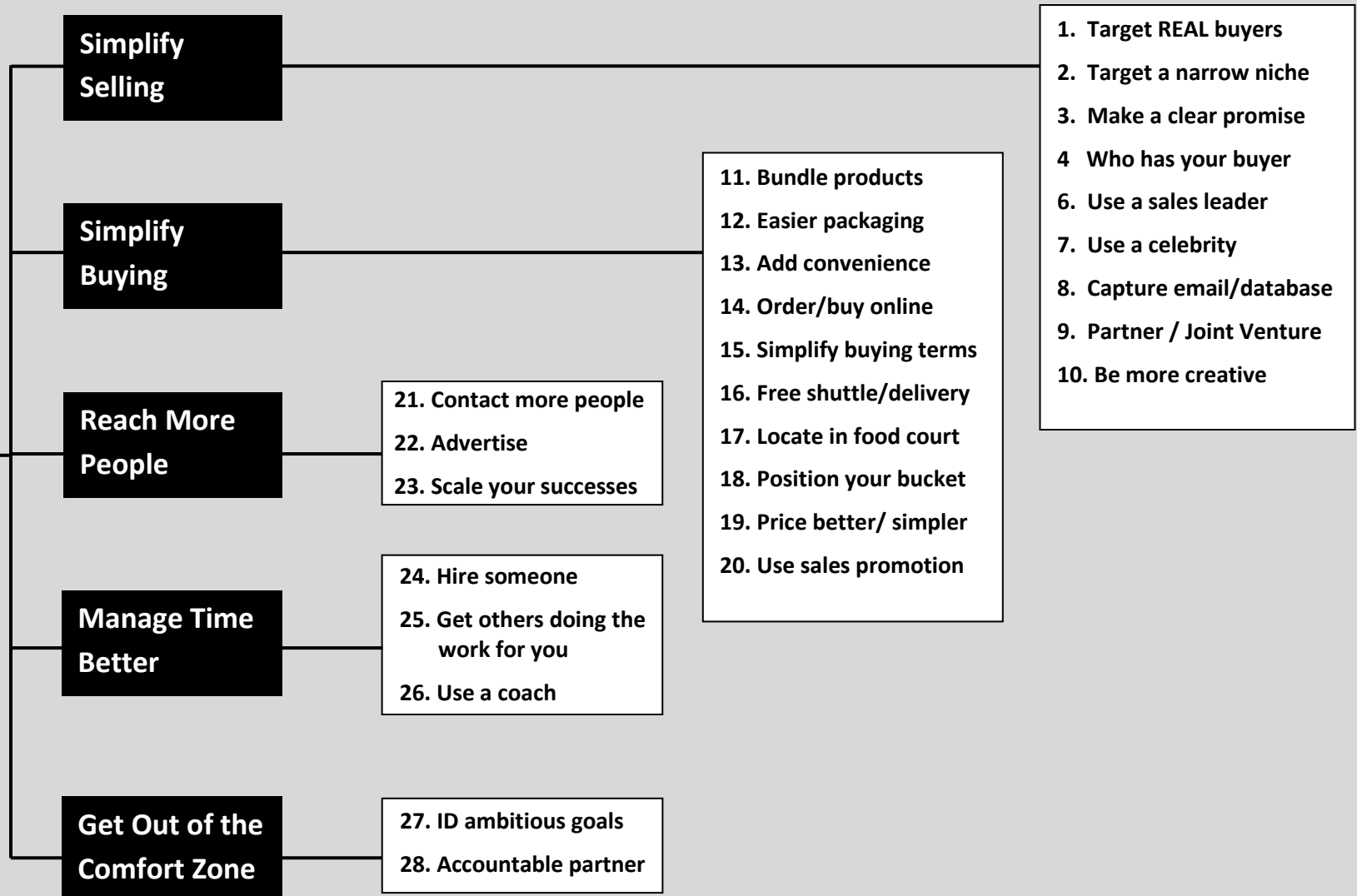


# DOUBLE YOUR SALES -- WORKSHEET



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Place a check ✓ for NOW and an F for FUTURE

## **FOCUS ON REAL BUYERS**

### DEFINE REAL BUYERS

- \_\_\_ 1. Who will NEVER buy from you?
- \_\_\_ 2. Who would love to buy from you if they could only figure out how to find you?
- \_\_\_ 3. How is a REAL buyer different from everyone else?
- \_\_\_ 4. When is someone ready to buy? (What are they doing?)

