

Business Growth Maximising Sales And A Muscle Car Seller

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Business Growth Maximising Sales

Nice Car huh! I like it anyway!

I really to give you some basic tips, ideas, and growth techniques to apply right away. That was my aim anyway.

So, how are you selling and is it working for you?

Let's look at the process now - onto the next part. Today we will talk about selling because without selling you have nothing coming in. So you need to know HOW TO make sales, increase revenue and grow your business.

This may sound obvious to you now, yet very few business owners have measurable growth goals week in week out.

Now there are many ways to sell. For example, on a blog, through courses, on a list, in eBooks, with affiliate promotion, in person, on zoom or Skype, on sales calls, through payment processors embedded into websites, etc. and so on. Your job is to find one or two ways to start with - so you can execute selling powerfully and effectively and to test the ways you sell in order to maximize your profits.

To begin with - it is worth knowing WHO you are selling to, and that way you can produce great quality and very relevant products and services to create solutions for them or they won't buy from you at all.

Let's look at what you may
or may not be doing about selling.

Ask yourself:

What is your current technique for selling? - What are you doing exactly and is it working? If not what other options do you have?

How are you going about it? - What are your techniques, channels, areas for selling and are they more online or offline or a combination of both?

What results are you getting? - Are you measuring your results and if so what are you using to do so? Can you see the results you are getting?

Do you need help with this? - What help might you need? Outsourcing, hiring a sales expert, a coach or even a team to help you?

What are your income goals? - Do you know your daily, weekly, monthly, quarterly and yearly goals? And if not why not?

What will that amount do for you? - When you do know what you are aiming for ask yourself
- Why do you want X amount each month? What will that cover and allow you to do and how can it be increased over time?

How are you conducting and practicing selling? - What are your selling styles? Are they more traditional or modern and if so which works best? Do you use a script?

Do you have selling fears like rejections etc? - What fears might you to get over in order to sell more and to the right people?

If you need training what are you doing about it? - What are you learning and who from and what actions have you taken with this area? And what can you do now about it?

Who have you studied who is a master salesperson/s? - Who are your selling heroes? What do they do

exactly and how? Study them! Master it.

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Studying Experts and Marketing channels

Now, these are the kinds of questions you need to be asking yourself in order to become an expert salesperson and increase your worth and revenue and by studying other experts, creating scripts and understanding how to sell in various ways is the key to long term growth.

Personally I have learned the art of selling in various ways and from various people from various backgrounds., and I have seen just about every sales script there is, so I created my own script which is what works best for me.

This means that I have tried and tested many scripts over time and looked at all of my sales channels to maximize my selling capabilities.

NOTE: We all know that some people buy and some just don't and this is just a statistic. But this is just the start of the process, as we may not sell right away to a potential customer but we may sell to them later down the road.

Therefore - we need to understand the entire process from beginning to end to monitor what is going on.

Now recently I was watching a great series where they take parts from their land which houses many old Cars and which can be re-created as modern looking versions of these cars. I wanted to see how they sold their wonderful cars in the initial year one.

I like to watch programs about selling and businesses in order to take notes on what I would do to improve these businesses and it's alot of fun!

Now, in their case, they missed so many opportunities in their first year that it was truly worrying, but they managed to start over in year two with a fresh go at it - and through taking some of the lessons which are usually very painful they started year two off a little better.

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What did they miss the first year?

1. They didn't maximise the use of the materials they had - and they didn't charge enough for the cars they sold.
2. They didn't look at demands enough to see what people are looking for most in this area.
3. They spent too much money on buying Cars rather than selling cars.
4. They didn't do enough marketing, promotion and advertising. (Until they appeared on the show which really helped!)
5. They didn't make sales deals which were maximizing returns. So - going into a sale they didn't always define a budget and they lost money.
6. The owner was a little too attached to his Passion for cars - so this affected sales.
7. They bought parts using credit cards without managing or understanding their budgets.
8. They had little to no organization which is disastrous.
9. They didn't always place enough attention to detail on the Cars parts.
10. There was not enough focus on particular areas and roles, so this meant erratic operations.

