sales tasks with excellence and expediency. Almost every aspect of a salesperson's life requires organisation, from making a daily number of calls, to setting up meetings with prospects and customers, to managing every sale into the order book, to follow-up with customers . . . and on the list goes!

The corollary of this, is that a sloppy and disorganised salesperson who does not have respect for task management against a timeline will not achieve what they need to in the high-pressure world of sales!

## Social Selling Skills

In today's world of social media, having **SOCIAL SELLING** skills is an essential part of today's salesperson.

As your team grows to be bigger than you, it is important that there is a **CLEAR** separation between the private posts of a salesperson on social media, and posts that reflect your business, products, services, and values.

Your salespeople should understand what is and what isn't acceptable when it comes to engaging prospects and customers on social media.

## Negotiation Skills

Almost every sale ends with some form of negotiation, with the bigger the deal, the bigger the stakes, the tougher the negotiation to **CLOSE THE DEAL!**

Every salesperson needs to become a **MASTER NEGOTIATOR**.

The ***Advanced Personal & Business Development (APBD)*** course will help you to become a masterful negotiator.

## Relationship Building Skills

Let me put this very bluntly . . . if you find it hard getting along with people, and building lasting relationships, you should find someone else to perform sales in your small business.

A **CRUCIAL** element in retaining customers and obtaining ongoing sales is the type of relationship that your customer has with your salespeople who deal with them on a day to day basis.



There's been a lot of talk of late about RELATIONSHIP SELLING, which is the ability to build lasting relationships with your prospects and customers.

Relationship-building in business is the ability to effectively engage and build solid relationships with prospects and customers, establishing a level of connection that can last years.

Your salespeople HAVE to be the type of people that your customers delight in hearing from because they are fun, positive, interesting, and always take an interest in the wellbeing of the customer and staff!

## Perseverance Skills

EXTREMELY IMPORTANT not to give up! Most sales outside of consumer-type products involve a sales cycle, which can be fraught with stumbling blocks and challenges.

A salesperson HAS to be able to persevere, even when the going gets tough.

*FALL > GET UP > FALL > CRAWL > GET UP > FALL > CRAWL > STRUGGLE > REJECTION > CRAWL . . . SALE!*

## Time Management Skills

Time is often cited as being the most valuable resource to small business owners, making the skill of time management essential to you and your sales team. EVERY MINUTE has to count.

Your effectiveness as a salesperson will be largely determined by your level of productivity. The sales you generate will be in DIRECT CORRELATION to your PRODUCTIVITY, that is to say the focused time you have spent on prospecting, qualifying, presenting, negotiating and closing deals.

## Pipeline Management Skills

PIPELINE MANAGEMENT is the process of overseeing and directing future sales in the various stages of the sales cycle.

A SALES PIPELINE can be broken into these stages:

1. Prospecting
2. Qualification
3. Needs Analysis
4. Quoted
5. Negotiation
6. Closed/Lost

Progressing sales opportunities through the SALES PIPELINE is key to closing deals and achieving revenue targets.

The **Advanced Personal & Business Development (APBD)** course will guide you further on developing strong PIPELINE MANAGEMENT SKILLS.

## Customer Service Skills

Unfortunately, very few people are naturally good at delivering great customer service, so it is therefore something that has to be learnt.

From empathy, to tone of voice, to willingness to accept harsh feedback, to patience, to attentiveness (effective listening), to clear and thoughtful communication, to use of positive language, to having respect for customers, to having self-control, to having a sense of humour, to persuasiveness, to ability to defuse a tough situation, to ability to read a customer's mood, to being unflappable, to acting ability, to a genuine desire to go 'above and beyond' . . . ALL of these things combined make someone EXCEPTIONAL at delivering WORLD-CLASS CUSTOMER SERVICE!

**Lesson 17 – The importance of GREAT customer service**, will give you the guidance needed for delivering great pre-sales and post-sales service

## Role-Playing

ROLE-PLAYING involves play-acting both normal and tough situations that could arise throughout the sales cycle with a customer.

