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'Internet Marketing – How to Increase Sales Success'

March 2010

Objectives

- Understand what you are selling
- When to engage the sales process
- How to position your sales proposition



USP's

What are your USP's?



What are our USP's

- ~~we~~ offer the best customer service
- ~~we~~ deliver quicker than our competitors
- ~~we~~ are more cost effective
- ~~we~~ have better understanding of the industry
- ~~we~~ have a fantastic reputation
- ~~we~~ have been doing this for 15 years



What are your USP's – SEO

- We have been optimising for 5 years
- We employ 15 optimisers
- We have won countless awards
- We pride ourselves on our commitment
- We are passionate about optimising sites
- We make your site fully optimised



What are your USP's – SEO

- YOUR site to the top of Google rankings
- More hits on YOUR site
- YOU will get more leads
- YOU will make more online sales
- YOU will take orders and make sales while YOU sleep



USP's

What are your real USP's?

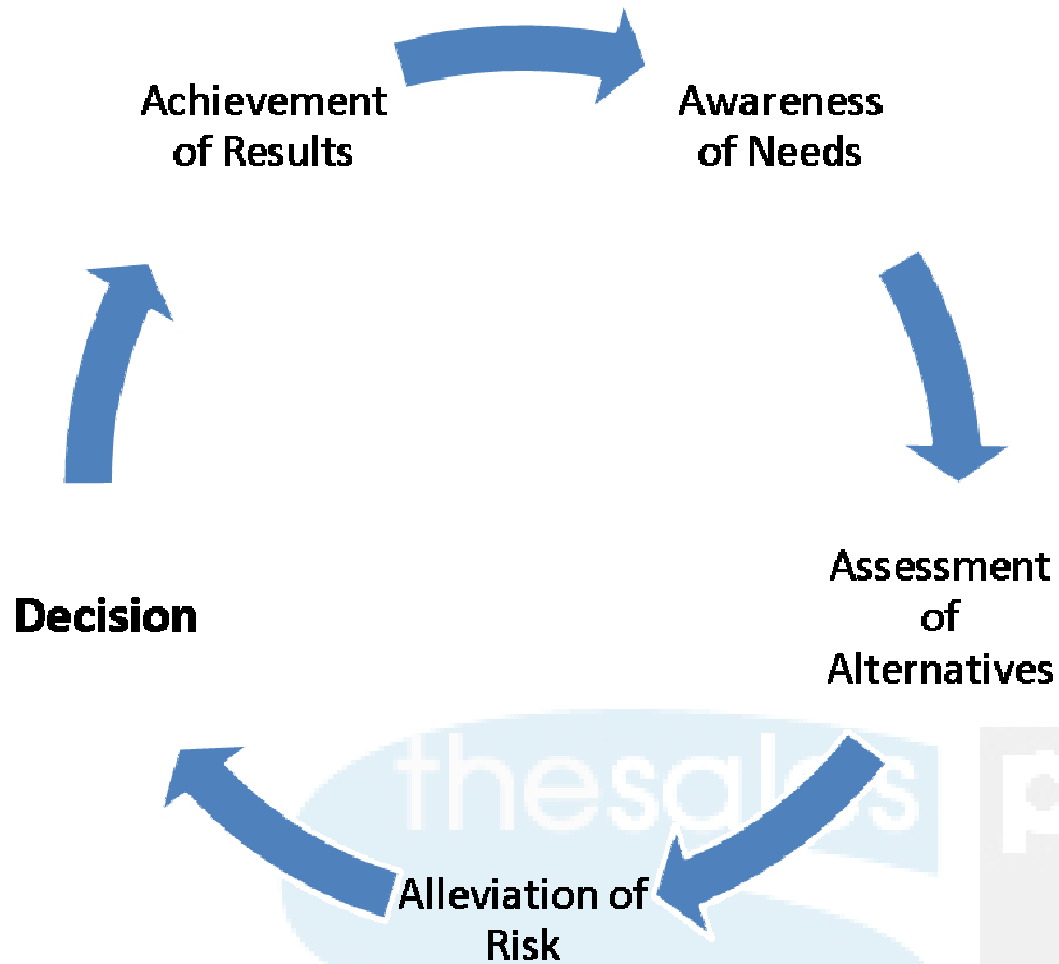


Sales Positioning

When to Engage



When to Engage



When to Engage

Buying Decisions Research

- 22% main stream media
- 3% Yellow Pages
- 100% Google / Search Engine
- 80% Referral, Peers, Social Networking



When to Engage

- BMW
- Amazon
- PriceWaterhouseCooper
- Hotel
- Printer
- Electrician



When to Engage

At what point do you want to talk
with your prospects?