This is where PASSIONS to profits can become PASSIONS to LESS PROFITS, as there is an ADDICTION to the PASSION, meaning that we have to be careful NOT to become attached to what we sell. Rather, there needs to be a the passion for products and services and with them being delivered through commitment to quality and care and standards. You and I are in business as we have a passion for this business. NOT to buying our own products. It's a bit like being a junkie who cannot become a successful drug dealer - as they love to product too much. Sorry for the rather negative comparison, but I am just emphasizing the point.

So, every component, no matter how big or small will contribute to the success or failure of a business, and when we have something which is not up to standard such as bad signs, brands, to poor promotion, or anything else- it can have a knock on affect to all other areas. Therefore, be sure to not miss anything, or be lazy when presenting your products and don't be short sighted your business. A business is to make profits but it is primarily about people, so be the best to the right people and make healthy profits.

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As time passed they started becoming more desperate and this then affected all of the team, and when this happens it reduced moral and can also damage productivity and effectiveness. So, there were few things I personally noticed about the setup which needed looking at.

Most businesses don't have a handle on their sales processes, nor do they measure growth in the right ways, so disasters happen and businesses fail.

Now, this is kind of surface level stuff, but behind the scenes there was undoubtedly way more concerns with organization, focus, cash flow, and other areas.

But thankfully into the second year they started picking things up with greater organization, higher sales and better management of their time, and I personally loved to see these guys creating growth, and so I enjoyed watching this, and of course - I wish them all the very best with the growth of their business.

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Now - what you see below is one of my old sales processes and I cannot express how many of these and sales scripts I have looked at over the years.

But you can get an idea about this type of consultative selling which is something I am engaged with

every day.

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In my line of business as a consultant - I have to conduct my own research in the ways I sell and with my sales channels in order to see which perform best and worst; and I am always looking at which areas I need to increase or decrease.

In doing so, I can see where the greatest payments come from which generally as a consultant is face to face 'or' at least across a call - either with zoom or on the phone.

So, I learned to master this area in order to create high end payments and to work with the best types of clients, so that 'before we both committed' to a sale and subsequent consulting we established that we both wanted to move forward. Make sense?

I knew that I had to find the high end, serious, accountable and smart clients who would get results. These people were sick and tired of working in stressful lives and jobs - but had some capital to start a new role or business.

I initially got help with this and I outsourced sales coaches and narrowed down the best strategies and techniques and defined where I would find these people.

Sure there are way more details involved in finding these people but, essentially I just knew that I didn't want to waste time and money on aiming at the wrong people in the wrong channels.

With me?

Just like our friends at 'Rust Valley Restorations' I had to know:

1. WHO I WAS SELLING TO
2. WHY THEY WOULD BUY FROM ME
3. WHAT I OFFERED THAT OTHERS DIDN'T
4. WHERE THESE PEOPLE WERE
5. HOW I WOULD SELL TO THEM IN THE BEST WAYS

I saw a dramatic sales increases when I started to define a few areas and ask these questions, as I knew where to spend my time, money and effort.

By measuring the effectiveness of ALL of my marketing channels and systems I was able to see what was most effective, and thus let go of what was not working and increase what was in order to attract the right people.

But I didn't just want to sell to them once of course!

I wanted to know how to ENSURE I got the sale, but also was able to sell to them again later on; but how?

I got results for them

I invested further in them

I cared about them

I over delivered

I followed up with them

I gave exceptional customer service

So, you see, the sale isn't just a one time transaction. it is an investment of that customer. And if he/she are satisfied then what will they do?

Yepp buy again and tell others. I look for those who can give me referrals.

So, I make the sale. I invest in them. I create greater retention, referrals and repeat custom.

Selling and emotions

We all buy through fears or passions; we want to buy something through FEAR of missing out or not having it, OR through PASSION of needing this thing. So, once we know this we also know how to sell affectively.

So, it all comes down to emotions. And when someone feels emotionally connected to you - you are more likely to make a sale.

They want to trust you, and want to build rapport and a relationship. As this is established one can

use a variety of tactics and tools to encourage them to invest further into the process.

Now this is very important especially in consulting and coaching - as we need enough sales to survive through building trust and a great reputation. So, this also means that there also needs to be a variety of ways to sell.

I cannot rely solely on
a sale over the phone.

So, I started to explore other areas also.

As is I CARE what I sell I needed a way to relay this which was automated. I already knew how to sell in the traditional way and I just had to grow the channels. There are many sales tactics, but the best part is I could see that I could use other ways also.