These ROLE-PLAYING situations could include:

1. **Discovery Exercise** – discussions to uncover a customer's needs, pain-points and challenges
2. **Objection Handling Exercises** – learn to handle common objections and respond with answers to progress the deal
3. **Price Negotiation** – learn how to negotiate price and get the best deal for your business
4. **Perfect Pitch** – learn to pitch your product or service PERFECTLY in the face of a questioning customer!
5. **Role Change** – by swapping roles between seller and buyer, you will also get to learn what it means to be a tough customer
6. **Persona Mixed Bag** – pitch to a customer persona who are randomly drawn from a hat, so could be irritable, distracted, analytical, in a hurry, and others
7. **Detail Specific Customer** – learn to deal with a customer who drills into the detail

## Developing Great Sales Habits

This has been covered in various ways in previous skill topics.

In short, a salesperson need to be EXTREMELY DISCIPLINED in creating great habit strengths, including:

1. **Admin** – Emails, Quotes (Use a Checklist)
2. **Sales Meetings** – Weekly
3. **Research**
4. **Prospect & Qualify Leads**
5. **Make the Calls**
6. **Make the Sell** – Handle Objections
7. **Follow-Up**
8. **Close the Sale**
9. **Repeat**

### *Steps to Complete this:*

- *Create a Skills Learning Plan for you and your sales team*

## 5. Sales Targets

Develop carefully constructed sales targets which are achievable yet will cause you and your sales team to S-T-R-E-T-C-H!

The Year 1, Year 2, and Year 3 tabs contain Sales Forecast tables (in sales UNITS), which when combined with the product or service pricing translate into Sales Revenue tables (in sales VALUE).

The **AfriBizKid Business Plan** can be found on the **AfriBizWiz** page at this URL:

[https://afribizkid.africa/afribizwiz/#business\\_plan\\_tool](https://afribizkid.africa/afribizwiz/#business_plan_tool)

### Sales Forecast

Year 1	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	3	6	12	12	12	12	12	12	12	12	12	12
Pool Cleaning (1 hr)	1	2	4	4	4	4	4	4	4	4	4	4
Garden Services (1 hr)	1	2	4	4	4	4	4	4	4	4	4	4
General DIY Type Work (1 hr)	1	2	4	4	4	4	4	4	4	4	4	4
<b>TOTAL MONTHLY UNITS</b>	<b>6</b>	<b>12</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>

### Revenue Forecast


Year 1	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	450	900	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800
Pool Cleaning (1 hr)	100	200	400	400	400	400	400	400	400	400	400	400
Garden Services (1 hr)	100	200	400	400	400	400	400	400	400	400	400	400
General DIY Type Work (1 hr)	150	300	600	600	600	600	600	600	600	600	600	600
<b>TOTAL MONTHLY REVENUE</b>	<b>800</b>	<b>1,600</b>	<b>3,200</b>	<b>3,200</b>	<b>3,200</b>	<b>3,200</b>	<b>3,200</b>	<b>3,200</b>	<b>3,200</b>	<b>3,200</b>	<b>3,200</b>	<b>3,200</b>
<b>CUMULATIVE TOTAL REVENUE</b>	<b>800</b>	<b>2,400</b>	<b>5,600</b>	<b>8,800</b>	<b>12,000</b>	<b>15,200</b>	<b>18,400</b>	<b>21,600</b>	<b>24,800</b>	<b>28,000</b>	<b>31,200</b>	<b>34,400</b>

### Steps to Complete this:

- *Set Sales Targets*

## 6. 'The Sales Pipeline' – Sales Funnel, Sales Numbers & Sales Ratios

The **AfriBizKid Small Business Sales Pipeline Tool**, including a USER GUIDE, can be found on the **AfriBizWiz** page at this URL: [https://afribizkid.africa/afribizwiz/#document\\_download\\_centre](https://afribizkid.africa/afribizwiz/#document_download_centre)