When to Engage

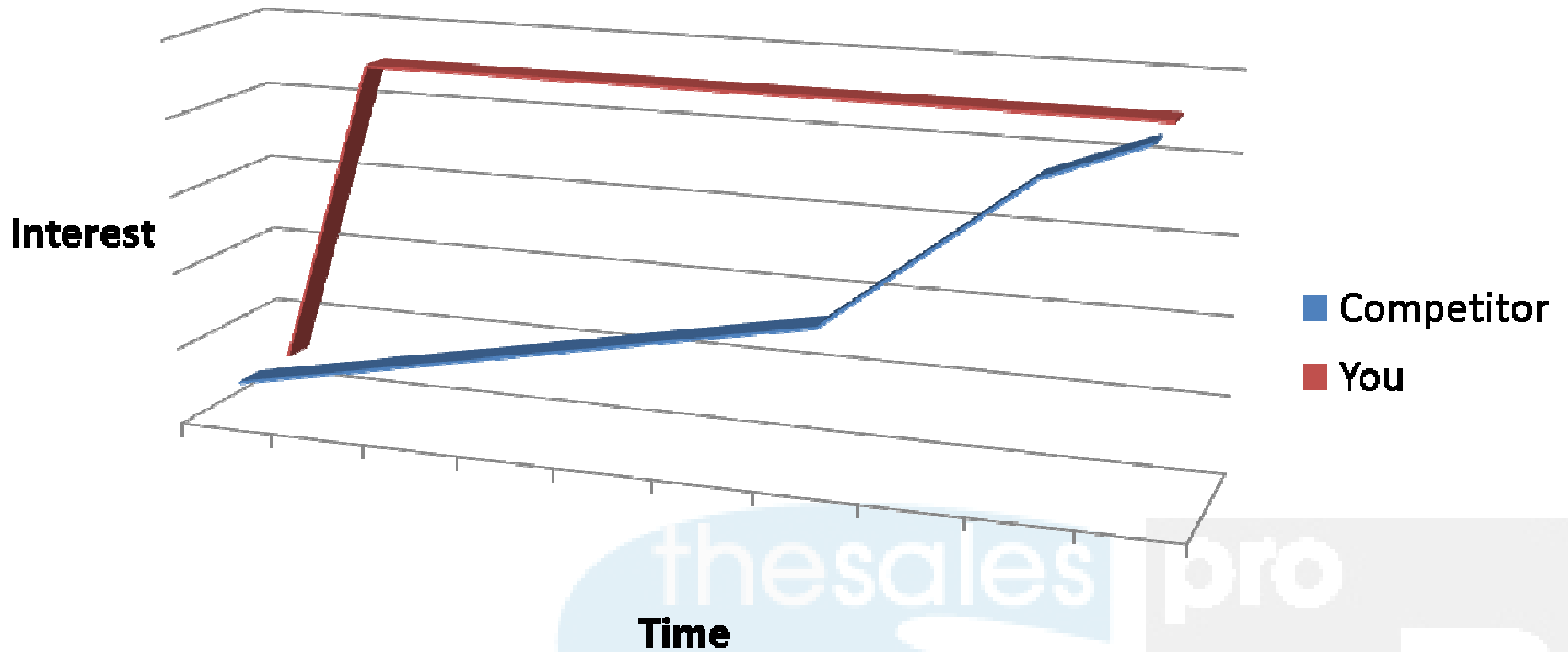
- What type of business are you?
- How complicated is your business?
- Will they buy without you?
- Will they engage with your competitors?
- Will you be able to sell additional products
 - Value added service?
- Do you have resource to handle sales enquiries?
- By speaking with you, is there more chance of a purchase?

