



# HOW TO BE SUCCESSFUL IN PROSPECTING & SALES



# UNDERSTAND THE SALES PROCESS

There are 3 types of people in the sales process:

1. **Leads:** One who becomes aware of your business or someone you decide to pursue a sale, even if they don't know about you yet.

2. **Prospects:** Someone who has had some kind of contact with your business and are still interested.

- *All prospects are leads, but not all leads are prospects.*

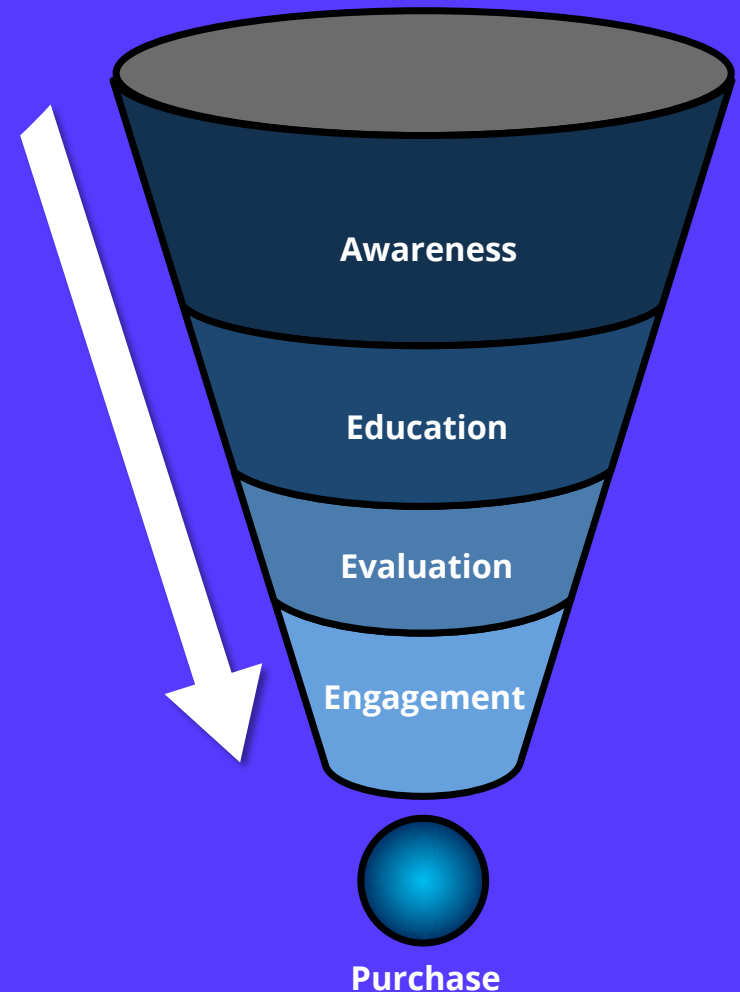
3. **Customers:** People who have made a purchase!



# BUILD A SALES FUNNEL

**Turn Leads into Prospects...  
...and Prospects into Customers!**

- 1. Create awareness**
- 2. Educate your prospects**
- 3. Allow prospects to evaluate product/service**
- 4. Engage with prospects and close the deal**
- 5. Customers makes the purchase!**