### DEFINE THE WANTS OF REAL BUYERS

- \_\_\_ 5. What is the biggest problem of the REAL buyer?
- \_\_\_ 6. What makes them want to buy right now?
- \_\_\_ 7. Redefine your product/service... What is the broader concept of what you are offering?

### ACCESS TO REAL BUYERS

- \_\_\_ 8. Who/what has your REAL buyers?
- \_\_\_ 9. Why should they give you access to their people/customers?

## **SALES PROMOTION**

- \_\_\_ 1. Which goals are most important ... And what tool will you use to achieve that?

Important	Promo Tool
_____	_____ a. Getting them to visit your website?
_____	_____ b. Getting them to call now?
_____	_____ c. Getting them to visit you or set a meeting?
_____	_____ d. Getting them to buy now (make a decision)?
_____	_____ e. Getting them to come back?
_____	_____ f. _____

Promo Tools:

- 1. Hot Product/Price;    2. Event/Celebration;    3. Coupon/Discount;    4. Free Sample;
- 5. Bonus;    6. Gift;    7. Contest;    8. Stamp/Continuity

- \_\_\_ 2. What times of the year are best and worst for selling?

## **POSITION YOUR BUCKET to CATCH the RAINFALL**

### TARGET

- \_\_ 1. What are all the possible customer types?
- \_\_ 2. What is the best target-market (profitable and easiest)?

### MESSAGE TO BUYERS

- \_\_ 3. What is the biggest problem you are solving for them?
- \_\_ 4. Which word best describes your prospect: MAD GLAD SAD FEAR SHAME?
- \_\_ 5. How can you redefine what you are offering (more broadly)?
- \_\_ 6. What do these buyers care most about?
- \_\_ 7. What is your message/promise to them?
- \_\_ 8. How could you clarify or simplify your message?

### REACH

- \_\_ 9. Where are your best buyers?
- \_\_ 10. Who has access to your best buyers (which people, media, groups)?
- \_\_ 11. How can you get them to give you access to these buyers?
- \_\_ 12. What is your message/promise to them?
- \_\_ 13. If you want to sail tall ships... where is there deeper water?
- \_\_ 14. Who could do the selling for you (to their people)?
- \_\_ 15. What extra could you give customers that would be valuable to them?
- \_\_ 16. Is there a captive audience you could seize?

### TEST

- \_\_ 17. What will you try in order to double your sales?
- \_\_ 18. What else could you try?

### EXPAND

- \_\_ 19. If it works, how will you expand it?

## **BECOME THE ALTERNATIVE**

- \_\_ 1. Who are you the alternative to (competitors)?
- \_\_ 2. What behavior or activity are you the alternative to?
- \_\_ 3. Why should someone buy yours rather than the alternatives?

## **THE PERFECT PITCH**

\_\_ 1. What image do you want people to have of your product/service? (Apple, Harley Davidson, Wal-Mart vs. Target vs. Nordstrom, hi-tech/low-tech, easy/hard)

\_\_ 2. What do buyers NOT want?

### **FACE TO FACE / MEDIA**

\_\_ 3. How do you describe your product or business?

\_\_ 4. What do buyers worry about?

\_\_ 5. What is your Qualifying Question?

### **NETWORKING**

\_\_ 6. You're in a crowded room, "I'm looking for someone who..."

## **MEDIA**

Which media are most useful now (place a check ✓) or in the future (F)?

\_\_ 1. Website / Web Videos?

\_\_ 6. Outdoor / Billboards / Vehicles / Posters

\_\_ 2. Directories (Online or print)?

\_\_ 7. TV or Radio

\_\_ 3. Newspaper (including overwrap)

\_\_ 8. Trade Shows

\_\_ 4. Magazine

\_\_ 9. Direct Marketing (telemarketing, mail, email)

\_\_ 5. Online Paid Ad Media

\_\_ 10. Online Social Media

### **STRENGTHENING MEDIA**

\_\_ 11. Are you capturing email addresses of REAL buyers?

\_\_ 12. Do you have a clear Call-To-Action in each ad and promo piece (do you make it clear what you want them to do... i.e., "Wondering what your house is worth? Call me for a free appraisal...")?

\_\_ 13. Do you offer a clear differentiator, of how your product/service is different from the alternatives?

\_\_ 14. Who has access to your best buyers?

\_\_ 15. Do you give the buyer a clear reason of why they should buy?

\_\_ 16. Do you give the buyer a clear reason why they should buy NOW?