

Creative Digital Sales

Context

This is about selling services or digital products.
It's not about selling physical products.
Services are harder to explain because you can't see it or feel it.
Some examples include consulting, writing, design and coding.
A gifted service is better than a gifted salesperson or a gifted marketer.
The magic in the offer, not in the salesperson or a gifted marketer.

Mindset

Sales and marketing must work together.
The research you do for marketing will help with sales.
Sales is not only for extroverts.
Introverts can do well with sales because they listen more and speak less.
Ask engaging questions, they'll tell you more and you'll get to listen more.
Sales is a conversation, not a presentation.
Ask better questions and use fewer slides.
Sales is not an art. Sales is science, it's a recipe. We call it a process.
Sales is not about you, it's about serving the client.
It's less about what you sell, it's more about how they'll benefit.
Sell people what they want and give them what they need.

Prospecting

Choose your audience based on your marketing research.
Find out who they are and where they hang out.
Reach out to them to start a conversation.
Talk about their challenges, not about your solutions.
As you're getting to know them, you're also qualifying them.
Your first call to action must be something easy for them to agree.
Such as sending them a short document or a short video.
If they want to discuss further, ask them to book a call with you.
Let them know what the call is about and how long it'll take.
On the call, you can find out if your solution is a good fit for their problem.

Meeting

Prepare your questions so that you can finish the meeting on time.

Make it a conversation instead of following a script.

Don't act like someone else. Be the best version of yourself.

Figure out if they're a good fit for your service.

Show the value of your solution or how much their problem is costing them.

Sometimes the value is both monetary and emotional.

The value must be so high that the investment looks like a steal.

Practice saying the price of your services so you'll sound natural.

If they agree to take the next step, help them with the transaction while on the call.

Follow Up

If they need to consider, you will need to follow up.

You can follow up with useful content for them and call to actions.

This is where email marketing comes in. Ask them to subscribe to your email newsletter.

You send out two engaging content-rich emails per week to everyone on the list.

You'll be top of their mind. After some time, they may end up buying.

Onboarding

Buyer's remorse always happens right after they buy.

This is the time you need to assure them they made the right choice.

Remind them why they bought.

Show them the benefits again.

Guide them through the process.

Completion

Continue to check in with the client after the sale.

This is a good time to ask for a testimonial and to get some feedback.

Sometimes, they want more services.

You can guide them to their next purchase with you.

At the right time, you can ask for referrals.

Goal Setting

Start with your income goal and work backwards.

How much money do you want to make?

Based on that, how many sales do you need?

Based on that, how many meetings do you need?

Based on that, how many leads do you need?

Based on that, how many people do you need to reach out to?

How many per month? Per week? Per day?

Focus on the right activities. You won't have any time to worry about missing the target.

As long as you're focusing on these simple activities, you will hit your revenue goals.

Reference

<https://www.youtube.com/watch?v=apxLAVE2Zl4> - About Sales - 3 Minutes

<https://www.youtube.com/watch?v=J6Su5Vx3x5U> - Sales & Pricing Masterclass

Samuel Ng

Health & Wellness Copywriter:

Creator of [Client Enrollment System](#) ➡ Click Here To Find Out More