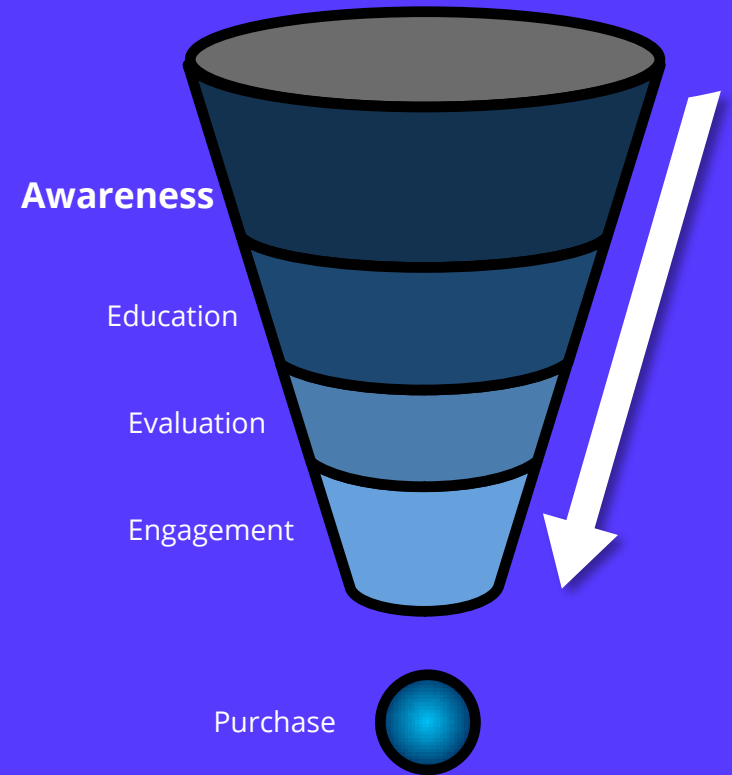


# STEP ONE: AWARENESS

The first step of any sales funnel is to raise awareness of your existence to potential customers. You can raise awareness in several ways including but not limited to:

- Social Media Marketing
- Email Marketing
- Cold Calling
- Attending Events/Networking
- Advertising
- Word of Mouth

**Big picture: Be where your ideal customers are and you will get noticed!**



Purchase

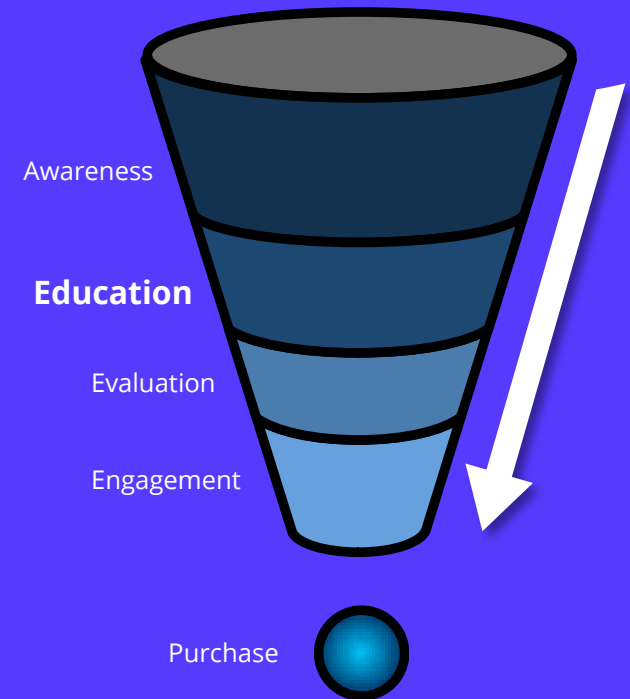
## STEP TWO: EDUCATION

The second step of a successful sales funnel is to **educate your prospects.**

1. **Teach your prospects why they need your service, how it works, and what sets you apart.**

- Find common connections between you and your potential customer and treat them as you would a friend instead of aggressively pushing the sale.
- Show your prospects examples of how the platform works.
- Stress the power, appeal, and ease-of-use of the built-in tools such as the content banners, deals and sweepstakes, social ordering, and monitoring.
- Give real examples of how you and the platform can benefit their business.

