

# IS YOUR BUSINESS GENERATING ENOUGH SALES TO FACILITATE GROWTH?

Generating enough sales (from new and existing clients) is the crucial element to business growth.

Is your business system set up to generate leads and new customers that are in your target market?

The keys to successful sales growth.

1. Know your **target market**
2. Understand the needs or **pain points** of your target customer
3. Have a sales target that fits with your **strategy**
4. Focus on your **branding**
5. Turn your **Customers into Advocates**
6. Have a **system** for creating leads
7. Consider a sales **playbook**
8. Make sure you have the right **sales team**
9. **Focus** on your most profitable targets

## TARGET MARKET

To build a solid foundation and focus for your business, you must first identify and understand who your target customer is. Once you have identified your target market, you can tailor your marketing, products/services, operation towards those people.

Targeting a specific market does not mean that you are excluding people who do not fit that criteria. Rather, target marketing allows you to focus your marketing dollars and brand message on a specific market that is more likely to buy from you or more profitable than other markets. This is a much more affordable, efficient, and effective way to reach potential clients and generate business.

Who is your target market?

Who are the customers your business is best suited to; and are best suited to your business?

Where are they?

What do they look like? – describe them in 25 words.

How will you identify them?

Are you prepared to sacrifice customers who are not your target to be able to focus on those who are?

Are there enough of your target customers out there to enable you to hit your sales targets?

*Treat your customers like they own you, because they do.  
You have to re-earn your customers business every day.*

## UNDERSTAND THE NEEDS AND PAIN POINTS OF YOUR TARGET CUSTOMER

QUESTION – WHAT WILL MOTIVATE THIS PERSON TO DO BUSINESS WITH ME?

Look for and **HELP** them with their **NEEDS – OPPORTUNITIES – PROBLEMS**

You will need to ask the right questions to know what these issues are. Good sales people ask **6 times** as many questions than lower performing sales people. They also listen and offer solutions, even if their business cannot provide the solution - refer them onto someone who can help them; someone you can trust that you know will do the best by them.

Look for referrals from your existing customers – referral leads are the **LEAST** sensitive to price

### SIMPLE SOLUTION TO STANDING OUT IN THE MARKET

1. Show up on time
2. Do what you say you will do
3. Finish what you start
4. Say please and thank you (use your manners)
5. Give a little more than they expect

Surprisingly, most businesses cannot achieve these 5 things

## HAVE A SALES TARGET THAT FITS WITH YOUR STRATEGY

Explore your sales strategy by asking yourself the following questions:

- What is your annual sales target?
- Which customers will these sales come from?
- Where will new sales come from?
  - More products to existing customers?
  - New products?
  - New customers?
- How many new customers do you need to hit your sales target?
- What is the average sale per customer?
- How will you generate sufficient leads to procure these new customers?
- Do you have sufficient resources to market to and service the customers? If not - What do you need?

Collating this information should give you a pretty clear indication on how/if you will generate enough sales, from what avenues your sales will be generated, and how/if you will reach your targets.

## FOCUS ON YOUR BRANDING

A strong and reputable brand gives a business a distinct advantage in the market place.

Everything your business does and looks like creates an image for existing and prospective customers.

If you are getting crushed on price

- Try and build trust with your customers
- Seek to acquire great testimonials for current customers and post these online. Social proof gives your brand credibility and creates trust and a positive identity for prospective clients. If your customers include people of power/interest (celebrities, politicians etc.) even better!

**Marketing** is a man telling a woman I am a great lover but **branding** is the woman saying to the man “I understand you are a great lover”. The difference is subtle but clear; branding is all about what your customer understands about your product or service and has nothing to do with what you’re telling your customer.

When it comes to branding patience and persistence is key. It can take a long time for you to build a reputable brand for your business so you need to be consistent in your pricing and your service delivery knowing that eventually all your efforts will be rewarded.

## TURN YOUR CUSTOMERS INTO ADVOCATES

Your greatest untapped marketing and branding resource could be sitting right inside your business... your existing customer base!

Turning your existing customers into advocates means you will have a group of people speaking favourably about your brand or product, providing a positive word-of-mouth message to other people.

Brand advocates are invaluable to your business as they help to build your brand, attract new customers by referring them to you, and get people talking positively about your business.

True brand advocates usually occur naturally, however there are some things you can do to help your customers take the first steps to advocacy. One of those is asking them to provide social proof of their experience with you by providing testimonials and reviews. Google reviews in particular can give your business a huge boost in credibility because Google reviews allow your (or any) business to prove themselves to potential customers.

Since reviews serve as transparency and social proof, there is an aspect of trust there. In fact, 85% of consumers trust an online review as much as a personal recommendation and 49% of consumers need at least a four-star rating before they choose to use a business!

Any person searching for a product or service can type in a search query and stumble upon businesses with reviews from actual customers and make an informed decision on whether or not they should engage with that business.

With positive reviews pushing potential customers towards conversion, having as many positive reviews as possible is essential to your business.

