Maximising your sales revenue
What’s working in 2019

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Instability

Feast & Famine
Goes in cycles – sometimes more work than can be handled – other times nothing.

Revenue & Profitability

Security

Right Vision, Mindset, Strategy
Systemised Sales & Marketing
People & Culture

Good cash flow and profitability is average.
Can handle more business.
Preparing for growth

Prosperity

Solidly profitable business
Well-oiled machine
Choice to grow further or maintain level

Danger
Insufficient Cash flow for growth
Being over ambitious
Incorrect delegation & abrogation
Over extension
The Fundamental Rule - We Buy On...
• People like doing business with people they like, know and trust

• Establish a connection

• Meet them in their model of the world
What’s Motivating Them?

A Towards Orientation – They want to attain something. A goal

Use words like: accomplish, solution, include, attain, achieve, goals

An Away From Orientation – They want to avoid something

Use words like: avoid, get away from, evade, exclude, escape
What’s Their Buying Criteria...

D – Details

• What will trigger their interest – right now?

• What’s the issue they’re facing?

• What’s important about solving it?

• Cover both the Towards and Away
I – Interval

• How long has this been happening?
C – Cost

What has this cost them?

- Money?
- Frustration?
- Time?
Do They Really Want To Fix It?

T – Try & Fix

• What have they done to try and fix it?
A – Action (Or rather Inaction)

- What will happen if they don’t fix it?

- The cost of fixing the issue may well be greater than the cost of doing nothing (Time/Effort/Money Expended)
It's All About Them...

T – Talk about them - Not You

• Remember WIIFM
E- Emotions

- Future pace into their emotions
- How will they feel once this is solved?

- Remember – People will buy on Emotion and justify with Logic
Conducting a Sales Conversation

This is a 15 step structure we use when sitting with a qualified prospect
1. Frame the meeting

I’d like to accomplish 4 things today.

a. Tell you a bit about us and our philosophy
b. Find out more about what you want to accomplish
c. See if there’s a fit
d. Outline a broad program and next steps
2. The Prospect’s Current Situation

3. The dream - The Prospect’s Desired Outcomes

List 10 things you want to achieve.

4. Prioritize these outcomes.
   • Monetary
   • Timeframe
   • Must be specific and measurable – what’s the evidence criteria?
5. Impact and implications of Achieving Outcomes

Value to them! Factual and emotional
For each outcome what’s the value – so what? Keep going up.

Happiness
Status
Time
Money
6. What happens if they don’t achieve the outcomes?

7. Obstacles in the way?

List 10 things that could stop you from achieving your outcomes.
8. Can we help overcome challenges?

9. What is the investment – time, money, resources they’re willing to put in

10. Presenting Your Services

11. Bring up Questions/Objections (some you think they may have but are unvoiced)
Conducting a Sales Conversation

12. Are they on board?

13. Confirming Commitment

14. Final Close

15. Payment and Next Steps
Free Gifts

Email Rashid at: rk@revealedresources.com and I’ll send them over