



## SALES TEMPLATE

Every entrepreneur needs to master the art of selling or else their business will crumble!

**Selling means building relationships through engagement with your ideal clients**

In order to sell effectively you need to be very clear about a few things:

1. What you are selling
2. Whom you are selling to
3. How you help them

### **1. Start by creating an elevator pitch**

An elevator pitch is your short concise introduction to potential clients. It should answer

1. Who you are
2. Who you serve
3. How you serve them
4. And the expected results

This is mine: I am Adanna Austin and I am a business coach and consultant (**Who I am**) who works 1 on 1 (**How I work**) with entrepreneurs (**Who I serve**) to get them very clear on their goals, identify their ideal clients and develop strategies to increase their revenue and grow their business (**The expected results**)

Time for you to complete your own elevator pitch

I am \_\_\_\_\_ who works with \_\_\_\_\_ by providing  
\_\_\_\_\_ to help them \_\_\_\_\_.



Keep writing it over and over until it becomes very clear to you and try it out on people and see if it resonates as well.

## 2. Identify who you want to work with

Once you know who you want to work with, getting to them should be easier

1. Are they actively in your life (family or friends)
2. Are they on your social media platforms
3. Are they in the organisations you are in (church, school, PTA, community)

Make a list of all the people who could be your potential clients and even your past clients and choose 2 days every week to reach out to your list by

Email

Telephone call

Whatsapp

Messenger

Letter



The purpose of reaching out is not to 'sell' in the traditional sense but to build a relationship by asking them questions about their life, their business, or about the last service they received from you

Make your list here:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



### 3. Share valuable information

People do not want to be sold to, they want to be educated. Amazingly this is how most successful entrepreneurs close the deal! You have to get into the habit of sharing valuable information everyday.

Some things to share

1. Why you started your business
2. What you have been up to lately
3. How views on the latest developments in your business
4. Information about the product or services you use in your business
5. Behind the scenes of your business
6. How to use your product or service

How to share

1. Video/YouTube Channel
2. Blog
3. Email list
4. Social Media Platforms
5. Speaking Engagements
6. Webinars
7. Networking Events
8. Expos/Seminars



Make a list of the valuable information you will be sharing from today

- 1
- 2
- 3
- 4
- 5



Make a list of where and how you will be sharing this info

- 1
- 2
- 3
- 4
- 5

## 4. Follow up

Many deals may not be closed on first contact and that's okay. Once people get to know, like and trust you then they are ready to buy from you. But you cannot sit and wait for that to happen. You have to follow up via

Email

Phone Call

Whatsapp

Messenger

Letter



Make a list of the people you will be following up with today

- 1
- 2
- 3
- 4
- 5