Sales Positioning

How to beat the competition



Changing the way you sell



About Us

About Us

- Founded in 1875
- Originally based in Lincoln's Inn, home of the legal practice
- Moved to Bromley, Kent in 1951
- 200 Staff (50 Part-time)
- Well informed, realistic advice, on every aspect of personal affairs
- Deal with Sole traders to Large Public Limited Companies

About Us – View from the Buyer

- What is Interesting?
- What is Relevant?
- How does it benefit me?
- Have I read ahead?
- Is this presentation for me or everyone?



Features and Benefits

“ A feature is talking about yourself, a benefit is talking about the client”



Features & Benefits

- Dolland Aitchison
- The Financial Times
- Dreams
- BMW



Features & Benefits



~~Glasses~~

Sight



~~Newspaper~~

The News



~~Fitness Trainer~~

A good body

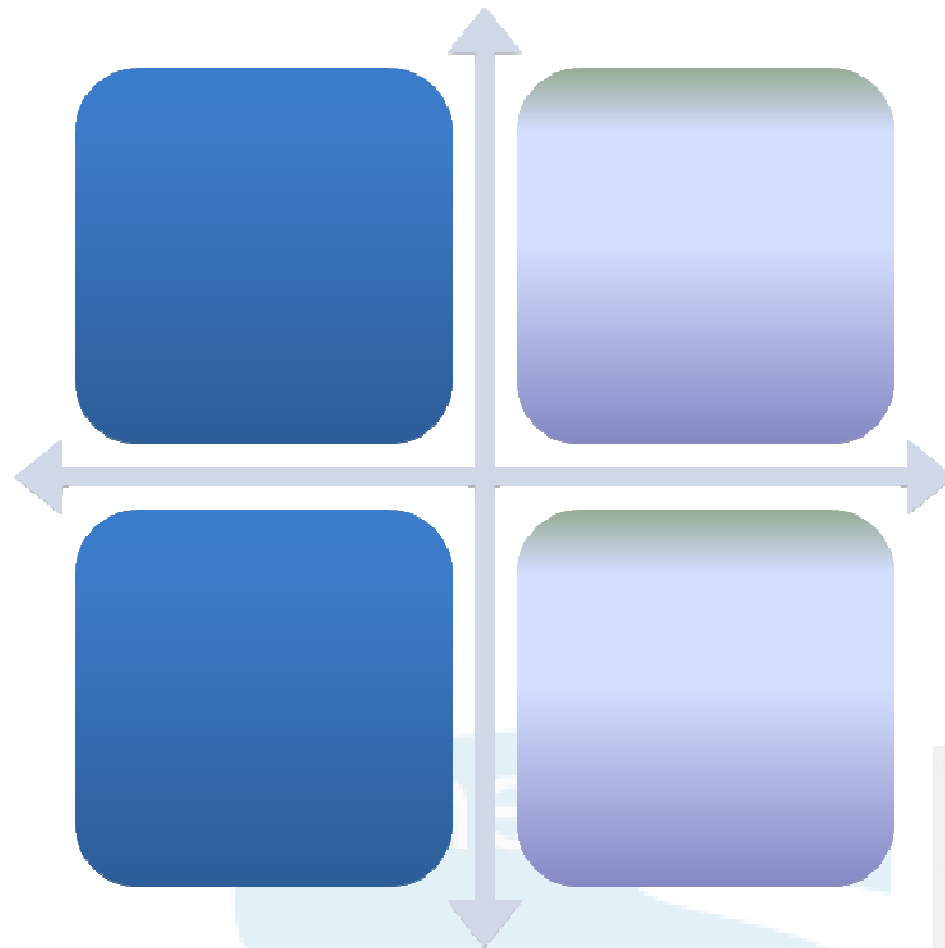


Features and Benefits

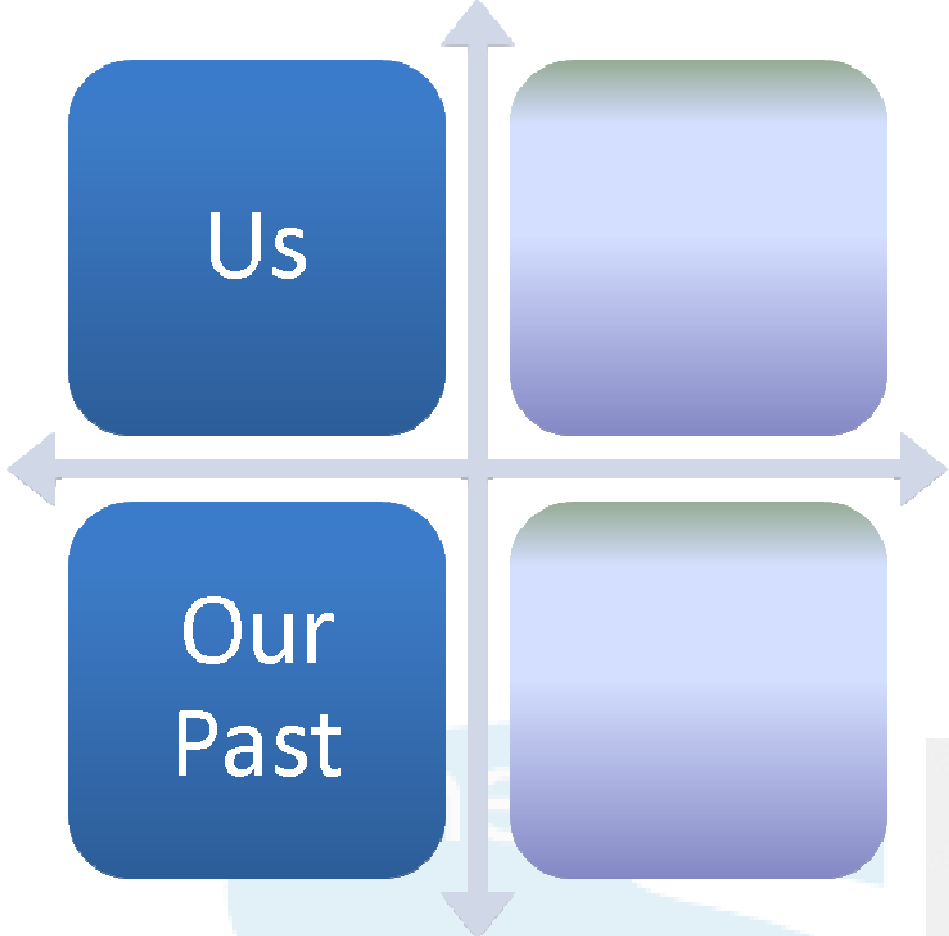
What are your businesses Features
and Benefits?