By measuring the effectiveness of my marketing channels and systems I was able to see what was most effective, and thus gain the right people, but also create further sales through products I created.

As we all know sales come down to emotions. And when someone feels emotionally connected to you you are more likely to make a sale. They trust you, and you build rapport and a relationship. From here you can use a variety of tactics to encourage them to invest in themselves. Now this is important especially in coaching as you are often making that sale over the phone.

When you can share your offer in a way that makes another feel as though **THEY NEED YOU** and do so ethically, with the right tactics, you will likely make a sale. You may be familiar with the idea of asking potential clients what they may lose by **NOT WORKING WITH YOU?** The goal is to get them to feel as though they need you, and they do! As you can change their life. The best part is I wholeheartedly believe I what I sell, so I don't sell as much as I share. I am not desperate for a sale as I only want those who understand how important it is that we work together.

If they don't have the passion to change their life and not take action, then I won't work with them anyway - as we both need to be in.

Also, if I make a sale of £2000 and the person doesn't get results as they have not applied what we have talked about then it might reflect on my reputation. This is important, as all business owners must aim to create a great reputation as it could mean curtains if this is not the case.

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So, there I am with THE PERFECT CLIENT, they have pushed the button to know more.

I HAVE THE SOLUTION, THEY ARE PASSIONATE, BUT WORRIED OR FEARFUL - and my job is to help them step over the line to change their life as it is natural to be fearful of walking away from money.

We all know this!

This type of selling which I am in is more about a personal connection.

So, how will you now build the rapport and share with them your immense value? What type of sale do you need to master the most?

If you are selling oranges then they better taste good, look good, and have a proven track record of being good quality and tasty or you will soon know and so will others.

Essentially - selling is the same with all things but, of course some products will sell themselves.

if you have automated sales systems and processes then it is up to the customer to choose what is on offer and if that offer appeals to them. In this case your primary job is to ensure that the potential customer is seeing your offers. So, this comes down to targeted traffic and marketing efforts to get them to your door. Also, a potential customer may not buy right away BUT they may be interested. So, you have about 4-5 seconds to get them to take an action. So what is that call to action?

What I have are lists and free eBooks which I give away in order to build my lists and sell further down the road.

This means that no matter whether I get a sale, a certain % of leads will take an action meaning that they are interested in what I offer.

Some are freebie seekers, and that's OK, but others are genuinely interested in the subject and wish to further their education.

Now, my job here is to filter out each type of person and measure the numbers to see what actions are being taken. I also have to create the emails which drive the subscriber further into the relationship and build rapport in order to demonstrate a sale later on and hopefully repeat custom.

Remember this?:

1. SALE, REPEAT CUSTOM, RETENTION, REFERRAL, INVESTMENT.

Once you start to master your area of selling and furthering the investment, you can also measure how effective this process is using software and or a team who can manage this for you.

So lets' say that you have 250 oranges per day to sell. Each one sells for £1.00. That's a potential gross income daily of £250. But you won't sell all of them, you might sell 200. And 50 may rot. You can only do so much to ensure you sell all of them and it may not work. But lets say you shift 200.

That's £200 per day. 6 days per week £1200. Your running costs are £200 per week. You are left with £1000. But you also have 50 left. Do you throw them away?

Now this is very basic as I am sure you know, but if we don't know our role and we don't know our

numbers, we don't know our business. Quite rightly stated once by Mark Lemonis.

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My question is - how can you increase your income from £1000 p/week to a potential £1050 p/week?

By the way an extra £50 per week may not seem much to you, but over a month that's £200 - and this could be saved in case of further expenses/costs which could one day save your business.

There are several ways:

- 1) Look at Marketing and exposure tactics and how they being used effectively.
- 2) Refine word of mouth selling and create repeat custom through effective communication
- 3) Offer discounts on left over fruit to shift it.
- 4) Cutting back on expenses where possible could you be overspending somewhere?
- 5) Sell oranges in packs perhaps to look more appealing and sell them in bulk if you can buy them in bulk?
- 6) Can you make orange juice out of 50 remaining ones?

Hey, I don't sell oranges but, I just wanted to demonstrate something very simply; I always look for ways to maximize sales in all types of business.