Some business owners fear receiving negative reviews – and rightly so. Astonishingly, a single negative review can drive away approximately 22% of potential customers; and around three negative reviews can drive away as much as 59% of the potential customers. Luckily, there are now apps and widgets that you can implement that allow you to capture reviews before they go to Google.

Want to know more? We highly recommend a local Gold Coast based company – [Hello Reviews](#). Not only is their review widget very cost effective it is so simple to set up and use, and almost effortless to implement.

Walsh Accountants have recently implemented our very own review widget so,  
*If you've been happy with our service [Click Here](#) and Rate us! We would love to hear your feedback!*

## HAVE A SYSTEM FOR CREATING AND NURTURING LEADS

How many leads does your business generate?

How many leads do you need to generate to reach for goals for increased sales/growth?

How do you generate new business leads?

- Marketing
- Website
- Word of mouth
- Personal Marketing

How do you nurture your leads?

Lead nurturing is the purposeful process of engaging a defined target group by providing relevant information at each stage of the buyer's journey. You want to actively move the prospects you've created through your marketing and lead generation efforts, to the point where they become paying customers. Some tactics on how to nurture leads are through targeted content, multi-channel nurturing, multiple touches, timely follow-ups, and personalisation.

It generally takes 10-14 touches before a customer is engaged to do business with you. As consumers are becoming more savvy and buyer-conscious, it is predicted this number could increase to be as high as 20!

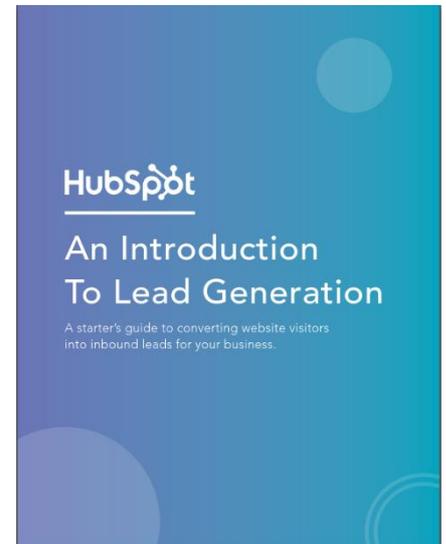
## What are touches?

A touch is each time a prospect has come into contact with your business, but that does not mean physical contact. Touches can be in the form of

- Direct electronic marketing – newsletter via email
- Targeted online advertising
- Live events on Social Media
- Personal email / phone calls
- Invitations to events etc.
- Posting cards or gifts
- Emailing an article or posting a book that may be of interest to the prospect

The right touch all depends on what stage the individual is at in your buying cycle.

For more information we recommend “An Introduction to Lead Generation” by Hubspot.



*You can access the webpage to download the PDF Guide by clicking on the image*

## CONSIDER A SALES PLAYBOOK

Sales are crucial to business success—we all know that. But what’s the secret to sales success? You need to create a sales playbook with clearly defined steps that get your sales team all following a winning formula.

Sales growth focused businesses have a sales playbook which lists all the strategies for their sales team to follow and gives them details of

- Sales team and roles
- Understanding of buyer personas and the buyer journey
- Your products and pricing strategy
- Which customers are their targets
- How to best approach the targets
- What are the needs, opportunities, and desires of the target customers
- How to engage with them
- What their activities should be
  - # of New clients
  - # of Referrals
  - # of Outbound calls
  - # of face to face meetings
  - # of presentations
  - # of events to attend
  - # of touches
- Sales Process and planning
  - Flow charts
  - Call methodology
  - Elevator pitches
  - Value propositions
  - Qualification questions
  - How to handle objections

So where do you get started? Follow the sales master trainer, Jack Daly! You can access his creating a Sales Playbook podcast via SystemHub → <https://www.systemhub.com/pe7-creating-a-sales-playbook/>

## MAKE SURE YOU HAVE THE RIGHT SALES TEAM

You need to have the right people and styles for your target customers.

Remember

1. People buy from people (not companies)
2. People buy from people they trust
3. People trust people who are more like them and that seem familiar
4. If they do not like you – they will not buy from you

Summary – People will buy from you if they like you – adjust your style to their style.

**Would you like to know more about personality styles?** Refer to Jack Daly Personality Reference guide <https://jackdalysales.com/wp-content/uploads/2017/08/Jack-Daly-%E2%80%93-Personality-Styles-Reference-Guide.pdf>

Quick tips

- Recruit the best
- Hire motivated people – you want driven people
- Need quality and quantity of sales people to grow sales
- Key people in key spots
- Non performers are energy vampires (get rid of these)
- A non performing sales person is a non-performer no matter how much you pay them
- Over communicate in the first 30 days what you expect of them
- Work as hard to keep and grow people as you did to get them
- Low staff turnover is not always a good thing (especially if you're keeping the duds)

Selling is the transfer of trust – **TRUST TRUMPS PRICE**

Focus on helping your customers (or prospects). Care more about the person than the sale and over time you will sell more. If you can't help them, refer them to someone who can.