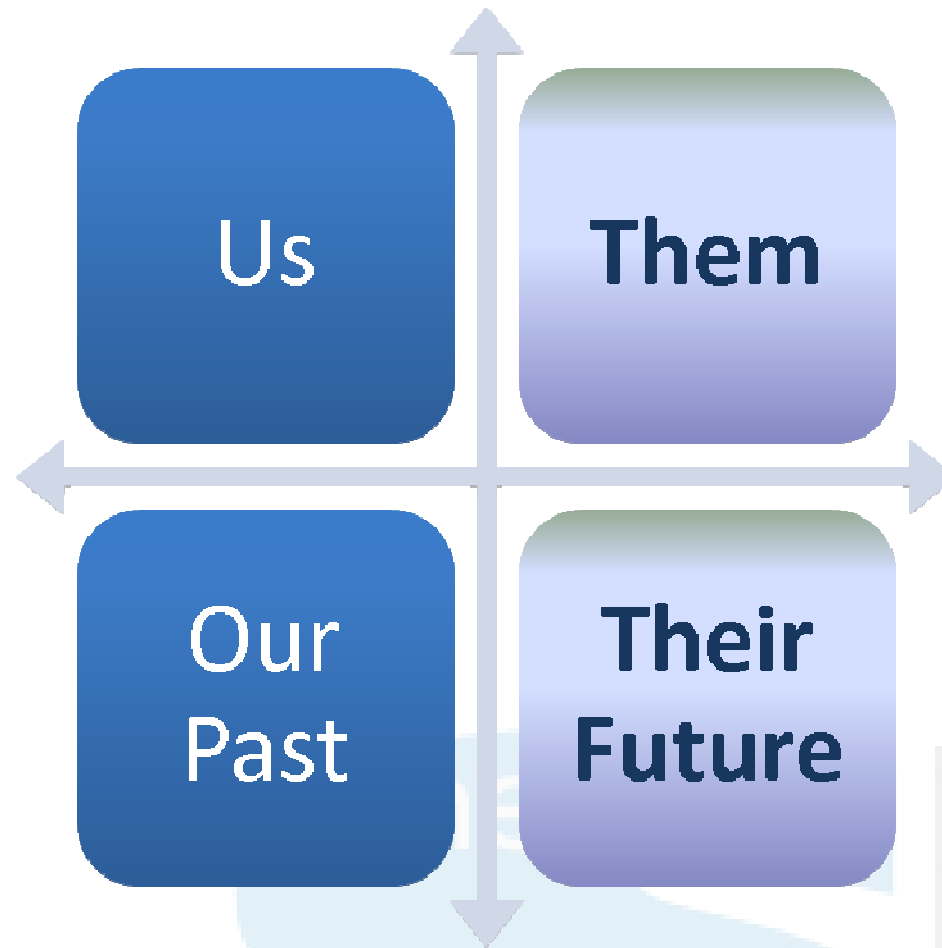
Where is your focus?



Where is your focus?



Where is your focus?



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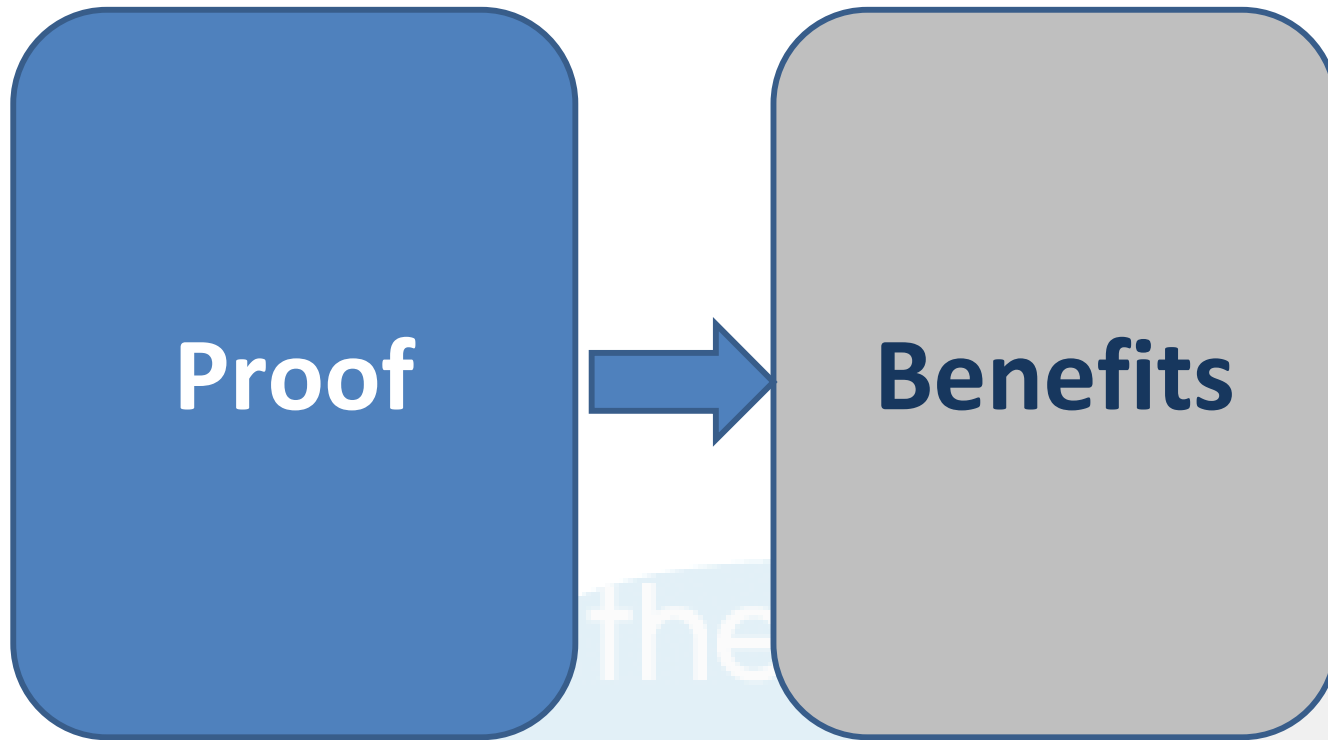
Future Based Questioning