<div>  <div> <b>January</b>  0/2 deals closed </div> <div> &lt;enter Small Business Name HERE&gt; </div> <div> <div> TOTAL VALUE of DEALS  3,000,000 </div> <div> TOTAL REMAINING PIPELINE  3,000,000 </div> <div> TOTAL REMAINING WEIGHTED  1,000,000 </div> </div> <div> <b>Sales Pipeline</b> </div> </div>									
Customer Name	Salesperson	Category	Stage 1 - 7	Planned Close Date	VALUE	%	PIPELINE	WEIGHTED	Opportunity Name
<input type="checkbox"/> Customer # 1	Me	Region # 1	1. Prospecting	Oct 1, 2020	2,000,000	25%	2,000,000	500,000	Test Opportunity # 1
<input type="checkbox"/> Customer # 9	Me	Region # 2	1. Prospecting	Oct 15, 2020	1,000,000	50%	1,000,000	500,000	Test Opportunity # 2
<input type="checkbox"/>					0	0%	0	0	
<input type="checkbox"/>					0	0%	0	0	
<input type="checkbox"/>					0	0%	0	0	
<input type="checkbox"/>					0	0%	0	0	
<input type="checkbox"/>					0	0%	0	0	
<input type="checkbox"/>					0	0%	0	0	

The **AfriBizKid Small Business Sales Pipeline Tool** is not for use by small businesses selling food, commodity, or consumable type products that don't have a 'sales cycle'.

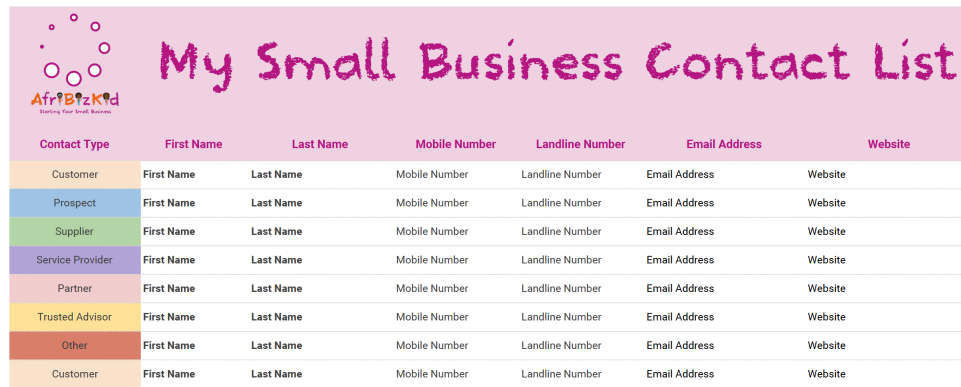
The **AfriBizKid Small Business Sales Pipeline Tool** should only be used in businesses in which there are longer sales cycles in which opportunities need to be tracked to closure.

### Steps to Complete this:

- *Use the Small Business Sales Pipeline Tool to build your small business sales pipeline*

## 7. Prospect/Customer List

Keeping track of prospect and customer details can be done using the **AfriBizKid Small Business Contact List**, which can be found on the **AfriBizWiz** page at this URL: [https://afribizkid.africa/afribizwiz/#document\\_download\\_centre](https://afribizkid.africa/afribizwiz/#document_download_centre)



Contact Type	First Name	Last Name	Mobile Number	Landline Number	Email Address	Website
Customer	First Name	Last Name	Mobile Number	Landline Number	Email Address	Website
Prospect	First Name	Last Name	Mobile Number	Landline Number	Email Address	Website
Supplier	First Name	Last Name	Mobile Number	Landline Number	Email Address	Website
Service Provider	First Name	Last Name	Mobile Number	Landline Number	Email Address	Website
Partner	First Name	Last Name	Mobile Number	Landline Number	Email Address	Website
Trusted Advisor	First Name	Last Name	Mobile Number	Landline Number	Email Address	Website
Other	First Name	Last Name	Mobile Number	Landline Number	Email Address	Website
Customer	First Name	Last Name	Mobile Number	Landline Number	Email Address	Website

### Steps to Complete this:

- *Complete a Prospect & Customer Contact List for your prospects and customers*

## 8. Personal Sales Plans

It is important to create accountability for each person in your business who are responsible for sales.