We all need to be better Sales people:

- The best sales person is the one that the customer trusts and never has to question
- The best sales person is the one who knows that with every cold call made, he/she is closer to helping someone
- The best sales person is the one who gets a kick from the satisfaction their customer gets
- The best sales person is the one who wakes up every morning excited to come to the office, get on the phone and let people know why they love their product, job, and their clients

## FOCUS ON YOUR MOST PROFITABLE TARGETS

There is only limited time in your day. When you work out all of the pre-filled chores and processes that you need to do, the real available time to focus on prospective new customers, might only be a few hours. So don't waste your time on those with a low potential to provide real profitability to your business.

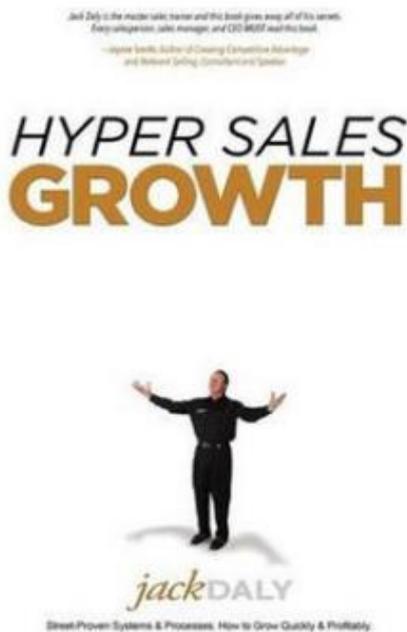
Know what your most profitable targets for growth are; and focus on winning them.

Remember - Small accounts usually cause operation problems and don't help the bottom line – unless your model is high turnover, low margin, and automated sales.

*Make your product easier to buy than your competition, or you will find your customers buying from them, not you.*

## RECOMMENDED READS

If you are looking for some more resources on Sales & Growth, we highly recommend the following three books:



### **Hyper Sales Growth - Street-Proven Systems & Processes. How to Grow Quickly & Profitably.**

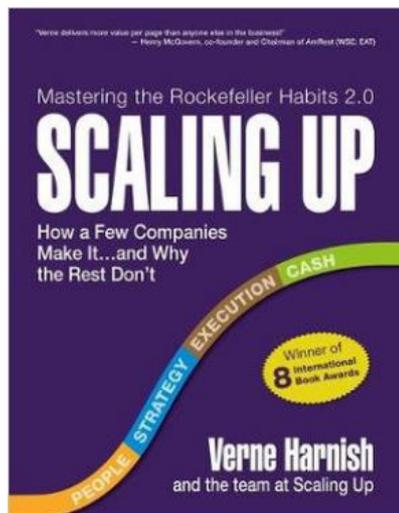
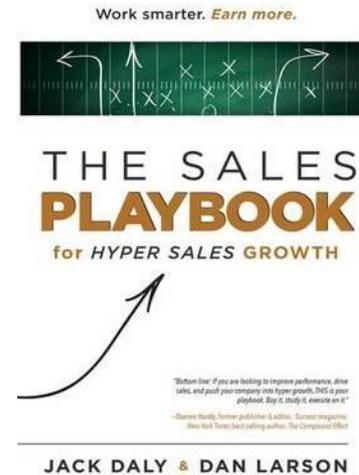
Jack Daly

IF YOU THINK YOU KNOW SALES...YOU DON'T KNOW JACK! "Jack Daly stands above all others. His energy is matched only by his genius and understanding about what makes the best sales organizations. It's not commission strategies, it's not about glossy sales materials; it is about people. Jack understands better than most that if you look out for your people and insist that they look out for your customers, the result is unprecedented growth (and a lot of very happy and inspired employees and customers)

## The Sales Playbook

Jack Daly and Dan Larson

In The Sales Playbook for Hyper Sales Growth, we not only delve into the necessity of developing sales processes within a company but also provide valuable techniques, tools, and procedures that sales teams can begin implementing immediately.



## Scaling Up - Mastering the Rockefeller Habits.

Verne Harnish and the team at Gazelle's

Scaling up focuses on the four major decision areas of every company must get right: People, Strategy, Execution, and Cash.

This book is written so everyone from frontline employees to senior executives can get aligned in contributing to the growth of the company.

This book focuses on the four major decision areas every company must get right: People, Strategy, Execution, and Cash.

A must read for anyone wanting to grow an industry dominating business

## We're here to help.

Our team of advisors have assisted many clients; working with them to help develop strategies to help them increase sales and grow their business. We have found that business owners that are focused on developing and working in line with their sales and growth strategies, experience much higher levels of profitability.

If you would like some assistance in this area, please contact us today and we would be very happy to discuss this with you. For anyone who engages one of our advisors to work through sales and growth strategies, we will happily gift you a one of our recommended reads.

Should you have any questions or require any assistance, contact our Walsh Focus Advisory Division today.

📞 5592 3644 ✉ info@walshaccountants.com 🌐 www.walshaccountants.com

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