**Big Picture: Prepare, explain, demonstrate, and build trust.**



Purchase

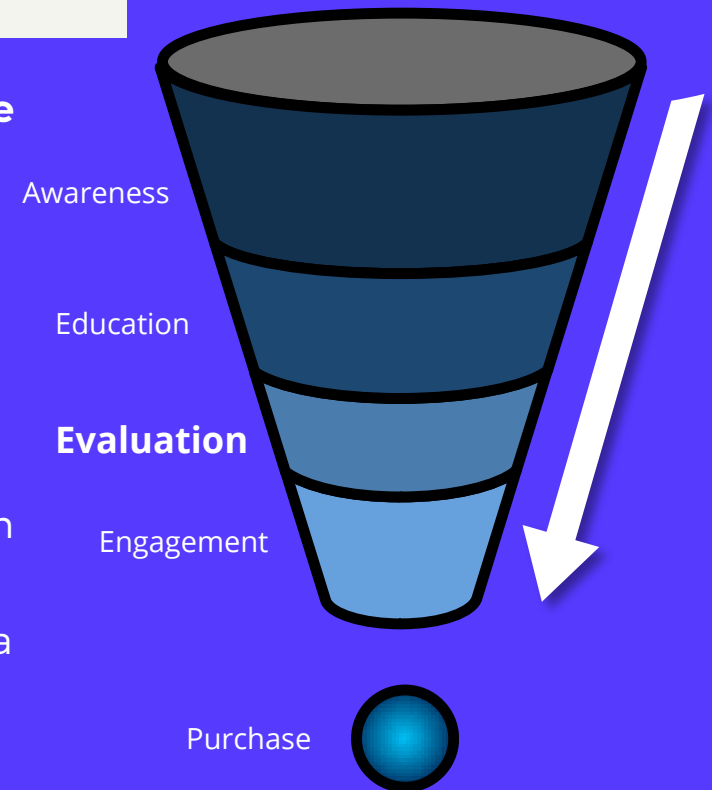
## STEP THREE: EVALUATION

**Step three in a successful sales funnel is allowing the prospect to evaluate what you're offering.**

*Allow your prospects some time to themselves to consider your service and arm them with:*

- An open invitation to contact you with any additional questions through whatever medium they prefer.
- Compelling physical and/or digital materials for them to review as consider their options.
- The comfort that you walk-the-walk as a social media expert by regularly updating your social channels with the most up-to-date information and examples of the platform.
- Endorsements and praise of current customers once you've built up your business.

**Big Picture: Give prospects space and remember that they may check your digital activity at any time.**



Purchase

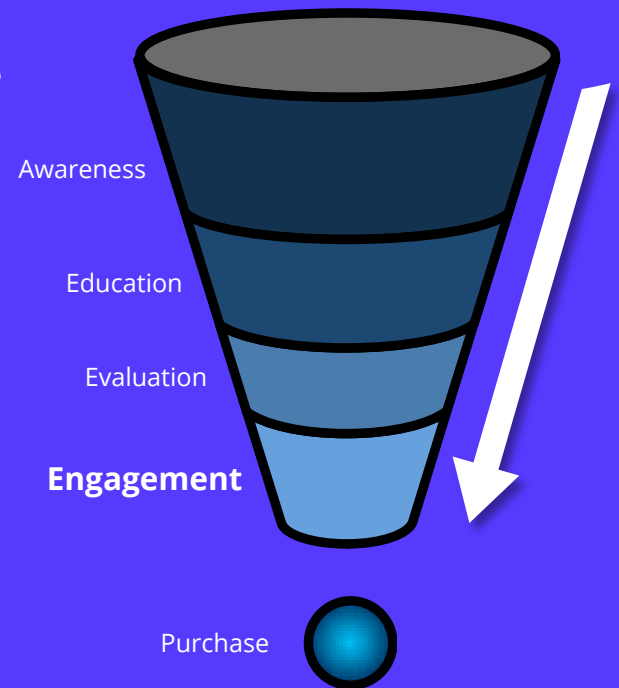
## STEP FOUR: ENGAGEMENT

Step four in a successful sales funnel is to simply ask for the sale.

