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PRODUCTION

5 TIPS TO INCREASE YOUR SALES TODAY

FREE E-BOOK

ASHISH JANIANI

#1 SALES, LEADERSHIP, AND PRODUCTIVITY TRAINER IN THE WORLD



2018

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INTRODUCTION

All of us are in sales, directly or indirectly. Whether it is you negotiating an argument with your spouse or colleague, teaching your kid to be a certain way, sharing your opinion with your friend over coffee about celebrities, nations, or life in general, and more commonly related presentation of your product, service, or idea to generate income. Most sales books talk about way too many ways for you to actually implement, and though I love reading and getting insights of sales experts myself, I know the simpler and more practical anything is to use, the better the chances of a person using it. Thus I created this free e-book whose insights you can use immediately and practically. Only request I have is that make sure you take your notepad out, and start taking notes. In addition, if you have your phone, keep it next to you because you will be using it immediately while you are going through the tips. Let's roll!

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PRACTICAL USE IT NOW TIP#1

INCREASE YOUR PIPELINE BY GENERATING 50 MORE LEADS

How?

No matter what product, service or idea you are selling, you have your target market which can be corporates, retail outlets, individuals, parents, students, or in general the public.

Go ahead and add 50 names with mobile numbers right now into your list whom you can call right after you are done with this chapter. Where do you find these numbers? Local listing site of businesses, your contact list, your friend's contact list (the cherry on this cake is that when you call, you can warm up this cold call with an introduction that you got the prospect's number from 'x' who is a very good common friend/person in the network of both of you), business cards from your previous jobs or ventures, asking people for referrals (we will talk about this more), LinkedIn, Facebook (ever checked '*personal info*' on these two portals: You will be surprised how many of your future buyers have their numbers easily available here.)

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PRACTICAL USE IT NOW TIP#2

MAKE CALLS FOR THE NEXT 45 MINUTES WITHOUT PRE-JUDGING.

Just call these 50 people; even if you suck, just call all these, and you will be surprised how some of them will be interested in your offerings. In addition, when somebody says, ‘*I am busy right now, call me later,*’ take that as a sign of progress as this person wants you to call later, and with right amount of follow-ups you will end up with some handsome revenue (buy ‘*The Extraordinary Sales(wo)man*’ video training course for a price as good as free to train yourself on this. To check out if the course is out as while I write this, it’s under editing, and will be out in the next 20 days; check the website: motivationaldiaries.com or send me an e-mail on coach@motivationaldiaries.com for it.) Let’s keep moving now; I want to help you grow your business right away!

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PRACTICAL USE IT NOW TIP#3

CALL YOUR OLD UNCONVERTED LEADS

Next, take a 15-minutes break to get your notes together, and go to your list of unconverted leads from 6 months-2 years back (if you don't have it; hunt your email for a certain date range and go drop them a 'hi' real quick on that same e-mail.) Psychologically speaking, though I don't have a certificate to show you, but only my experience across the globe, these leads are like those 'exes' who broke up a while back, but if you were single and so were they, and you called them back after a long time, you can have a sweet conversation with the possibility to hook up again. As the wise say time heals things, similarly for those of your prospects who could not or would not buy from you previously, may be things have changed; maybe they have moved on to a new organization which means you have doubled your chances of potential success because now you have a new person to start it fresh with at the original company and the guy/girl who moved out is may be at a position or place now where people are willing to look at your revised proposal. These old unconverted leads are money; trust me. Why don't you drop them a 'hi' in the next 45 minutes. Once you are done, let's move on to the next tip.

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PRACTICAL USE IT NOW TIP#4

GENERATE REFERRALS USING THE FOLLOWING PITCH

Everybody tells you to get referrals, but most people don't tell you how. Since my mission is to increase your sales today, let's cut the bullshit, and get to what to say on the phone or in person to generate valuable referrals. Pick your existing clients who are happy with you or if you have none, call a friend and say this:

Existing client: *"Hey, Mr. Client how are you doing today?:) I called to get a feedback on if you were happy with my services and if there is anything else that I can help you with?"*

KEY NOTE: Make sure if there is anything they want you to improve upon, you do that first and only then ask for a referral.

If things are good which they should be as you are calling your satisfied customers, say the following:

"Great, I am really really glad, I really am! The second reason I called you is because I needed your help with something very small, but important, can you help me please?" Most times this question is answered back by your prospect with a big curious, little doubtful 'what?'

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You want that doubt because they are thinking it is something that will take a lot of effort, and they will be more than glad to know that all that you are looking for from your satisfied customer is a couple referrals. Here is what you say after hearing the curious doubtful ‘what?’

“I am looking to expand my business, and I just want more people to know about what I do. I request you to please share two people in your network who will be interested in knowing about what I do. Regardless if I do business with them in the future or not, just sharing about my services would help more people know about the hard work I am putting into my dreams. Who are the 2 people close to you in your network you trust I can drop in a ‘hi’ to?”

Usually such humble words bring out the goodness inside most humans, and they would at least tell you that they will try. Most of them will share with you ‘sure, let me see’ or a variation of such. What you want to do post this is request them to drop you a whatsapp or a text or whatever messenger service is trending in your country with the contact person’s number. Most often you will hear a ‘yes.’ But your job is not done yet as immediately after the call you will drop them a message thanking them for being supportive and let them know that this message is a request reminder to share the details. This step is so crucial as it almost guarantees positive results.

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PRACTICAL USE IT NOW TIP#5:

USE THE WORD 'RIGHT'

This one word will change your game if you haven't understood the conscious power of using it yet. Let me give you a practical example; if I said to you *'Having a great life is important, right?'* versus *'Is having a great life important?'* Try this today, and I 100% guarantee you at least 9/10 people in the *'right'* case will agree with you while the latter will bring out various philosophical views to this social rapport building question. How do you use this concept in sales? Well, you use it everywhere, when you are on the phone, you say something like, *"since you are the decision maker, it is important for you to have all the information before you decide anything, right? Let's meet."* Next, when you close, ask them what you are saying makes sense, right? Let's do it then. Because as we say it in sales, if it makes sense, it makes money!

Go make your money now, and if you are genuinely interested in becoming a sales master, go ahead and click on the *'Buy'* button for *'The Extraordinary Sales(Wo)Man'* course on my portal motivationaldiaries.com. It is a video course where I talk to you face to face with more practicality and priceless sales mantras on all subjects of sales including what sales is to the truth about the economy to how to talk on the phone to leads, how to get appointment when calling cold

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data, my 15/50 follow up rule, how to have an impactful face to face meeting and close today, how to use social media marketing in 2018 and onwards, which social media platform is right for you, how to handle all possible objections with price, time, reviews, competition, and lots more my friend. It's a full package video course of 4 hours you will have access to for lifetime. Shoot me an email on coach@motivationaldiaries.com to know if it's out as I shared, it's under editing and will be out in approximately 20 days from 8th July 2018.

Regardless we do business together or not, I wish you all the luck to increase your business at least by 5% with the above tips; but if you are hungry for more, it makes sense to have me live on video sharing all the insights, right! Go ahead and purchase the course NOW!