We are squeezing out as much profit from what we have!

NOTE: This is of course a very simplified example. You really need to look at many factors when selling and starting a business - and of course when looking at products you wish to sell. In the digital age and in my business model, costs can vary greatly, but in general my expenses are very low as my business is a laptop and a microphone. So I can create great margins because my products and services are all online.

If I create an eBook for \$0 cost and expose it effectively then the potential is huge. It has costs me some time, but I can outsource what I don't want to do. So, in this age of apps, start ups, tech industries etc. this may be an area you feel a passion for. If you wish to start a more traditional business such as a shop, then a great place to begin is simply by searching 'how to start a shop'. This all depends upon what to wish to sell, why and with what tools and resources.

Business Growth Maximising Sales And A Muscle Car Seller - Resources

Here are some resources which may help you out:

Here are comprehensive details of what to do, how to do it and where to begin when considering mastering sales, and a starting a business.

TO START A SHOP > <http://m.wikihow.com/Open-a-Shop>

LOOKING FOR AN ONLINE SHOP to sell your goods? Worth Reading This Article > [Wordpress VS Shopify](#)

SALES MAXIMISATION > [Economics online explanation](#)

MACRO ECONOMICS > [Objectives](#)

SALES MAXIMISATION AS A BUSINESS OBJECTIVE > [Tutor2U Explanation Here](#)

HOW TO MAXIMISE EVERY SALES OPPORTUNITY > [Entrepreneur.com explanation here](#)

GUIDE TO ECONOMICS > [Investopedia Explanation](#)

In simple terms: Economics is a social science that studies how people interact with things of value; in particular, the production, distribution, and consumption of goods and services. It focuses on the behavior and interactions of agents and how economies work. So, how you and I INTERACT, with what we see as of VALUE to our lives, through our BEHAVIOR.

I don't know what type of business you run, or wish to run, but no matter what you choose to do, the numbers determine everything. Certainly working online for me means that I have online spread sheets, software and tools to manage my business.

No matter what type of business you decide upon there are simply principles which need to be followed through with in order not to miss out any vital component.

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If you wish to start an online business an example might be that you can start a shop with Shopify site? This can be achieved in a matter of weeks. And this is becoming increasingly common to start in today's economy.

There are effective and in-depth trainings on Shopify and e-commerce all over the internet, but just be careful with the ads you may see on Facebook where certain GURU'S are claiming you can make £50k per month in 2 days.

Don't fall for the shiny object syndrome of promised overnight riches. Do your research and go deep, narrow and dig into the area you wish to master.

When you start your business plan you will add your daily, weekly and monthly and yearly goals as well as 5 year goals which can be improved upon as you progress. I personally found that only through the right training and experience could I start to see how to increase sales. By having sales targets I could clearly see where I was headed and understand the work required to hit those numbers.

I don't know what you sell, how you sell or if you sell yet but - by understanding this, it becomes a heck of a lot easier.

Business Growth - Tips for selling

1. Start with maximising the worth from each product sale and do this in a fair way. Remember to invest in the customer for further sales.
2. Get Sales partner to hold you accountable for your selling and growth. It is way more powerful to have a partner or team.
3. Master the art of selling in your niche/market by studying others. Define your area and start to learn from masters.
4. keep refining your skills and measure progress. You can never stop learning, so read books, become a master.
5. Keep charts or graphs to gauge growth. Always measure what you do and see where you need to adjust.
6. Steadily increase your income goal. Your goal is to create growth, so you need to keep raising numbers.
7. Start today learn as you grow. You don't need to be an expert now. Make mistakes and get tougher.
8. Stay focused on goals. Know your vision and know your goals and ensure your team also know.

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So there you have it!

My suggestion is to get to work on this today and learn your trade/craft inside out. Know the products and services and know who you are aiming for - and then connect into their fears and passions.

P.s - You may also enjoy this post wrote for you about your market and message

<http://thesmallbusinessgrowthblog.com/your-market-message>

If you feel you need any help with defining your ideas for a business, selling or marketing, and finding your ultimate customers or clients, then do get in touch - I have over 15 years experience in the small business niche and in helping clients globally with increasing their profits. Contact me anytime @ www.GregDeTisi.com

As always I wish you the very best

Greg!

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