Your prospect has had time to evaluate, now ask for the sale and sweeten the deal if need be:

- Many prospects get stuck in this part of the funnel – nudge them closer to making a sale without being too pushy.
- Don't give up! You may need to contact a prospect several times before making a sale.
- If your prospect needs an added incentive to make the purchase, make a limited time offer:
  - Waive the Social Set-up and Optimization fee or offer a free trial period.
  - A complimentary upgrade to next package level

**Big Picture:** Ask nicely, sweeten the deal, and make the sale.



Purchase

## STEP FIVE: PURCHASE

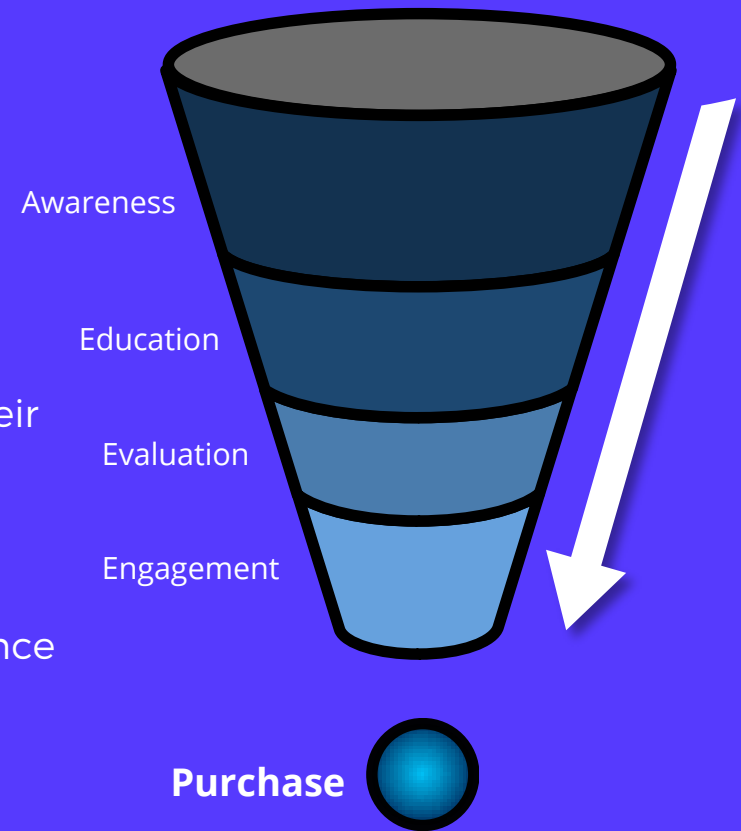
**Congratulations! You've made the sale. Celebrate and leverage your new customer.**

**Don't stop there, Make your new customer a loyal fan to help you to create more awareness by:**

- Nurturing your new customer and making sure their expectations are exceeded.
- Asking that they endorse/review you on their preferred social channels.
- Asking to use a quote about their positive experience with you for your marketing efforts to
- new leads and prospects.
- Asking that they refer new businesses to you.
- Sharing positive feedback on your social channels.

1.

**Big Picture: Word of mouth is integral to finding new leads for the awareness part of the sales funnel.**



Purchase



# RECAP: SALES FUNNEL OVERVIEW

**In review, here's the who, what, when, why, and how of sales funnels:**

**Who:** You and all businesses should have a sales funnel in place to turn leads into customers.

**What:** A sales funnel allows a person to become aware of your company, learn about it, evaluate your offerings and decide whether or not to buy.

**When:** You can start raising awareness to leads immediately by making yourself visible where your ideal customers hang out in the digital and physical worlds.

**Why:** Sales funnels give you an organized way to generate new revenue for your business, track your return on investment, and place greater value on customer retention practices.

**How:** Review this presentation, plan your strategy, and execute! Still have questions? Contact us!



## Questions?

Email: [help@socialowl.com](mailto:help@socialowl.com)

[www.SocialOwl.com](http://www.SocialOwl.com)