- What are YOU looking to achieve
- What will success look like to YOU
- Where do YOU want to go in the future

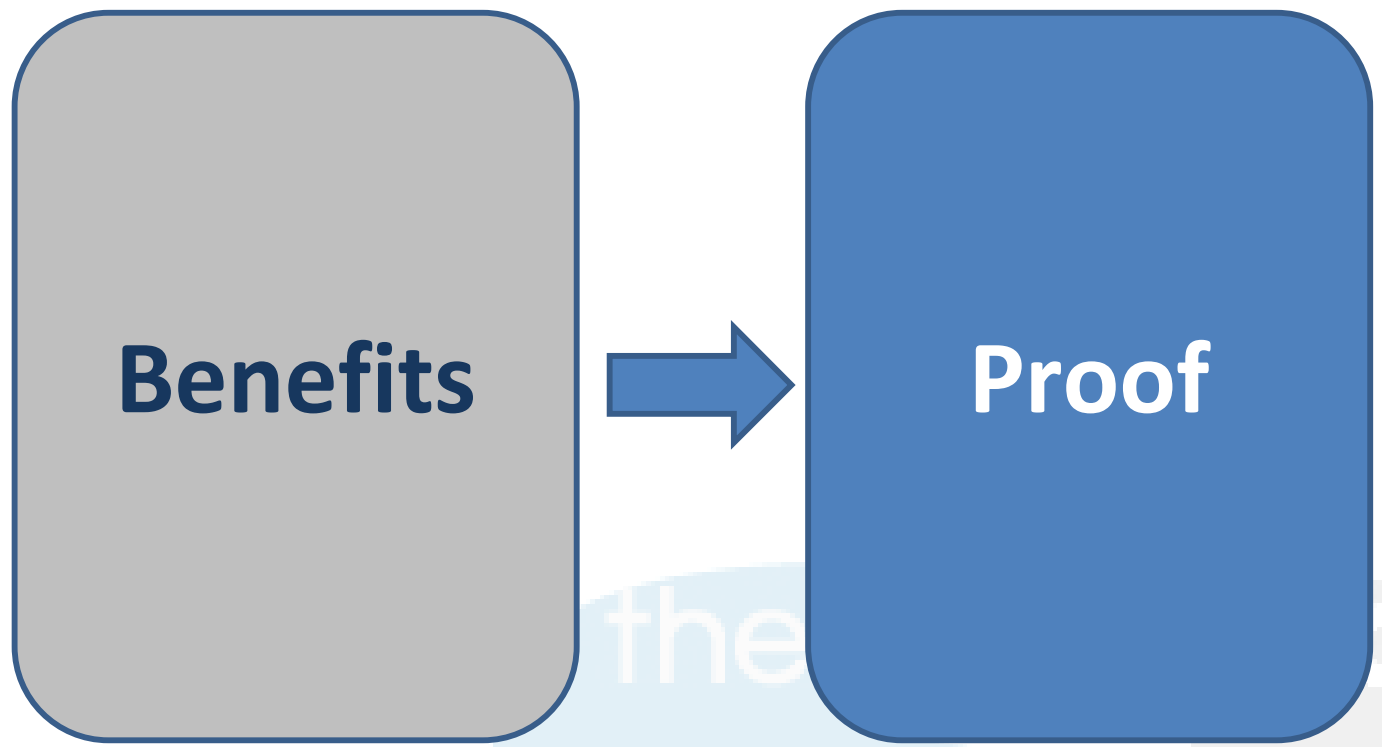
**“Prove you can deliver their vision of the
future”**