Such a PERSONAL SALES PLAN should include:

1. Territory
2. Sales Goals & KPIs
3. Contact List for Prospects & Customers
4. Sales Target
5. Sales Pipeline

### Steps to Complete this:

- *Build a Personal Sales Plan for each salesperson in your sales team*

## 9. Sales Tools

Using SALES TOOLS can greatly increase productivity and closing rates:

Sales tools have all been covered above, and include:

1. **Business Plan Tool** – Sales & Revenue Forecasts
2. **Small Business Contact List**
3. **Sales Pipeline Tool**

### Steps to Complete this:

- *Make use of the AfriBizKid Sales Tools*

## 10. Sales Nuggets

What follows are a number of **Sales Nuggets** learnt from users of the **SALES100X Sales Plan System™**.

### *Steps to Complete this:*

- *Go through each of the SALES NUGGETS below and document how you could use the information in your small business.*

### Nugget # 1: Know Thy Customer

By intimately knowing your customer, their likes, their dislikes, what keeps them awake at night, and, probably most importantly for your business, what gets them to a 'yes' buying decision, will be the difference between super-successful marketing and average marketing.

Be able to articulate your perfect customer persona. Once you have this buttoned-down, everything starts to fall into place. Where you focus. What you write. The tone of what you write. It will be the nucleus of your marketing.

### *Steps to Complete this:*

- *Study this SALES NUGGET and see how you could implement it in your small business.*

### Nugget # 2: Demonstrate your Unique Selling Proposition (USP)

Find ways to be uniquely different, and then to consistently demonstrate your USP to your customers. In short, it must be so entrenched in everything you do, they should be able to explain your USP without ever having been told what it is! Think about that for a moment.

So, what are you doing that demonstrates your USP to your customers?

Find ways to inculcate your USP into your daily business life, so customers 'feel' your USP when dealing with you.

### *Steps to Complete this:*

- *Study this SALES NUGGET and see how you could implement it in your small business.*

### Nugget # 3: Deliver World-Class Customer Service

Very few people are gifted with the ability to SERVE others! For most people, it is a struggle and something that needs to be learnt and practiced. But, DO IT!

Delivering WORLD-CLASS SERVICE is one way you can compete with any size competitor.

Without delivering WORLD-CLASS Customer Service your business will never reach where it could if you did deliver WORLD-CLASS Customer Service to your customers!

Learn about it! Read about it. Study it. Practice it. DELIVER IT!

Remember, the best way to build a great referral system is to deliver GREAT SERVICE! People love talking about great customer service experiences!

### *Steps to Complete this:*

- *Study this SALES NUGGET and see how you could implement it in your small business.*

### Nugget # 4: Have Goals that S-T-R-E-T-C-H You!

As with most things in life, you have to start with a vision or dream. However, failing to turn that vision or dream into a set of goals that challenge you and stretch you every day is a sure-fire way to under-achieve.

Similarly, if you have a set of goals which you review daily, and you translate those goals into daily actions that are achievable even if causing you to stretch, YOU WILL SUCCEED!

The same applies to your marketing and sales goals! Set them. Review them daily. Translate them into daily actions. Tick off the actions as you complete them. It WILL deliver you your goal.

***Steps to Complete this:***

- *Study this SALES NUGGET and see how you could implement it in your small business.*

## Nugget # 5: Numbers Drive Business

Understand the importance of driving NUMBERS in your small business! Numbers drive marketing. Numbers drive sales. Numbers drive cashflow. Numbers will keep your doors open.

It all starts with MARKETING! Set the KPIs you want to achieve. Then, targeting a niche market and getting a required sales conversion rate is key to starting and building a profitable and sustainable small business.

***Steps to Complete this:***

- *Study this SALES NUGGET and see how you could implement it in your small business.*

## Nugget # 6: Be a Team Player

Being a salesperson in any business requires that you interact and deal with multiple people with your small business. Being a great team player will make your role as a salesperson easier and more effective.

***Steps to Complete this:***

- *Study this SALES NUGGET and see how you could implement it in your small business.*

## Nugget # 7: Put Your Customer First

Always put your customer first! Make sure they KNOW it and FEEL it!

***Steps to Complete this:***

- *Study this SALES NUGGET and see how you could implement it in your small business.*

- End of Sales Plan USER GUIDE -