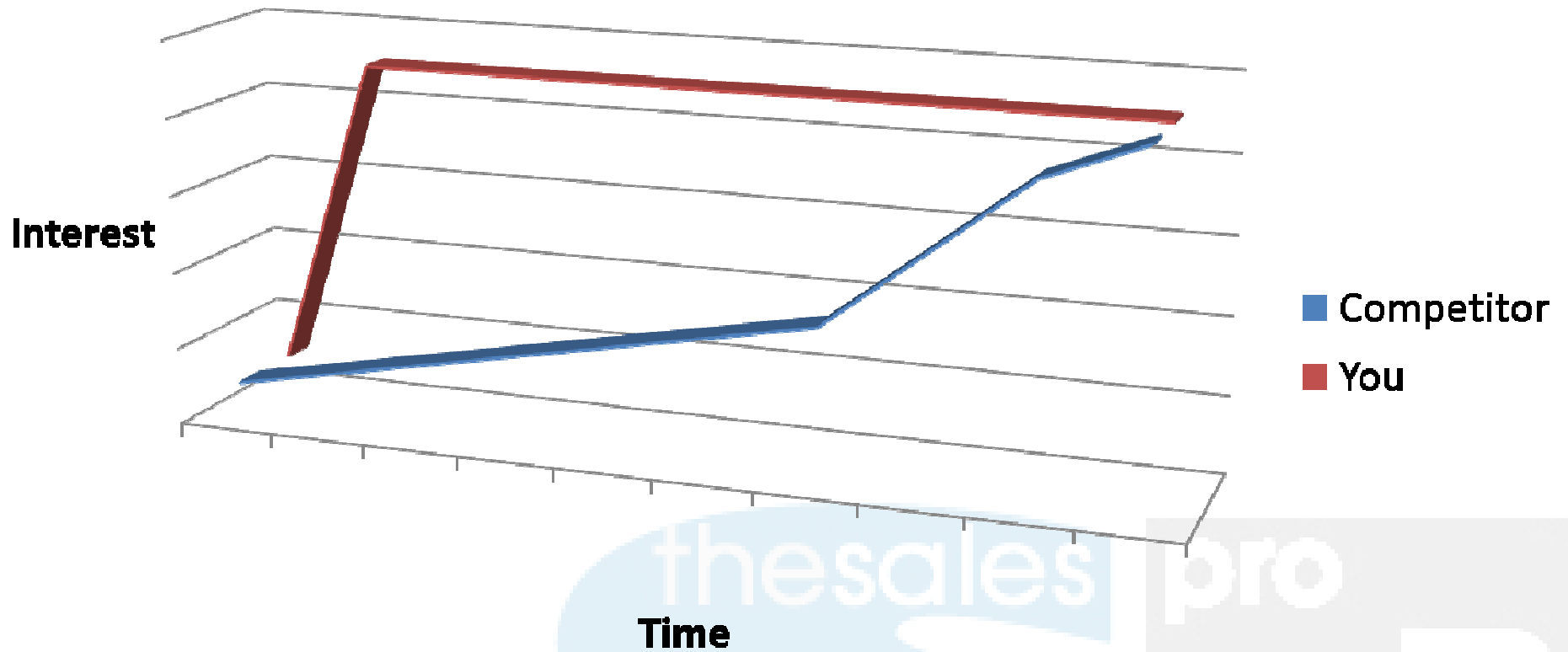
Positioning



Positioning



Changing the way you sell



Questions and Answers

Q & A



The SalesPro

- Sales Training
- Sales Consultancy
- Pitch Preparation
- Tender Assistance

- Further reading – www.thesalespro.co.uk

